

Menswear Retailer Harry Rosen Boosts Sales by 10% with HP CRM Solution



HARRY ROSEN

“Since 1954, Harry Rosen’s primary focus has been on providing industry-leading customer service. Today, our HP CRM solution enables us to take customer service to the next level, giving us one of the most advanced CRM systems within the North American retail industry, and providing a more personalized customer experience than ever before.”

HP customer case study: Handheld CRM retail solution

Industry: Retail

Objective:

Deliver customer-specific data directly to associates on the sales floor, maximizing the customer experience and increasing sales and customer loyalty.

Approach:

Provide direct access to CRM data via the HP iPAQ hw6955 Mobile Messenger with a customized solution built upon Sage Software’s CRM SalesLogix technology by partner Cowley & Associates.

IT improvements:

- Platform-independent solution made it easy to port into a PDA without requiring significant IT resources for customization
- The SalesLogix open architecture enabled the use of Microsoft ASP.NET to develop the solution
- Comparatively large screen and keyboard made device easy for sales associates to adopt
- Push email on the HP iPAQ hw6955 Mobile Messenger alerts associates on the floor that they have new messages from customers, decreasing response time

Business benefits:

- Sales have increased by 10% since rollout of the custom CRM solution
- The ability to easily collect and track customer preferences on the fly decreases time away from the sales floor
- Managers can access real-time sales reports to evaluate both store-wide and individual sales performance
- Camera functionality adds value by enabling associates to send merchandise images to customers for purchase evaluation
- State-of-the-art CRM system helps attract high caliber sales professionals into the organization

Scaling the Customer Experience

Excellence in customer service is nothing new to Harry Rosen, Inc. Launched in 1954 in Toronto, Canada, Harry Rosen is Canada’s leading quality menswear retailer, with 16 stores across the country.

Known for delivering unprecedented levels of personalized service to its customers, the company’s sales today account for nearly 40% of the high-end menswear market in Canada. Offering today’s finest designer labels, including Versace, BOSS Hugo Boss, Armani Collezioni, Prada, Salvatore Ferragamo, and Dolce and Gabbana, Harry Rosen’s goal is to deliver their discriminating customers only the best, in both products and service.

The company had long employed a very successful one-on-one service model, encouraging customers to schedule personal appointments with their sales associates. This customized approach to shopping and customer service had served Harry Rosen well for decades, but with customer volumes increasing steadily and new customers walking in their doors every day, how could the company extend their one-on-one service model so that every customer could receive the personalized attention they needed?

To scale their customer service model, Harry Rosen worked with HP partner Technology Solutions International (TSI) to implement a wireless handheld customer service solution that enables sales associates to access customer data and product preference information while on the sales floor, delighting their customers and increasing sales by 10%.

Customer solution at a glance

Primary hardware

- HP iPAQ hw6955 Mobile Messenger handheld devices

Primary software

- Sage SalesLogix
- Microsoft Windows Mobile 5.0 for Pocket PC, Phone Edition
- Microsoft Word Mobile
- Microsoft Excel Mobile
- Microsoft PowerPoint Mobile
- Microsoft Internet Explorer Mobile

HP Services

- HP service and support

A Personal Approach

At Harry Rosen, customer service is taken personally. "One of the services that we offer is one-on-one appointments with our sales associates," says Stephen Jackson, CIO of Harry Rosen. "The associate looks up a client's file and can see everything that he's purchased, the sizes, and his preferences. This enables them to lay out the merchandise that the customer would be interested in prior to the appointment."

"Using the HP iPAQ hw6955 makes it easier for me to instantly know what type of merchandise my customers want—even if they don't know themselves! Being able to access customer information directly from the sales floor eliminates the need for me to disengage from the sales process and leave my customer's side in order to look up information."

Raymond Moseley Sales Manager, Harry Rosen (Bloor St.)

Using a database to deliver customized selections to customers is a common solution, but in a retail environment, dashing off to access a computer in the middle of a sale can be counterproductive. "We felt we were missing an opportunity in not being able to access customer data while on the floor, or look merchandise up across our chain in real time to find out if they can transfer it in from another store," says Jackson.

The company needed a way to make customer and product information available to every sales associate in every store, and to give managers insight into real-time sales data, so they could deliver consistent, excellent service to every customer entering the store—whether or not they had an appointment.

Handheld Wireless Empowerment

Taking advantage of the latest technologies for the retail industry, Harry Rosen worked with HP partner Technology Solutions International (TSI) to implement a wireless, Microsoft Windows-based solution on HP handheld devices to empower their employees to serve customers better. The HP iPAQ hw6955 Mobile Messenger is a powerful messaging device, offering the latest wireless technology for secure business communication. The solution also featured custom software based upon Sage SalesLogix technology, which provides CRM and ERP solutions for small to medium-sized businesses.

The solution was up and running quickly. "This CRM solution was extremely easy to deploy," says Cheryl Hicks, Account Executive Principal of Technology Solutions International. "It integrated seamlessly into the iPAQ handheld platform without the need for extensive or ongoing support from IT resources."

Staying Engaged, Increasing Sales

Since the rollout of the new wireless technology, every Harry Rosen sales associate has a complete 360° view of their customer, resulting in a dramatic 10% increase in sales. In addition to providing on-the-fly recommendations for on-site customers, the iPAQ's camera functionality enables associates to photograph merchandise and share images with customers via email when a new or desired product comes in.

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"Using the HP iPAQ hw6955 makes it easier for me to instantly know what type of merchandise my customers want—even if they don't know themselves," says Harry Rosen Sales Associate Raymond Moseley. "Being able to access customer information directly from the sales floor eliminates the need for me to disengage from the sales process and leave my customer's side in order to look up information."

Having real-time store and sales data also means that management can better address store-wide or individual sales performance issues and make strategic decisions that improve the company's competitive advantage and help take it to the next level.

And that next level is always where Harry Rosen Inc. wants to be. "We're actively taking the lead in deploying innovative customer service solutions for the retail industry," says Jackson. "Working with HP and TSI has been a very exciting experience; we simply couldn't have asked for better technology partners."

To learn more, visit www.hp.ca

To learn more about Harry Rosen, visit www.harryrosen.com

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