



CASE STUDY

Star-Salesforce Solution Helps Capture Data and Respond at Each Touchpoint on the Customer's Journey



TSP100

Operating under the brand names Blackbird Vineyards, Recuerdo Wines, Resolute Wines, and AERENA Galleries & Gardens, Bespoke Collection offers a curated selection of boutique wines, one-of-a-kind objet d'art, and unique lifestyle experiences.

THE SITUATION

Bespoke Collection strives to capture the essence of personal connection in their own customer interactions and knew that Salesforce was the best platform to keep their focus on the customer. Bespoke already utilizes Salesforce's Sales Cloud and Marketing Cloud to ensure they capture and respond appropriately to each touchpoint of a customer's journey. Bespoke was in search of a platform that would allow them to continue to track each customer's journey while also capturing critical customer data at the point of sale.

THE SOLUTION

Bespoke Collection discovered SuiteRetail's SuitePOS for Salesforce with Star Micronics peripherals, which allowed them to capture customer data at the point of sale and input the data directly into Salesforce. SuitePOS for Salesforce paired with Star's TSP100 receipt printers allowed Bespoke Collection to gather real-time, end-to-end information using one user-friendly interface, one database, and one security model.



End-user: Bespoke Collection

Industry: Wine & Art Curator

Products: Star's TSP100 Receipt Printers, and Salesforce Sales Cloud and Marketing Cloud

Solution: Customer experience enhancement data captured at the point of sale.

SUITERETAIL
www.suiteretail.com



www.salesforce.com



THE RESULT

Bespoke sales associates can now look up a customer's journey and, with a single click, be ready to take a transaction, facilitating an even more efficient and personalized customer experience.

Another key benefit to the SuitePOS and Star Micronics solutions is simply the ability to quickly relay post-transaction information to the customer in a quick format, whether through printed or email receipts.

Bespoke has also been able to successfully enhance the customer experience and reduce the complexity of IT infrastructure, all within one interface.



"Whether a guest is considering art today, or buying wine tomorrow, it's essential that each and every sales associate has access to that customer's journey," says Paul Leary, President of Bespoke Collection. "With SuitePOS for Salesforce and Star Micronics peripherals, we can better track our customers' journeys and ensure that each customer is receiving the experience they are looking for."

