

RODD & GUNN

A PROXIMITY SUCCESS STORY



PROXIMITY

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SUMMARY

THE STORY

“ We believe we are the Range Rover of fashion, where you can take it way off road, but it is more often found in Chelsea or on the M4.

– Mike Beagley, CEO of Rodd & Gunn

Rodd & Gunn are a company who take personalisation seriously. Their approach to clienteling would be at home in a luxury mansion and they have a reputation for making their clients feel at home in their stores.

Established in 1946, this ready-to-wear premium men’s brand started out as hunting and fishing apparel and developed over time into the men’s casual brand known today. A pivotal step in the journey came when the first standalone store opened in 1987 in Queen Street, Auckland, New Zealand. Flash forward to now, and the brand has an ever-growing global presence with 49 stores in 4 markets: 20 in New Zealand, 20 in Australia, 8 in the US and 1 location in the UK.

This proud Kiwi brand’s aesthetic is inspired by the raw, pure forms of nature found in Rodd & Gunn’s native country - the ancient mountains, glacial lakes, endless plains, and windswept high country.





Quality living is about getting rid of the perfunctory, superficial stuff. It's about bringing a renewed focus to the simple, but meaningful moments. It's about seeking less, and in doing so, finding more

– Rodd & Gunn

THE CHALLENGES

“If you want to develop a relationship with somebody that you just met, you need to tell them that you valued their company and the exchange. Good retailers have always been communicating in that way... but bricks-and-mortar stores need to provide an experience that completes the customer journey and keeps the customer loyal. Proximity helps us do all of those things.

– Patrick Sauter, Executive GM Global Retail

Rodd & Gunn operates on the mantra that a personalised experience for the customer is the first priority, and that in turn keeps their customer base extremely loyal. While Rodd & Gunn had an excellent clienteling strategy in place, their ambition to offer a “hyper-personalised”, luxury experience to their customers was made difficult by their associate to customer ratio.

Their first challenge was simply not having the resource to engage with all customers in the creative and personal way that they intended. With a lean team, the question was how can they run such a personal approach at scale?

The second challenge facing Rodd & Gunn was data capture and tracking. They used standard communication methods such as emailing their clients via personal email addresses. Sales Advisors lacked a way to easily and quickly track their customer engagements and customer data, and head office were unable to run any analysis. Without this data capture, the brand was losing out on valuable insights, potential sales opportunities, follow-ups were difficult to manage and there was no way to report upon the outreach efforts accurately.

OBJECTIVES

When introducing clienteling technology, Rodd & Gunn had two clear objectives:

- Scale clienteling and personalisation
- Improve data capture

Rodd & Gunn's elite customer service and passionate Sales Advisors needed a tool that would enable them to continue to nurture the customer relationships in a way that optimised efficiency. Proximity's tool enables just that; our clients often see **70%+ open rates and 15%+ conversion rates**.

Seeing these types of metrics, Rodd & Gunn were ready to tap into the potential and start scaling their own personalisation by using our clienteling app.



FEATURE SET



Rodd & Gunn adopted several core clienteling features, these consisted of Task Management, Email, SMS, Customer Information, Product Recommendations, Transaction Information and Attribution and Performance Reporting.

Task Management gives the Sales Advisors the ability to manage their time effectively and automate reminders about VIP clients.

Email and SMS capabilities allow Rodd & Gunn to communicate with their customers efficiently, whilst having the ability to create carefully personalised and curated messages.

Customer Information allows users to retain more information about their clients and therefore make relevant and personalised recommendations.

Product Recommendations allow Sales Advisors to send shoppable product information to their clients directly without having to divert to the website for product links.

Transaction Information gives Sales Advisors the ability to see historical transaction data and make appropriate recommendations based on the data.

Finally, **Attribution and Performance Reporting** enable the head office team to have an in-depth understanding of their teams' performances.

EVOLUTION

FEBRUARY 2020

In February 2020, Rodd & Gunn decided to extend the use of Proximity to a further **60 users** across New Zealand and Australia.

In February 2020, Rodd & Gunn decided to extend the use of Proximity to a further **60 users** across New Zealand and Australia. Due to COVID-19 pandemic news and global lockdowns, the rollout had to wait until October 2020.

In spite of the unexpected delays, during 2020 **store teams still managed to send 47,000 emails that had a 45% open rate and this outreach had an average of 7 days' time to attribution;** meaning that **customers purchased on average 7 days after receiving an email.** Sales aside, the tool provided a valuable way for the brand to stay connected with customers across the globe and maintain relationships during the international crisis.

APRIL - JUNE 2021

In Q2 of 2021, Rodd & Gunn saw **40% email open rate and 6.8% response rate.** Sales attribution climbed to **4.4% of total sales that could be directly attributed to our clienteling tool.** Rodd & Gunn's clienteling capabilities have given the brand further understanding and comprehensive views of their customers, again helping them to solidify the relationships they are working so hard to build.

NOVEMBER 2019

An initial testing phase took place in November 2019 for 20 users across 10 stores.

Rodd & Gunn teamed with Proximity to help them to scale personalisation, improve the brand's ability to capture customer data, increase personalised outreach to drive loyalty, and increase sales. This included promotional campaigns, learnings on templates for email and SMS outreach.

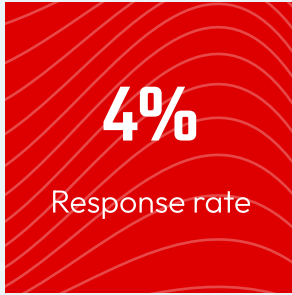
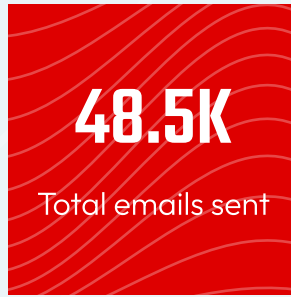
After 3 months, the project was deemed a success: Rodd & Gunn saw **11.2% response rate to email outreach, 30% response rate to SMS and 8% attributed sales.**

Between 2020 Q4 and 2021 Q1 Proximity's dedicated Customer Success team worked with Rodd & Gunn to drive new behaviours and strategy and spent time perfecting customisation and dashboards.

MARCH 2021

By March 2021, Proximity was live in all regions where Rodd & Gunn had a presence and the solution had taken on a complete Rodd & Gunn fingerprint. Adoption went up to **76% and outreach increased by 23%.**

In Q1 of 2021 Rodd & Gunn saw **1.1% of sales directly attributed** to the use of our clienteling platform and this metric has continued to increase. The Associates' ability to leverage the power of personal has had a hugely positive impact and the brand saw **51% email open rates and 3.7% conversion** as well as **3x more journey attribution.**



ELSEWHERE FOR RODD & GUNN

Rodd & Gunn have also had great success within the hospitality industry by launching their lodge getaways. Their strategy revolves around creating awe-inspiring experiences which always place the customer first.

Experiences aside, in early 2021 Rodd & Gunn recently launched their first sustainable collection titled 'Rodd & Gunn x WNWN' (waste not want not). The products are created using off-cuts from other garments which otherwise would've been destined as waste.



WHAT'S NEXT?



So what's next for Proximity and Rodd & Gunn? The partnership is moving from strength to strength, with both businesses continuing to grow together. Proximity is well placed to support Rodd & Gunn's plans for the future.

As retail steadily reopens across America, Rodd & Gunn are opening their first US store since the pandemic halted their plans 18 months ago, which Proximity will be on hand to support.

Rodd & Gunn also have high ambitions for the future in terms of clienteling. Introducing more streamlined ways of outreach proved hugely successful, so they are looking to offer even more channels of communication, like Webchat to Store, which links online shoppers with an expert.

Keen to align their in-store efforts with their hospitality ventures and lodge getaways, Proximity will also be working with Rodd & Gunn to offer in-store appointments and events.

THE POWER OF THANK YOU

Before working with Proximity, the brand introduced an initiative of writing a Thank You email to every customer who made a purchase above \$500.



“ We would get about 10 emails written per store per week. We had more than 10 sales over \$500 but it was a long process that took up a lot of time. It was inefficient... We’re now getting between 50,000-60,000 ‘Thank You’ emails out a year.

– Patrick Sauter, Executive GM Global Retail

Since going live, Rodd & Gunn’s hyper-personalisation strategy has ensured quality communication that goes beyond a quick email. As stated before, the entire company is incredibly passionate about personalisation; they do not template any of their communications and instead focus on hyper-personal outreach. Sales Advisors are encouraged to write everything from scratch to foster one-on-one relationships and Proximity’s solution allows them to do so.



We want our customers to become a part of the growing
Rodd & Gunn family.

– Oggy Durdic. NSW Area Manager

50-60K

Emails sent
per year

8%

Attributed sales



FROM RODD & GUNN

“ Proximity is an extension of what should’ve been there with retailers for years and years. We’re getting about tenfold more outreach than we were before Proximity because of how efficient the platform is. We’re doing 10x more of what I instinctively know is the right thing to do. I don’t want our Associates to just sell to our customers, I want our team to care for them.

Proximity allows us to leverage the relationships and connect with the customer, even after they’ve left our four walls. When our clients respond to our communication, there is often a tone of being unexpectedly delighted and impressed. We get a lot of emails that say ‘I haven’t ever received a Thank You note before’ but the best ones are the ones that reinforce our caring culture at Rodd & Gunn and reflect back on their in-store experience or include personal elements - ‘I got the job’ or ‘I felt great at the wedding, thank you for caring for me up until that point.’

There’s lots of products on the market but this is an elegant, as advertised solution which has helped us amplify the volume of outreach and amplify our customer culture which we’ve always tried really hard to embed within our business.

– Paul Sauter, Executive GM Global Retail



“ Before Proximity it was more challenging as we were sending personal emails, but we didn’t know if people had even received it, let alone opened or read it. Our customers can now contact us anytime they need anything. The interface is great, it’s really easy to use. Sometimes, you can’t remember everything - we make so many sales across a week. Proximity means we can remember all customers and even their sizes.

It’s such an easy way to access the database and communicate with our customers. We have a really high response rate, and some of the replies are a simple Thank You but often, I am really moved by their responses.

Previously, some customers only came once a season or once a year. Now, they get excited and come every few weeks. The customers aren’t aware that we’re using software to communicate with them. The emails come directly from me, and they feel free to contact me at any time. The responses and feedback we’re getting now makes it clear the customers enjoy the personal communications and connections we have built.

– Oggy Durdic, NSW Area Manager

OUR PARTNERSHIP

“**Emotion plus convenience is what drives a result. The human relationship is the glue which holds everything together. If you’re not using your teams in a way that leverages that emotion then it’s wasted potential.**

-Patrick Sauter, Executive GM Global Retail

Rodd & Gunn are the epitome of how powerful a personal touch can be. We at Proximity are proud to work with a brand that brings so much joy to their customers and it is rewarding to work closely alongside a brand that champions the value in human connection as much as we do. The synergy between our company values aside, it has been a pleasure to work alongside a dedicated, enthusiastic and charismatic team for the past two years. Looking forward, we cannot wait to see what the future has in store for the kings of keeping it simple and hyper-personal.

“**Patrick and the team at Rodd & Gunn are amazing to work with and we feel privileged to be able to partner with them to bring their vision and purpose to life.**

– Cathy McCabe, CEO & Co-Founder of Proximity

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)



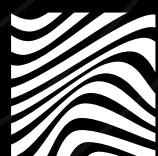
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