

CASE STUDY

HELZBERG

1915



THE TASK

Helzberg sought to empower their sales associates with real-time, comprehensive customer insights to deliver a truly personalized experience. Their goal was to implement an intuitive, all-in-one clienteling solution that seamlessly connected customer data, streamlined the sales process, and enabled associates to assist customers effectively - even when items weren't available in store.

THE SOLUTION

In mid 2023, Helzberg implemented Proximity's Retail Super-App across U.S. stores, transforming how associates engage with customers. The tool delivers a unified view of client data, enabling personalized interactions and seamless omnichannel sales. With the ability to access preferences and finalize transactions across any channel, associates now provide exceptional experiences while driving efficiency and elevating engagement.

RESULTS IN THE LAST 6 MONTHS

\$12m

attribution

35%

SMS response
rate

5.3k

clients data
captured

“ Proximity has revolutionized the way we engage with our customers, empowering our associates to deliver seamless, personalized experiences. With a single view of customer interactions, effortless communication and the ability to close sales anywhere - whether customers are on their couch, on the go, or in our store. Their expert team helped us create bespoke clienteling journeys to fit our unique goals!

Ryan Holm, Director of Retail Innovation & Operations, Helzberg