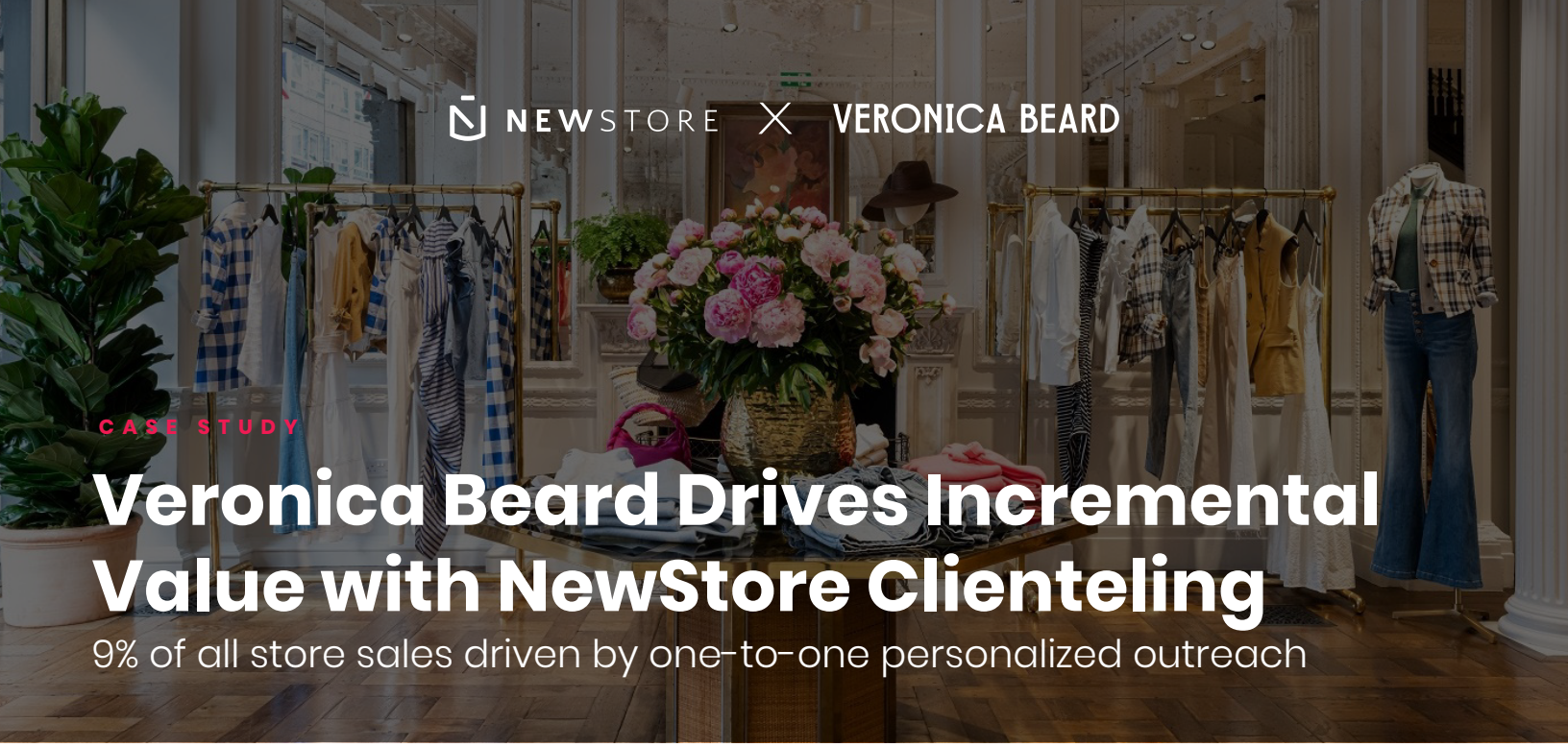


CASE STUDY

Veronica Beard Drives Incremental Value with NewStore Clienteling

9% of all store sales driven by one-to-one personalized outreach

Veronica Beard offers a mix of cool, classic, and chic looks for today's multifaceted, multitasking women. Founded by sisters-in-law, Veronica Miele Beard and Veronica Swanson Beard in 2010, the brand is on a mission to create the dream wardrobe for a layered life. It's also important to the Veronicas to pay it forward — each quarter, the brand partners with a cause that supports women, children, and families. You can shop and support Veronica Beard's charitable efforts in almost 30 stores across the U.S., Canada, and England, as well as online and in major retailers.

USES

- **Mobile POS**
- **Omnichannel Order Management**
- **Inventory Management**
- **Store Fulfillment**
- **Clienteling/Remote Selling**

WHY NEWSTORE?

In the last five years, Veronica Beard has acquired a loyal following, largely attributed to its iconic dickey jacket and other adored styles. To cater to its growing customer base, the company made investments in enhancing its retail operations to embrace omnichannel. However, after time passed, it became evident that its tech stack had not kept pace with its future vision. So, Veronica Beard set out to find an integrated point of sale (POS) and order management (OMS) solution that would serve as the cornerstone for its store expansion and sales growth in the years ahead. After careful evaluation, NewStore emerged as the perfect choice because of its modular, mobile-first omnichannel cloud platform.

More specifically, Veronica Beard opted for NewStore because of its mobile POS, which includes native clienteling, a functionality lacking in its previous store system. Before, sales associates relied on maintaining a list of customers within their personal mobile devices. With NewStore, the company can benefit from having a single, streamlined solution for personalized customer interactions and remote sales. This aligns perfectly with Veronica Beard's commitment to delivering a VIP shopping experience to its customers at all times.

Lastly, Veronica Beard, in partnership with NewStore, strategically chose RedIron, a skilled retail systems integrator, to manage the project, including cost estimation, implementation, maintenance, and support. Their expertise was instrumental in seamlessly integrating the NewStore omnichannel platform into Veronica Beard's retail operations, ensuring a smooth and timely transition.

CONNECTING ASSOCIATES AND SHOPPERS WITH PERSONALIZED CONVERSATION

From one-on-one styling to same-day delivery, Veronica Beard is committed to ensuring its customer service is always high-touch. This commitment is further emphasized through the brand's regular hosting of in-store events. In fact, it usually hosts over 350 events throughout the year to foster community and bring women together. Here's where NewStore clienteling comes into play. The brand's store associates leverage the NewStore Associate App to send SMS messages to a curated list of shoppers, inviting them to gather and shop the latest collection. This practice is often done during quieter selling periods, allowing for the efficient use of employees' time even when store traffic is temporarily slow.

In September 2023, during a big month featuring in-store events for its Fall releases, Veronica Beard's dedicated clienteling program delivered substantial value to the brand. Specifically, every fourth interaction between an associate and a customer led to a successful sale, marking an impressive 35% conversion rate. Furthermore, a noteworthy 87% of these sales occurred in-store. This underscores the significance of highly targeted and personalized outreach, as it not only drives traffic to stores but also contributes to their overall productivity.

But that's not all — Veronica Beard customers who engage in clienteling interactions have a higher average order value (AOV) compared to those who do not have these kinds of interactions with associates. Since the program's full adoption in June through September 2023, clienteling has contributed to a 1.26x increase in AOV. And, the brand can attribute 9% of all store sales that occurred between this time period to its team's clienteling efforts.

Veronica Beard's store associates don't just have customers; they have clients, and building and maintaining a relationship with those clients ensures brand and associate loyalty. By leveraging the clienteling capabilities powered by the NewStore mobile POS, they are empowered to create a shopping experience that is not only easy but truly personal.

Want to reach your goals with NewStore? Contact us!

IMPACT

87%
of clienteling sales happen in-store

35%
clienteling conversion rate

1.26x
increase in AOV from clienteling

9%
of store sales from clienteling



"NewStore has helped us standardize our clienteling efforts across all stores with its built-in clienteling tool. We now have access to store and associate level data that demonstrates the value of clienteling – through higher AOV, conversion, and store sales – to our associates, which is key to building a successful clienteling program."

JESSICA LIKOVICH
CRM Manager, Veronica Beard