THE VIC GROWTH PLAYBOOK

How luxury retailers protect and grow their most valuable client relationships

WHY 'VERY IMPORTANT CLIENTS' MATTER

Luxury customer bases have shrunk, while a small group of high-value clients drives an outsized share of revenue. With price-led growth slowing, retention and repeat spend are now the primary growth levers. VIC has evolved from informal service into a structured strategy for long-term value. To make this work in practice, a modern VIC strategy needs six core elements:

THE SIX ESSENTIALS OF A HIGH-PERFORMING VIC STRATEGY

1. CLEAR STRUCTURE AND TIERS

VIC status is defined through transparent criteria, with clear entry, progression, and exit rules. This creates alignment across stores, regions, and teams, ensuring consistent treatment of top clients.

2. CONSISTENT, SCALABLE SERVICE

Service standards are designed to scale, delivering a high-touch experience regardless of location or associate. Relationships are preserved over time, even through staff or leadership changes.

3. PROACTIVE RELATIONSHIP OUTREACH

Client engagement is intentional and relevant, driven by insight rather than intuition. Outreach strengthens long-term relationships instead of reacting to short-term sales pressure.

4. APPOINTMENT AND EXPERIENCE-LED ENGAGEMENT

High-value interactions are anchored in private appointments, curated consultations, and exclusive experiences, turning store visits into high-intent moments.

5. PERSONALISATION WITH GOVERNANCE

Personalised service is informed by context, history, and preferences, while brand-safe communication, consent, and oversight are built in by design.

6. MEASUREMENT TIED TO REVENUE

VIC performance is tracked through metrics leadership cares about, including retention, repeat visits, lifetime value, and revenue contribution, positioning VIC as a revenue system rather than a service layer.

HOW PROXIMITY SUPPORTS A VIC STRATEGY

Events as a growth channel
Targeted invitations, attendance tracking, and built-in follow-up

Proactive consistent outreach
Structured client books, tasks and reminders

Appointment led selling
Integrated booking, visit history & ownership

Intelligent client insight
Unified client view & intelligent segmentation

Governance & continuity
Secure communications & shared relationship history

Measurement that matters
Activity connected to outcomes, turning VIC engagement into measurable revenue impact

WHY PROXIMITY OVER ANYONE ELSE

One Platform, Every Tool
No more juggling disconnected systems

Smarter Operations
Efficiency meets personalisation, creating better customer experiences

Drive Higher Spend
Clienteled customers spend 4–5x more and stay loyal longer

Scales Fast, Adopts Even Faster
Quick to implement, simple to learn, and grows with your business

Built for Store Teams, Works on Any Device
Fast, mobile-first, easy to use across iOS, Android, and tablets

Built by Retailers, for Retailers
80% of the Proximity team has direct retail experience

Global Reach, Local Flexibility
Live in 35+ countries with multi-language and multi-currency support