

The Veronica Beard difference

— PART 01

The challenge

Why traditional retail outreach is failing

Most retailers face a common set of hurdles that keep their sales stagnant and their teams frustrated. These challenges usually stem from three specific areas: a breakdown in customer communication, a lack of insight into customer preferences, and low adoption of new technology. By sticking with generic outreach and outdated methods, brands leave significant revenue on the table and risk permanently losing the attention of their most valuable customers to more personal competitors.

01 The noise problem

Customers are constantly flooded with generic emails and automated texts that lack personal relevance or timing. Because these messages fail to resonate on a personal level, customers quickly learn to ignore them or opt out entirely. This disconnect means that store associates spend valuable time sending messages that result in almost no return for the brand.

02 The blind spot

Associates are essentially operating in the dark. They miss critical opportunities to upsell because they don't know which new arrivals would complement a customer's previous purchases or fit within their specific preferences. This lack of insight forces associates to make generic guesses rather than tailored suggestions. As a result, the AOV remains low because the recommendations don't feel essential to the customer's personal style.

03 The adoption gap

Retailers often invest heavily in expensive software that store teams eventually find too difficult or time-consuming to use. When a tool is not intuitive or integrated well into the daily workflow, associates naturally revert to their old habits. This leads to extremely low adoption rates and a poor return on the initial investment. Over time, the software becomes an expensive burden rather than the revenue-generating asset it was intended to be.

— PART 02

The technology

Personalizing the shopping experience

Tulip Clienteling provided the infrastructure for Veronica Beard to elevate their customer connections and scale their personalized service. By implementing hyper-personalized messaging and 360-degree profiles, the brand empowered associates to cut through digital noise and gain the visibility needed to provide targeted recommendations.



Empowering associates to deliver expert, data-driven style advice.



Hyper-personalized messaging

Associates use Tulip to send direct, 1:1 messages to customers through their preferred communication channels. This approach ensures that every interaction feels like a genuine conversation rather than a generic marketing blast, effectively breaking through the typical digital noise. By reaching out with relevant information at exactly the right time, associates can build stronger bonds that lead to higher trust. Ultimately, this transforms a simple message into a powerful tool for driving immediate and consistent sales.



Digital closets and 360-degree profiles

The platform gives every associate a comprehensive view of a customer's style journey and purchase history, removing the blind spots that usually hinder targeted upselling. Having access to a digital profile allows the store team to see exactly which items a customer already owns and identify specific style preferences, such as a favorite fabric or a preference for gold versus silver jewelry. Instead of offering generic advice, associates can provide expert recommendations that fit a customer's specific wardrobe and personal aesthetic. This depth of information makes it much easier to suggest the perfect accessory or a matching piece that increases the total value of the sale.

MEETS CUSTOMERS ON EVERY CHANNEL

Email

SMS

WhatsApp

In-Store

Video Chat

— PART 03

The Veronica Beard difference

A masterclass in strategic rollout

While the software provided the foundation, the brand's specific strategy for adoption is what truly set them apart. Veronica Beard focused on a rollout plan that emphasized employee mastery, peer-to-peer leadership, and a commitment to maintaining personal relationships during the transition. Their success proves that how you launch a tool is just as important as the tool itself.



— A phased implementation led by store-level "super users" to ensure total team proficiency and confidence

Engaging "super users"

The brand did not simply give the software to everyone at once and hope for the best. They identified specific store managers who had already used Tulip at other premium brands and designated them as "super users." These internal experts didn't just teach the technical clicks; they shared real-world winning tactics with the rest of the fleet. This ensured that every associate received guidance from a peer who understood the daily reality of the sales floor and could prove the tool's value through their own success.

Phased rollout for total mastery

Veronica Beard utilized a phased approach to implementation, beginning with a small subset of stores to ensure complete proficiency before expanding. This method allowed leadership to identify and iron out any kinks in the workflow while giving regional leaders the time to train thoroughly. By moving with intention at the start, the brand ensured that when the technology finally reached the rest of the fleet, the training was precise, the associates were confident, and the process was already proven to work.

Prescribed corporate tasks for consistent outreach

A major key to Veronica Beard's success was leveraging Tulip's task management functionality to bridge the gap between corporate strategy and store execution. This built-in capability allows leadership to create prescriptive outreach tasks and pass them directly to associates on the sales floor in real-time. By utilizing these Tulip features, the brand ensured that associates were performing the right follow-ups with the right clients at exactly the right time. This automated directive power removed the guesswork for store teams, leading to a direct correlation between task completion and a substantial increase in sales.

Personalized introduction to the tool

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Bridging the gap between corporate strategy and store execution through real-time task management and prescriptive outreach

The results

Shattering the benchmarks

Veronica Beard's results were the direct outcome of a deliberate, human-centric approach. By pairing high-performance technology with a highly intentional rollout strategy, they achieved numbers that far exceed industry expectations:

42%
higher AOV

Sales influenced by Tulip are significantly larger than regular transactions because of the data-driven personal recommendations.

11-25%
of total sales
influenced by Tulip

In just their first year, the brand more than doubled the industry benchmark of 5-10% for premium brands.

15-20%
conversion from
message to sale

For comparison, most premium brands only see a 2-5% rate just to get a click (industry message-to-sale benchmarks are even lower). Veronica Beard's sale rate is nearly 4x higher than typical click rates.

The Blueprint for your retail success

The success at Veronica Beard is more than just a feel-good story, it is a proven action plan for any retailer ready to outperform the competition.

By equipping your team with real-time data and following a strategic, phased rollout, you can immediately eliminate the friction that keeps customers from converting. This is your blueprint for turning store associates into high-performing revenue drivers and transforming your brand into a leader in the next generation of retail.

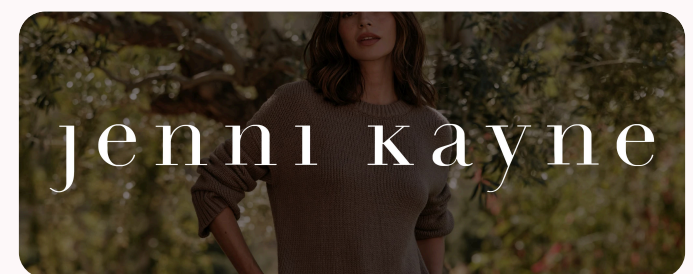
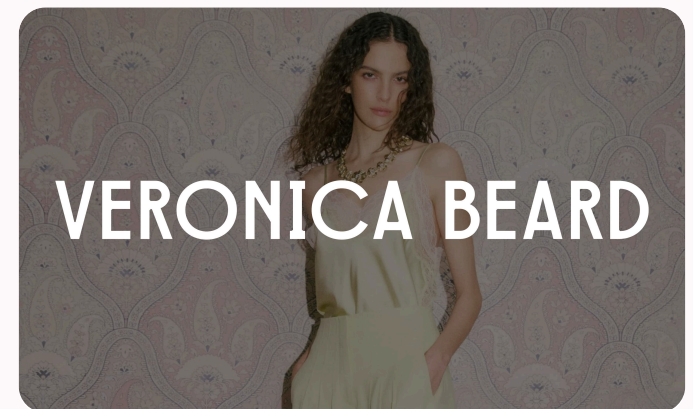
See Tulip in action.

Book a personalized demo to see how Tulip Clienteling drives measurable revenue growth for leading retail brands worldwide.

● Trusted by 100+ global retail brands

[Book a Demo](#)

TRUSTED BY LEADING BRANDS



REVOLVE

VICTORIA'S SECRET

DE BEERS

COACH

" Tulip Clienteling removes all the guesswork for the associates so they can focus on what they're good at, which is building relationships, versus data."

SENIOR DIRECTOR OF RETENTION MARKETING AND GLOBAL CRM AT ANOTHER TULIP BRAND