



CASE STUDY

How **AG** Jeans transformed their brand experience

SUMMARY

Tulip's Store Experience Platform is helping the premium denim brand to connect with customers and grow store sales. Read all the details in this case study.



About AG Jeans



The AG Jeans Story

AG Jeans is a premium denim and knitwear house leading the sustainable manufacturing movement. The California-based brand opened the first vertically operated denim manufacturer on the West Coast and has built a loyal following around craftsmanship and eco-minded processes.

Today, AG Jeans serves 20 countries around the globe and has stores in fashion capitals like New York City and Los Angeles. Beyond their products, the AG Jeans shopping experience stands out because it's so personal. "Oftentimes, you'll see our clients visiting different locations when they're traveling in other cities. They're truly brand loyalists," said James Bishop, AG Jeans Director of Retail.

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If you were to ask our clients what makes AG Jeans special, they would tell you it's a combination of quality in both product and service.



James Bishop
AG Jeans Director of Retail

QUICK FACTS

- Founded in 2000 in Los Angeles, California by Adriano Goldschmied
- Known for environmentally-conscious design and manufacturing
- Worn by Taylor Swift, Kate Middleton, and Tom Brady



The Challenge



Manual Clienteling makes it hard to scale

Store associates, called Stylists at AG Jeans, play a massive role in shaping the store experience. They used physical notebooks to keep track of VIPs and personal devices to conduct outreach and follow ups. The practices made customer interactions and experiences very personal but required superhuman effort to execute.

Because of the individual efforts, processes were not uniform across the brand and were difficult to measure and manage. This hindered a seamless brand experience at an international level and raised concerns about how to scale as AG Jeans grew. It also made it challenging to forecast productivity or influence sales in an omnichannel way.

"20 years ago, when we first opened the doors, we had the luxury of being able to wait and see who was coming into our store. Today, as I'm sure every brand knows, that's no longer the case," said Bishop.

AG Jeans wanted a solution to:

01. Simplify

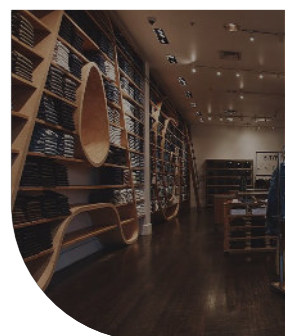
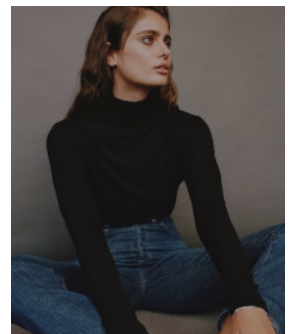
Structure and simplify clienteling for scale and consistency

02. Empower

Empower stylists to proactively and predictably make sales across channels

03. Analyze

Give leadership accurate and necessary data to drive the business strategically



We know that the relationships we have with our customers are a major sales driver, so it's important that we're proactive and systematic about how we create them and how we track them.

James Bishop
AG Jeans Director of Retail

The Solution



How Tulip transformed AG Jeans' business

Tulip put mobile devices into stylist's hands and equipped them to systematically engage with customers and grow their sales. As a result, AG Jeans saw a massive change in their business within the first six months of using Tulip.

"Tulip has transformed our business at every level. Our stylists have the bandwidth to be engaging with clients in unprecedented numbers, and our leadership teams are able to focus on coaching, strategizing, and driving the business."

Tulip has transformed our clienteling process from a manual system to an automatic one, which has just completely changed the game.

James Bishop
AG Jeans Director of Retail

01. Simplify

Tulip enabled AG Jeans to digitize their client books and systematically conduct outreach

Tulip helped AG Jeans to structure and simplify their clienteling practices by giving stylists a repeatable way to keep track of customer information and manage customer follow ups and outreach.

"With Tulip, we've seen a drastic increase in the number of customer outreaches that our stylists are able to complete, and we've seen amazing conversions from those communications as well," said Bishop.

Instead of relying on their own personal notes, Tulip offers a centralized digital client book with 360-degree customer profiles where stylists can see everything from what the customer purchased online last year, to which colors they like best, to last week's SMS message. Tulip then uses this profile's information to make suggestions for customer outreach and follow ups so that stylists always know exactly where to focus their efforts.

Results from the first 6 months using Tulip's Store Experience Platform



5x

increase in
customer
outreach volume



3.6x

increase in
conversion on
outreach



17%

increase in
AOV

The Solution

02. Empower

Tulip empowered stylists to make sales across channels in an efficient and attributable way

Instead of waiting for foot traffic to make sales, Tulip opens up communication across channels and enables stylists to communicate using the medium customers prefer, including email, SMS, phone, and social messaging tools.

Tulip ensures that outreach is scalable and efficient by providing quick templates that can be customized for brand-wide or store-level mass communications. Tulip provides templates for quick SMS messages that can be sent with just a single tap but still feel personal and contextual. Email templates go a step further and give stylists the ability to quickly send seasonal looks, event invitations, and other personalized communications without needing to build them from scratch.

Customers can click on a look and make a purchase through the ecommerce site. Tulip will automatically attribute the sale to the stylist who sent it so that they see the impact of their work, without the customer ever needing to step foot in the store. On the flip side, when customers are in store, stylists can sell them the full AG Jeans product line—even if the item is only carried online or at another location—using Tulip’s digital lookbook and endless aisle feature.

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Tulip has given our stylists the ability to sell across channels and our average order value has increased by almost 20% as a result.

James Bishop
AG Jeans Director of Retail

The Solution

03. Analyze

Tulip provided on-demand visibility to the in-depth reports needed to strategically drive business

Tulip equipped AG Jeans leadership with the tools they need to drive the business strategically by providing complete visibility to accurate store data in easy-to-understand reports.

Operational reporting used to require a herculean effort from managers to review with mountains of manual notes and client books, and outreach being scattered across numerous personal devices. With Tulip, store managers have in-depth insights available at their fingertips. Tulip's system automatically records and organizes customer data and outreach metrics for each associate so managers can see everything at-a-glance, and be able to coach their teams on how to drive performance.

"When we talk about having insight to data, it's not enough to have those metrics at annual or even quarterly reviews, it needs to be in real time," said Bishop. "Tulip's reporting is great because it's both easy to access and easy to understand. If we want data on what products are performing best in our store on Madison Avenue, we can see that in seconds rather than months. It's made a huge difference to how we strategize. The retail landscape is changing very quickly. Customers are expecting different things than they did 20 years ago, and sometimes it can be difficult to keep up."

Similarly, outcome reporting used to only be reviewed annually or semi-annually by executive teams who were faced with sales numbers that weren't always accurate. Tulip automated outcome reporting which provided executive leadership with visibility to real-time sales and store performance data that allows

Our vision for AG Jeans is to design an elevated store experience that truly differentiates us from other denim brands. We want to provide the level of luxury our clients expect."

James Bishop
AG Jeans Director of Retail

ABOUT TULIP

Countries using Tulip

33

End customers touched

73 million

Orders processed

94 million

Tulip is setting a new standard for omnichannel retail by unlocking the power of stores with a suite of cloud-based solutions built for retail transformation.

Partnered with Apple and Salesforce, Tulip equips sophisticated retailers to build connections with customers, fulfill orders, checkout purchases, and optimize operations in order to create the end-to-end experience modern customers expect.

Leading retailers like Mulberry, Saks Fifth Avenue, Indigo, Kate Spade, Purolator, and Michael Kors use Tulip to elevate the shopping experience, increase sales, and improve customer service across channels.



Ali Asaria
Founder and CEO