

Unlocking Retail Success with Multichannel Clienteling

IMPACT

10%

Revenue lift in 2022

\$45

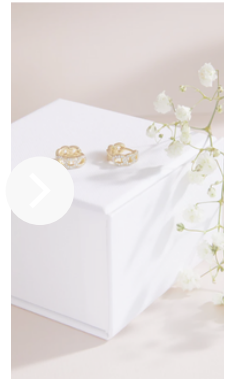
Generated per stylist outreach

17x

return on ad spend (ROAS) including employee time and technology costs

Today, retail success starts with exceeding customer expectations. With a 360-view of each customer, brands can curate personalized experiences and offer seamless services across channels. The tools and processes used for this are known as **clienteling**.

For **Mixology Clothing Company**, a popular NYC retailer and long-term QL client, a strategic focus on clienteling translated into higher **employee engagement**, increased **customer retention**, and substantial **growth in annual revenue in 2022**.



USES

- Multichannel Clienteling
- Customer Segmentation & Personalization
- Multichannel Fulfillment & Inventory
- Campaign Management
- Task Tracking & Recommendations
- Automation
- Analytics & Insights
- Loyalty Program
- Customer Retention & Activation
- Improved Attribution

WHY QUANTUM LEAD

As a technology and strategy consulting firm, we combine technological expertise with a relentless dedication to serving customers.

We have helped multiple brands use data-driven insights to supercharge their customer experiences.

WHY CLIENTELING



Acquiring a new customer can cost **5X** more than retaining an existing one



2 in 3 clients could abandon a brand after a poor multichannel experience



Multichannel clients can have a lifetime client value up to **3X** higher than single-channel ones

SUSTAINABLE GROWTH IN ANY CONTEXT

Through working with Quantum Lead, Mixology has been able to **sustain exponential growth** since 2018.

AGILE RETAIL THAT TRANSLATES INTO RESULTS

Mixology's clienteling technology stack includes:



Salesforce's **Service Cloud** as their single source of truth for all customer data



ARC, a native Salesforce-built application and turnkey retail solution

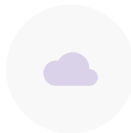
Associates engage directly with customers through:



Branded Mobile App



Automations



Custom Salesforce-powered Dashboards

LET'S TALK:



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"QL has given us the team, tools, and resources to take our business to the next level.

We've seen a massive improvement in our ROAS, customer retention, and overall success.

We are thrilled with our results and wholeheartedly share that Quantum Lead Consulting is the best choice for any company looking to succeed."

Jordan Edwards

CEO, Mixology Clothing Company

