



CLIENTELING

**Your reputation for outstanding customer care didn't come easily.
Preserving it will with Tulip.**

We're the world's most popular clienteling solution, loved by the world's most iconic retail brands.

The screenshot shows a mobile application interface for managing customer profiles. At the top, there's a header bar with a back arrow, the word 'Profile', and a 'Preferences' button. Below this, there are two tabs: 'Likes' (which is selected) and 'Dislikes'. Under 'Likes', there are five color swatches: Navy, Soft Pink, Grey, Light Grey, and Black, each with an 'Edit' button. Below 'Likes' is a section for 'Activities' with categories like Yoga, Cooking, Meditation, Cycling, Martial Arts, and Hiking. Further down is a 'Clothing Styles' section with three categories: Relaxed, Business, and Athletic, each accompanied by a small image of a person wearing that style. On the left side of the main content area, there's a sidebar with icons for 'Dashboard' and 'Client book'. At the bottom of the sidebar, there are buttons for 'RTW Styles' and 'Edit'.



55%

INCREASE
in clienteling
conversion rate

16%

INCREASE
in client book
customers

The ultimate toolkit for delivering authentic, personalized customer care, one relationship at a time.

Detailed customer profiles

Get to know your customers with 360-degree profiles that track customers across channels and locations with details including qualitative preferences (like colors or fit), past purchases, website wish lists and more.

Individualized follow ups

Price and promote products any time, anywhere. Manage complex discounts and pricing schemes including bundled pricing and location variations.

Integrated Omnichannel communication

Communicate with your customers using the medium they prefer – including email, SMS, WeChat, WhatsApp – and keep records of all conversations attached to the customer profile.

Trusted by the world's most iconic retailers

BOGGI
M I L A N O

Theory

Mulberry

JIMMY CHOO

kate spade
NEW YORK

Empower your sales associates to be more productive and more results-driven

Client book management

Replace binders and sticky notes with a sophisticated digital blackbook app that lets store associates keep track of appointments, reminders, and VIP information all in one place.

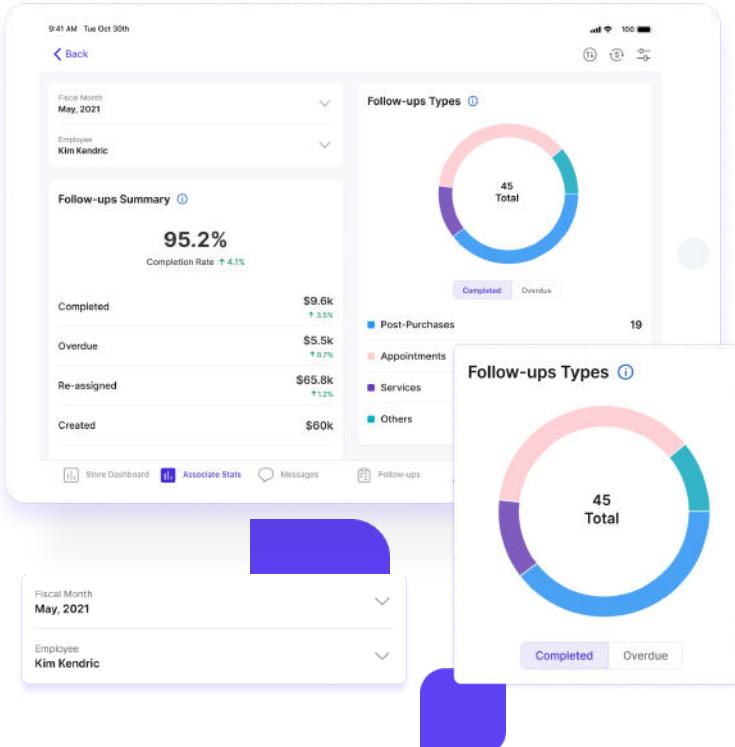
The screenshot shows a mobile application interface for managing client books. At the top, there's a header with a profile picture of Anika Saris and her email address. Below the header, the main screen displays a list of contacts with their names, emails, and phone numbers. To the right of the list is a grid of small profile pictures. Below the contact list are several sections: 'Closet' (with a photo of a person in a pink sweater), 'Wishlist' (with a photo of a person in a white shirt), 'Important Dates' (empty), and 'Preferences' (empty). The overall design is clean and modern, with a focus on organization and accessibility.

Automated associate task list

Onboard new hires and scale efficiently by providing each associate with an automated list of tasks and follow-ups to promote engagement with their clients, maintain brand consistency, and increase sales.

Centralized Outreach

Remove barriers to communication with local and international VIPs by centralizing communications through Clienteling rather than a multitude of personal accounts and devices.



Measure better, manage better

Accurate sales attribution

Give credit where credit is due by tracking precisely where sales associates influence sales, both in-store and online. You'll improve performance, and they'll love you for it.

Analytics that drive improvement

Tulip's insightful dashboards help you identify individual, store-level, and aggregate data trends to build accountability and inspire constant improvement from the ground up.

Want to learn more? Visit tulip.com/contact-us to book a meeting.

