

LAFAYETTE 148

A CLIENTELING SUCCESS STORY



PROXIMITY

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THE STORY

Lafayette 148's journey began in 1996 on the firm belief that all women deserve beautiful clothing created specifically for their needs. Led by women, this global lifestyle brand was named after the address in Soho where it was founded. Lafayette's headquarters are in the Brooklyn Navy Yard, with their workshop and production facility in China. Gathering inspiration from the city, their design style combines luxurious materials with flawless construction and uncompromising quality partnered with a modern, New York sensibility.





“ One thing that we always believed in was the customer. We have 21 stores here in the United States and 20 wholly owned stores in China. We have an ecommerce business, a catalogue business and we have direct sales. And more recently we launched our 'by appointment' business. So we are now very much omnichannel.

-Jennifer Shields, Director of Retail Stores of Lafayette 148

Accelerated by the pandemic, Lafayette 148 shifted their model from wholesale centric to retail centric and with that came new opportunities, together with the requirement for new skills.

The focus moved to building and owning valuable relationships with their customers, which is based on understanding customers shopping behaviour, shopping preferences and cadence. Lafayette 148 turned to Proximity to personalise their customer engagement at scale, leveraging data from multiple platforms and channels.

Lafayette 148 retail and customer care teams moved away from simply using outlook to communicate, and started using Proximity to create 1-1 customer engagement using email and SMS.

The teams achieved a high adoption rate of up to 95% from the beginning. Associates moved away from selling a single piece, and started offering personalised looks.

Utilising the personal outreach functionalities, the team succeeded in sending out communication on special occasions like birthdays and seasonal holidays. They achieved higher customer engagement, which in turn increased sales.

The ability to track results and measure customer engagement through our dashboards has ultimately had a very positive effect on customer lifetime value for Lafayette 148.

Lafayette 148 identified a selection of super users/personal stylists using the tool to their full capacity and these became the brand advocates for the team.



Through daily communication, all associates are able to understand their customers better whilst optimising their inventory. They can extend their product offering beyond the boutique, to online, to the catalogue and to the stock available in the warehouse.

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THE CHALLENGES

The pandemic brought many challenges to Lafayette 148:

- Shift from wholesale to omnichannel and own the modern luxury space
- Balance brand awareness with personalisation
- Slow footfall
- Lack of intelligent customer data
- Change management across internal teams

SLOW FOOTFALL:

The team quickly understood that to drive traffic, they had to provide a service that was above and beyond and dedicate time to personal outreach. They set out up to one hour a day to reach out to their customers individually and simply connect.

LACK OF INTELLIGENT CUSTOMER DATA:

The tool provided the associates with up to date data at their fingertips that was instrumental in building traction across stores and online.

CHANGE MANAGEMENT ACROSS INTERNAL TEAMS:



It's critical to have cross-functional adoption of the tool, not just at a leadership level. The whole organisation needs to be engaged including your marketing, technology and creative teams. We like to call it the 'ownership quadrant'. Implementing the tool also requires education and training, and Proximity helped to accelerate and refine our approach. Once the teams saw how accurate the data was, integrity and trust was quickly established.

-Jennifer Shields, Director of Retail Stores of Lafayette 148

OUR PARTNERSHIP



It's great to see how Lafayette 148 has embraced the tool. Having shared their purpose of building relationships internally and externally from the very start amongst their wider teams, this has made it easier to drive adoption of the platform and to bring truly tangible results to life.

-Cathy McCabe, CEO & Co-Founder of Proximity





Clienteling is a journey, customers' needs change and systems evolve. Proximity accompanies and assists throughout every part of this journey.

Our customer success team is partnering with Lafayette 148 to ensure their teams are leveraging the tool and our evolving functionalities while continuing to experiment with new ways of communicating with their customers.

“ Building direct relationships with our clients has become the heartbeat of what we stand for. Our number one goal is making sure our stores are achieving their plan, and the way we do this is through relationship building. This is where Proximity comes in, it has really helped us personalise our reach. The teams use it on a daily basis, and when I introduce the tool to a new stylist, I always say, 'Proximity is your personal assistant.

-Jennifer Shields, Director of Retail Stores of Lafayette 148

THE JOURNEY SO FAR

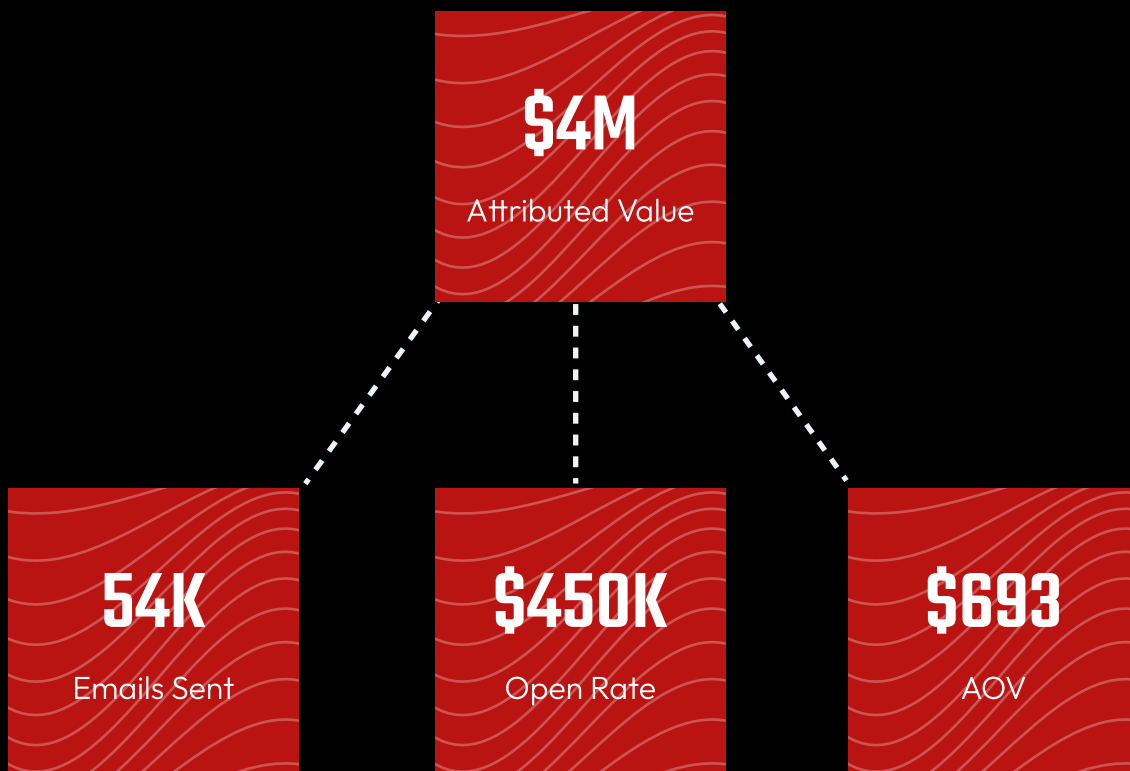


THE RESULTS

- High attribution to web sales
- Optimised inventory
- Internally celebrated
- Part of newly created L148 appointment

“ We've had a challenging two years here in New York, and Proximity has been my saving grace because it has allowed me to get into the homes of my clients who couldn't visit personally.

-Jennifer Shields, Director of Retail Stores of Lafayette 148





Deidre Quinn

CEO & Co-Founder of Lafayette 148



“80% of the team are engaging regularly with the app. When the customer isn't coming into the stores, we keep her engaged by sending personalised emails with recommendations and collections. Associates really see the benefit of consistent communication and as we move forward and the company continues to grow, Proximity has become a steady clienteling tool across the entire brand.

-Jennifer Shields, Director of Retail Stores of Lafayette 148



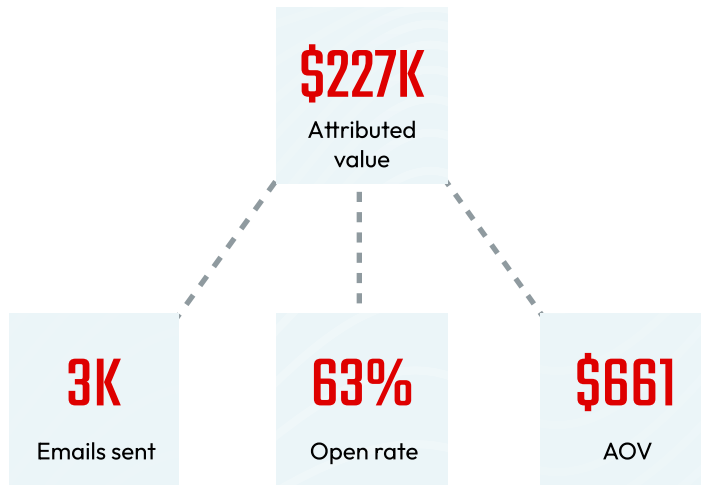
“

You don't need the customer to walk in the door when you have such a personalised tool. Not every outreach is about selling, we have relationship-building outreach, like the greeting card, thanking them for their loyalty and wishing a 'Happy New Year.'

This email had an open rate of 72%, it was amazing and a reminder that we don't need to sell every time, it is about building the relationship. All of those tasks and reminders really help strengthen the relations.

-Jennifer Shields, Director of Retail Stores of Lafayette 148

MEET 'SUPER USER' JANINE



Proximity is your personal assistant.

I use it seven days a week. The beauty of Proximity is that there's an app for me to use on my phone. So whether I am in my home-based store or in a different store, I can use it, allowing me to reach my client whenever she needs to be reached.

Marketing emails are important but they're opened at the average rate of about 18%. Emails through Proximity are opened between 55/60% - it's unbelievable.

-Janine, Stylist, Lafayette 148

WHAT'S NEXT FOR LAFAYETTE 148 & PROXIMITY:

KEEP BUILDING

In an omnichannel world it starts with the customer.

It's crucial to stay true to your purpose, and for Lafayette 148, building lasting customer relationships is key.

Clienteling is essential for building these relationships, and technology improves data collection, personalisation and genuine customer engagement.



POWERFUL, SIMPLE, AFFORDABLE

Want to find out more? In less than 30 minutes we can help you understand how powerful our platform is, how simple it is to deploy and how you can achieve ROI within 3-6 months.



SCHEDULE A DEMO / VISIT OUR WEBSITE

[PROXIMITYINSIGHT.COM](https://proximityinsight.com)



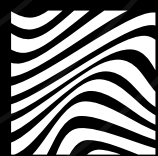
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