

CONNECTING TODAY'S SHOPPER WITH STORE ASSOCIATES



RETAILER: Peruvian Connection
LOCATION: U.S.
PLATFORM: Salesfloor

BOTTOM LINE:
Empowering associates to serve customers both online and in-store creates a seamless shopping experience that keeps customers coming back.

Peruvian Connection, launched in 1976, combines traditional Peruvian & globally inspired styles with a modern twist. Associates were equipped to serve the in-store customer but had no way to extend the relationship online and serve the online customer. Looking for a solution to connect today's shopper with Peruvian Connection's store associates, Salesfloor was launched in March 2018 and immediately saw impressive results.

By empowering associates to build relationships with customers using Live Chat, text messaging, email, social media and online storefronts, Peruvian Connection associates were able to serve customers across all channels. Associates were able to personalize the customer experience, connect with customers after they leave the store and extend the relationship beyond the selling floor. Preliminary results show a rapid adoption rate from both associates and customers, resulting in higher in-store sales, AOV and new customer acquisitions.

RETAILER MANAGEMENT



"Salesfloor is the solution we've been looking for. It empowers our associates to serve customers online and in-store. We've seen fantastic results within the first 30 days and are excited to continue to see the benefits of delivering a true omnichannel experience for our customers, using Salesfloor."

— **Kay Moini** Vice President of Retail

STORE ASSOCIATE



"I have been very impressed with Salesfloor and the higher level of customer satisfaction that they have helped Peruvian Connection to achieve. I personally feel that I am more connected to our customers who are shopping the website. Salesfloor is the perfect tool to meet the needs of our customers, whether we are answering basic questions, assisting with sizing or becoming their personal shopper."

— **Melissa Owen** Sales and Service Manager

30-DAY RESULTS

Incredible results within the first 30 days:



CONCLUSION

Peruvian Connection's success within the first 30 days of launching Salesfloor has motivated associates to continue using the platform to its full potential. In building a deeper relationship with their customers, associates have been better equipped to provide more personalized recommendations, reach out to customers at the right time and get more returning customers

than ever. In addition to strengthening current relationships, acquiring new customers has been a great incentive to keep servicing the online customer. While associates are realizing great results through Salesfloor, they are even more eager to see where the platform will take them.