

Luxury Cosmetics

Case study



COS BAR

BEAUTY ELEVATED

How Cos Bar Provides an Exceptional Customer Experience Both IRL & URL with Salesfloor Clienteling

About Cos Bar

Since its foundation in Aspen in 1976, Cos Bar has been the luxury multi-brand beauty retailer of excellence. Designed for a sophisticated and discerning audience, Cos Bar has successfully carved out a unique and engaging sales experience focused on the needs of the client. Coupled with a carefully curated array of the world's best beauty brands, this artful combination of selection and service has led the brand to unprecedented levels of appreciation.

With omni-channel distribution and geographic growth on the horizon, Cos Bar will continue to bring this compelling style of retailing to a much greater audience.

Client
Cos Bar

Industry
Beauty

Sales Channels
Online, In-Store, App

Solutions Implemented
Salesfloor Connect
Salesfloor Engage
Salesfloor Xperience

Highlighted Features
Live Chat
Appointment Bookings
Tasking
Customer Insights





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EST. 1976
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The Challenge

The cornerstone to Cos Bar's success has always been the deep, personal relationships their Beauty Specialists were able to cultivate with clients. By implementing a specialized 3x3x3 clienteling method—where Beauty Specialists follow up with clients 3 days, 3 weeks and 3 months following a purchase—teams are constantly nurturing their relationships and providing personalized product recommendations.

However, before Salesfloor, Cos Bar had never been able to quantify the success of their client outreach—though they always had a good idea it was a significant part of their business. Prior to implementing clienteling software, Beauty Specialists had limited visibility to client information and client lists. Instead, all information had to be requested from and generated by the Cos Bar marketing team and emailed to the Store Manager.

The Solution

With anything new, it takes time to train and gain momentum with the end users. To ensure rapid adoption, Cos Bar updated their Bonus Program and incorporated Salesfloor KPI goals to incentivize Beauty Specialists. They also implemented new weekly compliance reporting to measure Salesfloor client eling task execution and performance. This reporting helped them identify the stores that were struggling with transition and needed additional training or support. To further incentivize Beauty Specialists, Cos Bar also held a month-long contest to reward Salesfloor top performers. Their Beauty Specialists love contests, and incorporating this incentive really helped push the last few users to make the switch to client eling via Salesfloor.

A key differentiator for Cos Bar has always been their high touch client experience. The client consultation is where their high touch service really shines, as Beauty Specialists share their extensive knowledge of the amazing brands available. Now, they can make personalized recommendations for their clients based

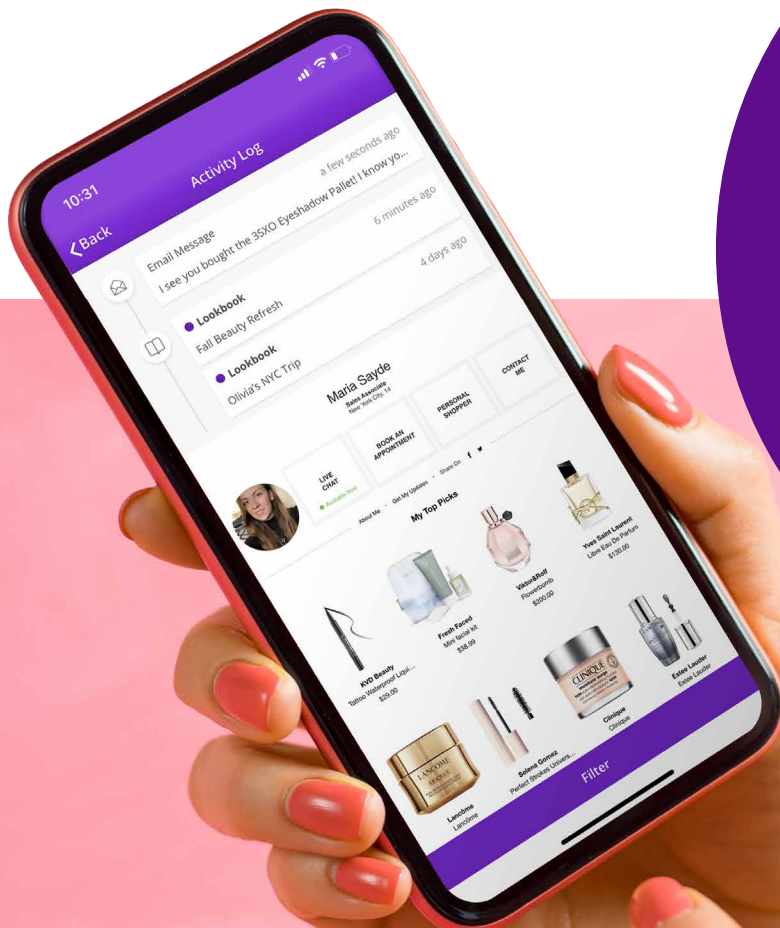
on their specific needs and beauty concerns. “The appointment setting feature allows Beauty Specialists to reserve time for the client for an uninterrupted, focused experience without distractions. Knowing when we have client appointments ahead of time also ensures Store Managers can appropriately staff the store during these times.”

“Since launching Salesfloor we finally have visibility into how often client outreach is happening and how much revenue is being generated from these interactions. It has also allowed us to identify those Beauty Specialists who are stronger at clienteling. Further, it enabled us to gain best practices from Salesfloor that we can use to train and level up those who may not be as strong.”

- Cristina Estrada, VP of Operations, Cos Bar

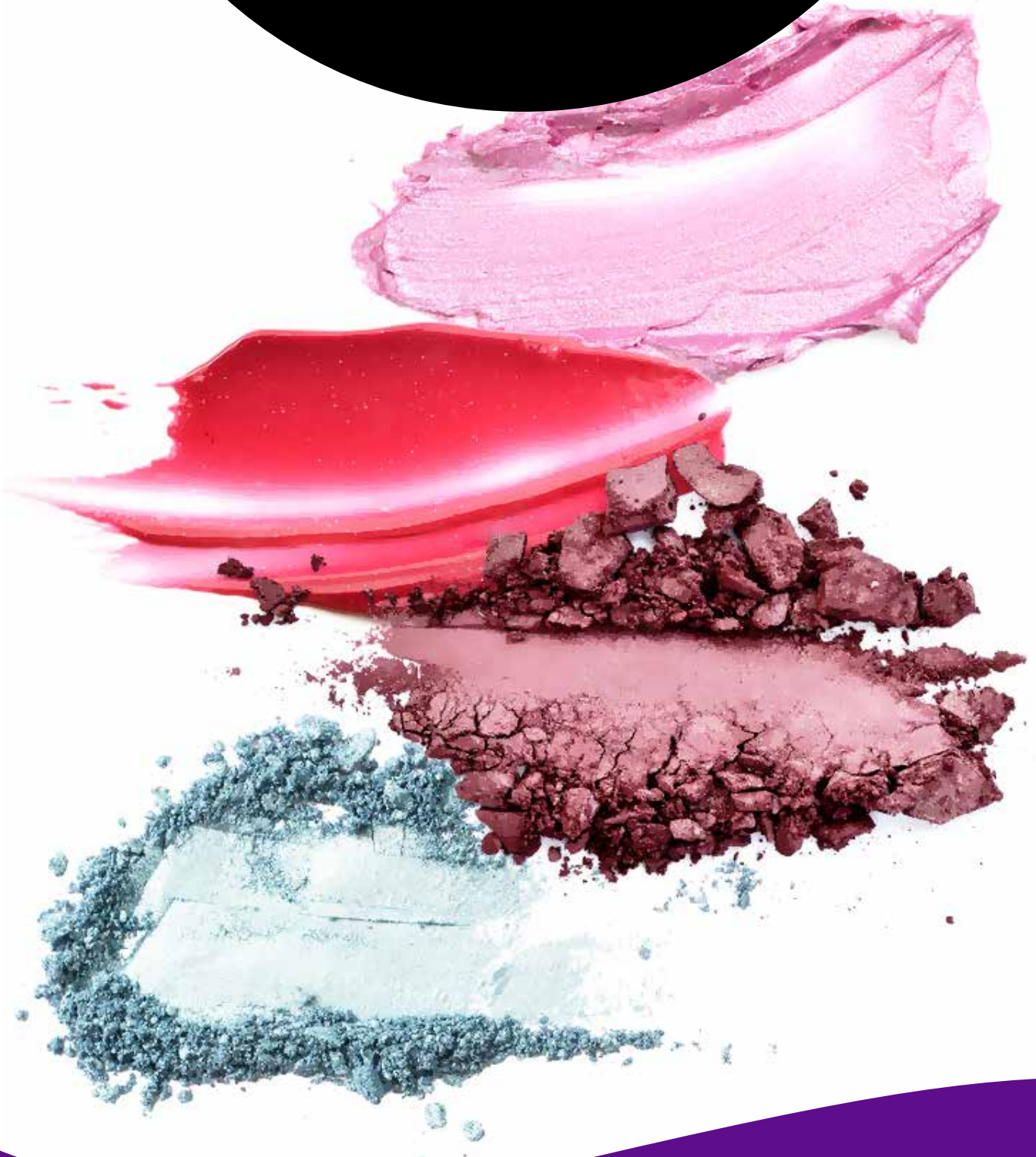
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-Cristina Estrada



“After the last two years we’ve had, it’s been vital to have a way to invite clients back into our stores. But for those who are not yet ready to come back, we are still able to easily service them virtually via **Salesfloor Live Chat, email and texting.**”

-Cristina Estrada





The Result

Prior to Salesfloor, our clienteling process was extremely time consuming as Beauty Specialists wrote texts and emails to each client one by one. They were often unable to reach as many clients as they hoped in a day because they didn't have the time to do so with daily tasks.

Since implementing Salesfloor, Beauty Specialists feel that the client now receives better and more consistent communication. Beauty Specialists can easily look up purchase history without having to step away from the client and breaking the connection, leading to more completed sales and customer satisfaction.

With the implementation of Salesfloor, each Beauty Specialist now has the ability to generate their own client lists for outreach. Employees are using this feature in twofold; firstly to identify clients that have previously purchased a particular brand or product, and then inviting the client into the store for product launches, special events, master classes and promotions. The client never misses out on events or promotions featuring the Brands they love.

“Being able to create personalized emails and texts for many clients at once with beautifully branded marketing assets has reduced the operational burden on our teams. Beauty specialists have also seen a lift in sales generated from their outreach as clients seem more engaged with our branded content and product cards made available via salesfloor.”

-Cristina Estrada

COS BAR



“Our beauty specialists love that they’ve seen immediate results with Salesfloor!”

We have had many employees excitedly email us to tell us about great exchanges they have had with clients via salesfloor and the immediate sales that they were able to generate because of these interactions.”

-Cristina Estrada

Secondly, they’ve also implemented the client Tags feature, allowing Beauty Specialists to generate a list of clients with an upcoming birthday and invite them into the store for complimentary makeover. Similarly, they are able to pull clients who have not shopped with Cos Bar in the last 365 days and encourage them back into the store.

The results speak for themselves: Cos Bar has seen a serious lift in outreach generated sales, and clients are more engaged with branded content and sales cards. Specifically, attributed **clienteling sales increased 554%** on a quarter over quarter basis, after Salesfloor was implemented. Beauty Specialists loved seeing the immediate results and appreciated how easy the app made communication with both returning customers and new prospects.



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