

Harry Rosen Personalizes Client Services in Real Time

The high-end men's store armed its sales associates with the information and tools they need to provide more efficient and personalized service.

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HARRY ROSEN



COWLEY
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Business Boost: Mobile CRM has helped Harry Rosen associates deliver more personalized service, leading to an increase in revenues of 10 percent annually over the past three years.

When [Harry Rosen](#) opened his namesake store in Toronto in 1954, he wanted to tailor his service to each individual customer. Today, [Harry Rosen Inc.](#) comprises 15 stores, an outlet, and an online store, but each of the company's 500-plus sales associates aim to emulate its founder's trademark personalized service.

The high-end men's store has long been matching every client with a specific sales associate, aiming to deliver a personal-shopper experience that creates long-lasting relationships and put customers at the core of each interaction. According to Harry Rose CIO Stephen Jackson, associates know their customers so well that they regularly contact them when items that fit their needs and style arrives in store.

In order to facilitate these interactions, Harry Rosen invested in a [SalesLogix](#) Web and mobile CRM system, which houses information about clients' previous purchases, sizes, and preferences. Adopting SalesLogix simplified associates' work; for example, automatically generating client lists for upcoming events like trunk shows and sales. The CRM system will also point out multiple events that would interest a particular client, allowing the associate to give that information in one

communication. "We're better educating the client and not wasting their time with [multiple phone] calls," Jackson says.

The CRM system gives associates detailed access to client information, allowing them to prepare before each appointment, which make up the bulk of Harry Rosen's shopping experiences. However, walk-ins proved to be a challenge since an associate would have to leave his client waiting while he found an available computer to access the client's information. "When you're engaging with a client, the last thing you want to do is have to walk away and leave him, losing the momentum," Jackson says.

The problem was solved through mobile CRM, which the company installed on associates' own smart phones, giving them real-time access to client information on their preferred device. Not only does this offer portability, which means that associates have client data literally in hand, but also allows salespeople to access stock information while on the move. For example, if a client wants a particular sweater in a different color, the associate can check whether it's available at another Harry Rosen store and have it shipped over without ever leaving the customer's side.

Mobile is allowing associates to improve their relationship with clients and further business. Jackson says associates regularly snap images of new items and email them to individual clients who might be interested in them, taking the personal shopper service a step further. "It's not mass marketing, but personalized service that has a fantastic impact," Jackson says. Clients appreciate the messages, which allow them to keep abreast of new items even when they don't have time to visit the store. This personalized upselling is partly responsible for the 10 percent annual sales growth that Harry Rosen has experienced over the past three years. Jackson says the company is on track to make \$300 million in the current fiscal year.

Mobile CRM is also making it easier for associates to follow-up with their clients. Jackson says Harry Rosen's policy is to contact clients within 30 days of a purchase to make sure they're satisfied with their garments. Rather than associates having to remember to do this on their own, the CRM system sends automatic reminders directly to associates' smart phones. This ensures that service is consistent and personalized, leading to happy, loyal customers.

About Cowley Associates:

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