

CUSTOMER SUCCESS STORY

Empowering Luxury Retail: Sidney Garber's Omnichannel Success Story with Shopify Plus

Founded in 1946, Sidney Garber is a renowned jewelry brand synonymous with timeless elegance. Their New York and Chicago boutiques are known for impeccable customer service and exquisite pieces.

Recognizing the need to bridge the gap between online and physical experiences as their **e-commerce** thrived, **Sidney Garber** set a vision: recreate the personalized in-store experience online, fostering lasting relationships with their loyal clientele.

At **Quantum Lead**, we understood **Sidney Garber's** aspiration to deliver a seamless omnichannel experience, particularly replicating the **personalized clienteling** of their high-end boutiques.

Uses

- Luxury Clienteling
- Personalized, Multi-channel Marketing
- Dashboards, Reporting, and Analytics
- Tasks Tracking and Management
- Automated Email Templates
- 360 Degree View of Customers
- Klaviyo integration

"Quantum Lead made our journey effortless, prioritizing our needs and concerns while delivering an on-time, on-budget product exceeding expectations through a highly skilled team, driving significant e-commerce sales—we couldn't recommend them more highly for future consulting work."

Natalie Pinto

Director of E-Commerce, Sidney Garber



Why Quantum Lead

Achieving this level of personalization through traditional e-commerce platforms can be challenging. That's where **Shopify Plus** came in. We created a unified platform for **Sidney Garber**, empowering them with:

◆ **Centralized Clienteling:** **Shopify Plus** serves as a central hub for all customer data, offering a **comprehensive view of each shopper**. Sales associates, whether online or in-store, can now access detailed profiles, purchase histories, and preferences. This empowers them to deliver personalized interactions and targeted recommendations, mirroring the exceptional clienteling experience **Sidney Garber** is known for.

◆ **Automated Multi-Channel Marketing:** Leveraging customer data, **Sidney Garber** can now engage clients with measurable, automated, and personalized multi-channel marketing campaigns. Birthday greetings, purchase anniversary reminders, and special offers tailored to individual preferences nurture long-lasting customer relationships.

◆ **Actionable Insights:** Real-time dashboards within **Shopify Plus** provide clear insights into customer behavior and campaign performance. This helps **Sidney Garber** continuously elevate their marketing strategies and personalize the clienteling journey for maximum impact.