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## **Saks Uses Advanced Clienteling to Strengthen Customer Relationships**

Luxury department store Saks Fifth Avenue enhances the shopping experience through clienteling which have driven a steady improvement in sales.

"We continue to invest in process and technology enhancements that allow our merchants to more efficiently buy and allocate product which should lead to improved inventory productivity," says Ronald Frasch, President and Chief Merchandising Officer, Saks.

"Saks will continue to reinforce clienteling," says Frasch, "in order to strengthen its existing relationships through the improved utilization of its POS and clienteling systems which allows tailored clienteling."

"Once a customer develops a personal relationship with a sales associate or personal shopper, they are more likely to increase their dollar spend and loyalty to Saks," says Frasch. "We are also using our clienteling technology to isolate those customers we haven't seen in awhile to reach out to them directly."

Additionally, Saks is focused on emphasizing training and team-oriented selling and cross-selling. To support this effort, Saks is mining its data to determine which customers may be strong shoppers in certain departments that have not shopped in others.

"Our goal in mining this data is to develop strategies to increase the rate of cross-shopping throughout the store to drive additional share quality," says Frasch. "We are working to build a differentiated and professional service and selling organization enabled to improve processes and technology. We are laser focused in not only retaining existing customers but on acquiring and developing relationships with new ones in several ways."

## Saks Chooses Retaligent for Retail Clienteling Solution

Mon Jan 15, 2007 11:00 AM ET

ATLANTA--(Business Wire)--Retaligent Solutions, Inc. has been selected by Saks Incorporated (NYSE:SKS) to install its advanced selling application in all 54 of the company's Saks Fifth Avenue luxury department stores.

Saks has piloted Retaligent's Clarience 1:1(TM) clienteling software in its Chevy Chase, Md., Boca Raton, Fla., and New Orleans stores, and will now deploy it in 17 more Saks stores in 2007. An enterprise-wide implementation is planned for completion by 2008.

According to Stephen I. Sandove, Chief Executive Officer of Saks Incorporated, the firm chose Retaligent as its strategic clienteling partner because, "It's probably the best in the U.S. in terms of capabilities such as direct access to the Internet and e-mailing customers. It also sends messages to associates to remind them to contact customers on merchandise arrivals or special events."

Bryan Amaral, President and CEO of Retaligent, characterized the Saks agreement as "a significant move forward for both firms."

"Saks continues to raise the bar with its distinctive offerings and a focus on personalized service," Amaral said. "And by deploying Retaligent's 'clienteling' solution, Saks will extend its service advantage by putting the power of personalized selling directly into the hands of sales associates - right at the point of decision, one customer at a time. "

"As a result, Saks will be able to deliver an even more intimate shopping experience that enhances customer relationships and increases loyalty and sales."

The Saks solution includes software components that provide sales associates with detailed customer information such as purchase history, preference data, wish list items and communication preferences; task management tools including e-mail, to-do lists and calendars; as well as management-level tools for establishing and monitoring associates' sales performance.

"Retaligent's unique retail operational experience and rich range of capabilities, combined with our ability to integrate multiple components seamlessly into their point-of-sale and other enterprise systems, played a major role in Saks' decision to choose Clarience 1:1," said Scott Pearson, Retaligent VP of Client Services.

"We're pleased to have the opportunity to work with a company that, from the top down, truly understands how important long-term customers are to its success," he added.

Clarience 1:1 works in virtually any retailing environment because it employs a flexible architecture that can be deployed on local servers or via the Web. Additionally, it functions seamlessly across an array of retail devices, from point-of-sale (POS), to thin client workstations, to mobile personal digital assistants (PDA).

"Our solutions allow Saks to move more selling technologies into the store and onto the floor," said Pearson. "Saks is leveraging an array of our technical capabilities and will be able to add new features and additional mobile devices as their business evolves."

About Retaligent Solutions, Inc.: Retaligent develops, markets and sells a suite of in-store applications designed to provide information and selling tools to the retail sales associate on the selling floor, at the point of decision. Known broadly as advanced selling technologies, Retaligent's solutions are at the forefront of an emerging market made possible by the adoption of wireless infrastructure and services oriented architectures. Built on the Microsoft .NET platform, the Retaligent solution is capable of leveraging multiple touch-points and multiple sources of data throughout the enterprise to deliver an enhanced customer experience. Visit [www.retaligent.com](http://www.retaligent.com) for more information.

About Saks Incorporated: Saks Incorporated currently operates Saks Fifth Avenue Enterprises (SFAE), which is comprised of 54 Saks Fifth Avenue luxury department stores, 50 Saks Off 5th outlet stores, and [saks.com](http://saks.com). The Company also operates 62 Club Libby Lu specialty stores.

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