

SITUATION OVERVIEW

Exquisite Timepiece's (ETP) legacy business systems consisted of a disconnected and underutilized point of sale and a collection of siloed apps and software. With a strong retail location and a rapidly growing ecommerce presence, Exquisite Timepieces approached Konnectryx for help. Sales team members struggled to prioritize and follow up on leads causing missed opportunities and lost revenue. Finance was overworked by duplicate data entry and missing order information.

+ CUSTOMER



EXQUISITETIMEPIECES™

<https://www.exquisitetimepieces.com/>

**4380 Gulf Shores N. Suite 800
Naples, Florida 34013**

+ ABOUT

Exquisite Timepieces is an authorized dealer of the world's finest timepieces & accessories.

THE CHALLENGES

With clients located around the world, Exquisite Timepieces struggled supporting high demanding prospects. A good portion of their customers are 40+ in age – most of whom are higher net worth individuals with expectations of immediate responses and personalized attention.

Different systems for online ordering, in store orders and order fulfillment led to employees spending much of their time manually entering the same exact data into all the different systems they used.

Retail sales activity and online sales activity were siloed, making wholistic comprehensive sales reporting difficult.

Inability to run real-time sales reports and inability track commissions in real-time.

Lack of prospect and customer segmentation, resulting in general communication instead of specific targeted emails.

Inability to accurately track sales leads or recover dead leads.

No visibility of their sales pipeline or sales team's performance.

Phone interactions using text, sms and chat was on independent systems without a central repository restricting ability to share between team members.

Solutions & Results:

- **Anytime, Anywhere Access to Real-Time Sales Data:** We created a new Dashboard & Reporting system that contains real-time revenue data that is accessible on-demand anywhere in the world. This actionable real-time sales data allows them to quickly pivot their marketing message if needed, it provides insight into customer buying patterns, and reveals upsell opportunities. The personal dashboards for the sales reps tracks everything at the individual level - from sales activities to leads and commissions.
- **360° View of Customer Communications:** We integrated a telephony platform to automatically track all calls inside Salesforce. This led to improved coverage, faster response time and personalized experience for customer accounts and leads. Web to lead using a chat function along with SMS created a comprehensive view of a prospect and client.
- **Automated, Integrated Order Fulfillment:** We integrated an automated order tracking and fulfillment system that seamlessly connects into their main system. With a shipping solution built right into their POS and CRM, Exquisite Timepieces has improved the speed and accuracy of their order fulfillment process.

Solutions & Results:

- **Integrated Ecommerce, POS & CRM:** Our integration solution provides Exquisite Timepieces greater visibility of client interactions and where clients rank for orders, value and cycle time. Real time integration from POS to CRM both in store and online allowing for immediate response to prospects.
- **Automated, Targeted Marketing:** Exquisite Timepieces can now automatically deliver marketing campaigns with customized messages and offers based on unique customer's interest. Social, email, mobile messaging consistent across brand and targeted to specific audiences provided by Konnectryx and approved by Exquisite Timepieces.
- **Multi-Channel Customer Engagement:** We helped automate much of Exquisite Timepieces customer interaction by implementing Salesforce, RingCentral & Live Chat, INSIGHT for instant visibility into prospects. This allows customers to choose the most convenient way to interact with ETP. Now Exquisite Timepieces is addressing more prospect product inquiry in real time while adding them to automated nurturing campaigns for increased satisfaction and brand awareness. More deals are filling the funnel and faster response time and condensed sales cycle time.
- **INSIGHT into Better Employee Production:** The days of duplicate data entry for Exquisite Timepieces employees are over. Our proprietary INSIGHT sync technology synchronizes a company's most important data between CRM and Ecom/POS systems. By eliminating the need to manually enter all the same data into two different systems, Exquisite Timepieces saved over 50 hrs per week in mundane data entry work.

Overall Results:

Konnectryx improved the efficiency of Exquisite Timepieces entire organization by installing a comprehensive, cloud-based solution. Exquisite Timepieces now has a better picture of who their customers are, and how well they're serving them. Exquisite Timepieces now has anywhere, anytime access to sales and customer information to help drive more revenue. Integrated systems saved Exquisite Timepieces operational expenses in lost time and helped grow revenue with more efficient throughput. In addition, brand awareness grew exponentially month over month.

Customer Comments

"Konnectryx understands me AND my business. I have worked with and fired several consultants who promised the world and do nothing once the contract is signed. I know every single person at Konnectryx by name! I call them anytime and they pick up! They are available when I need them! This type of service is impossible to find! Konnectryx is one of your (SFDC) most valuable assets! I have been in business for over 20 years and I have never had this type of service. I'm available to talk with anyone about the incredible job Konnectryx does."