



Case Study

Lessons in Relationship- Building

with Ben Bridge Jeweler



Since 1912, Ben Bridge Jeweler has made it a mission to help customers mark special moments and milestones by providing highly curated jewelry and personalized experiences.

And while many companies claim they provide great products and experiences, **Ben Bridge more than lives up to its mission.** The company's values — curation, craftsmanship and community — shine through in every aspect of its business, from hiring and product sourcing to sales and customer service.

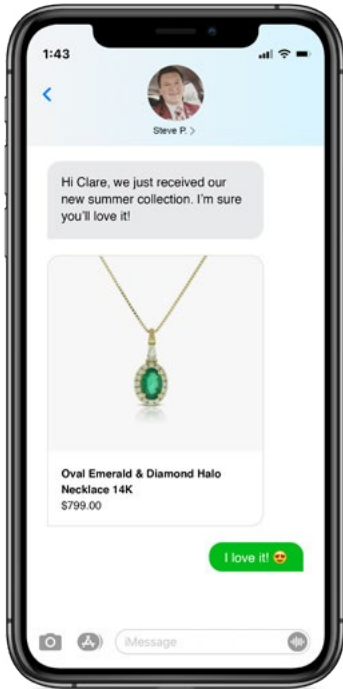
We have a saying in the company: 'Make a friend first.' And we live by that by treating everyone in that way — almost like they're family.

— Stacy Speicher, Vice President of Marketing and E-commerce at Ben Bridge Jeweler.

The company has a long-standing slogan that says, 'Your personal jeweler since 1912.' As a fifth generation family-run business, that is absolutely at the core of who we are. We take our vendor and customer relationships seriously, and strive to go above and beyond.

It's All About Relationships

On the buying side, Ben Bridge forms long-term relationships with its vendors, explains Mary Todd-McGinnis, Vice President of Customer Experience. “We buy carefully and we do it very well so that our customers get great value and purchase from us again,” she says.



Ben Bridge also goes to great lengths to find the right vendors and products. “Our buyers fly all over the world (though not during the pandemic) and form one-to-one relationships. They don’t just dial in; they’re on the ground sourcing the most beautiful jewelry,” says Stacy.

As for building strong relationships with customers, Stacy says that it starts with hiring great people: “Finding someone who truly enjoys interacting with people, who likes serving and delighting them, is paramount to the business,” she says.

The company has an outstanding employee retention rate, and it’s not uncommon for employees to stay there for decades. Mary, for example, has been with Ben Bridge since she was a freshman in college and went up the ranks from salesperson to store manager, all the way to VP.

Ben Bridge’s Customer Communications Strategy

Like with any relationship, constant communication is critical. This is something Ben Bridge’s top team members understand, which is why many of its associates regularly engage in one-to-one conversations with customers that extend beyond the four walls of its stores.

In fact, Ben Bridge found that many associates were using their own phones to engage with customers. While the initiative to keep in touch was admirable, it presented some challenges for the company. For starters, when team members were using their personal devices to keep in touch, Ben Bridge wasn’t able to maintain the customers’ contact information in the company’s database.

In addition, having associates contact people on their own brought up compliance issues, particularly around consumer protection and allowing them to opt out of company communications.

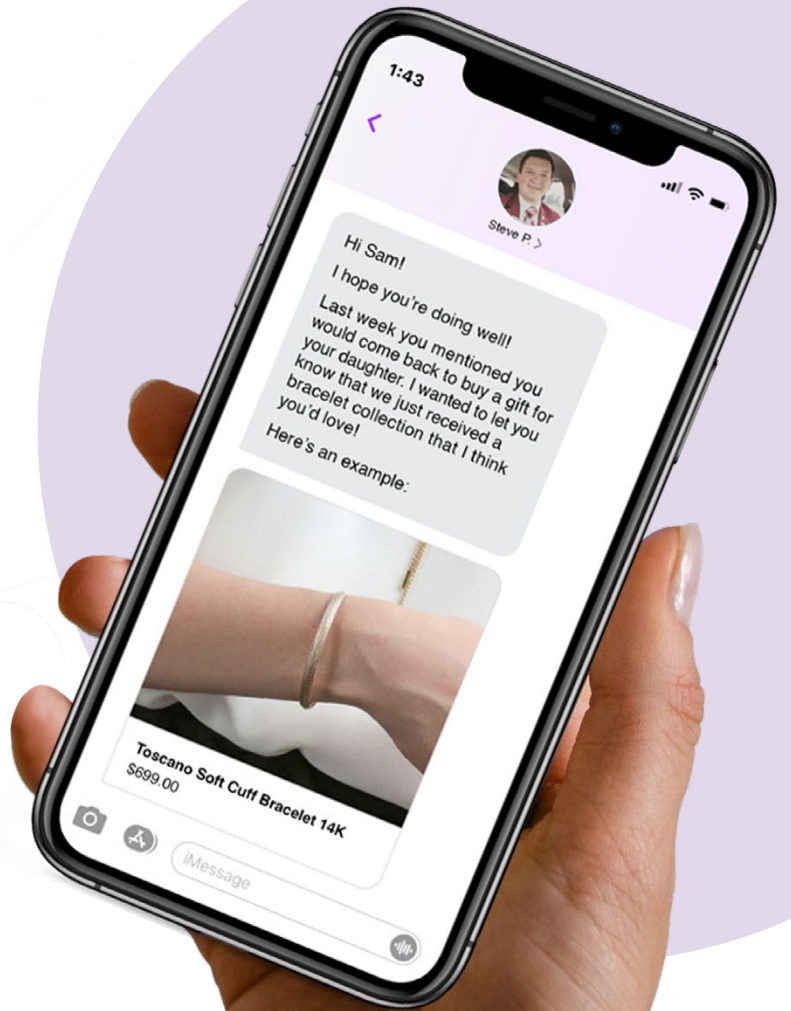
Ben Bridge's Customer Communications Strategy

This is where Salesfloor comes in. Ben Bridge implemented the platform to enable its associates to connect better with customers. Using Salesfloor, team members video or live chat with shoppers online, send text messages, e-mails, and schedule virtual or in-store appointments.

Salefloor not only streamlines customer communications, it helps Ben Bridge engage clients more effectively with features like automated tasking. Associates are notified through the Salesfloor app of relevant and specific sales opportunities, so they know when, why, and how to reach out to customers. In fact, a recent task that was executed by an associate resulted in a \$14,000 fine timepiece sale in store.

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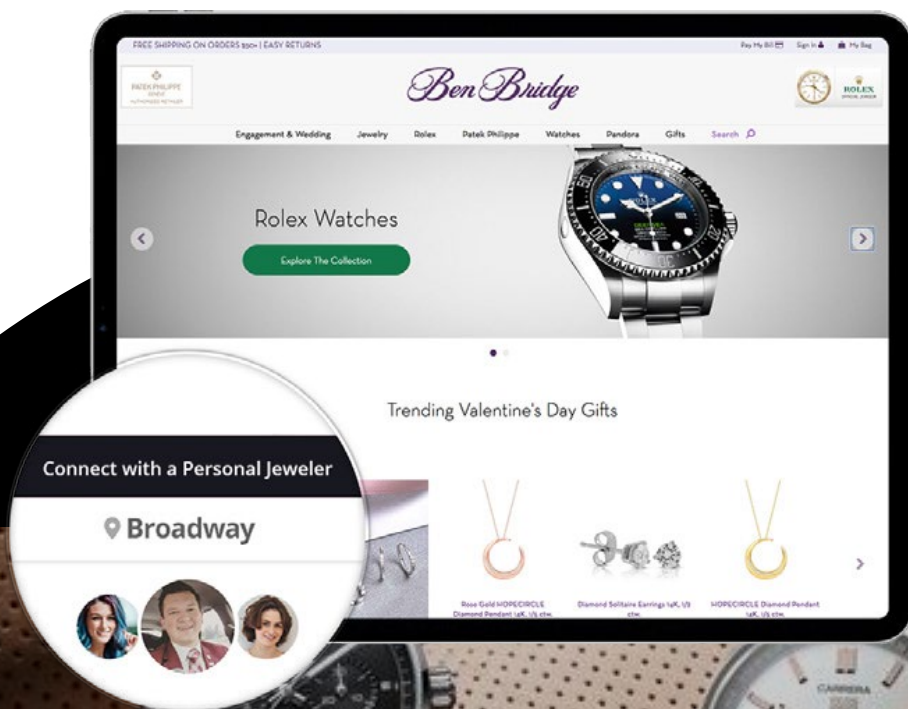


Ben Bridge's Customer Communications Strategy

As Mary puts it, “We now have the opportunity to engage those associates who weren’t practicing clienteling and virtual selling in the past.

The need to communicate with customers has become even more pronounced since the pandemic hit.

According to Stacy, “We wanted to enable our associates to create amazing experiences regardless of the communication channel. With the pandemic, we increased urgency to do that because despite store closures, people still wanted to shop. They still wanted to mark important moments in their lives and express love, even when everything was shut down. Salesfloor helps us facilitate that.



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— Stacy Speicher, Vice President of Marketing and E-commerce at Ben Bridge Jeweler.

Ben Bridge's Customer Communications Strategy

With more people visiting ecommerce sites due to the pandemic, Ben Bridge associates facilitate the online shopping experience with the help of Salesfloor. The platform's virtual selling solution enables the staff to guide customers and make informed recommendations. Then when shoppers end up buying online, associates still get credit for the sale.

Salesfloor makes it easy for the company to stay connected with shoppers even when they can't physically come to the store. And if customers did want to visit Ben Bridge's locations, they can do so safely by setting an appointment with store associates through the platform.

"Salesfloor supports all the different ways that we can communicate with our customers," says Mary.

Stacy agrees. "There was so much functionality all in one place. We looked at various solutions for making appointments, chatting with customers, and implementing virtual selling. Salesfloor gives us one nice integrated solution that we really value."



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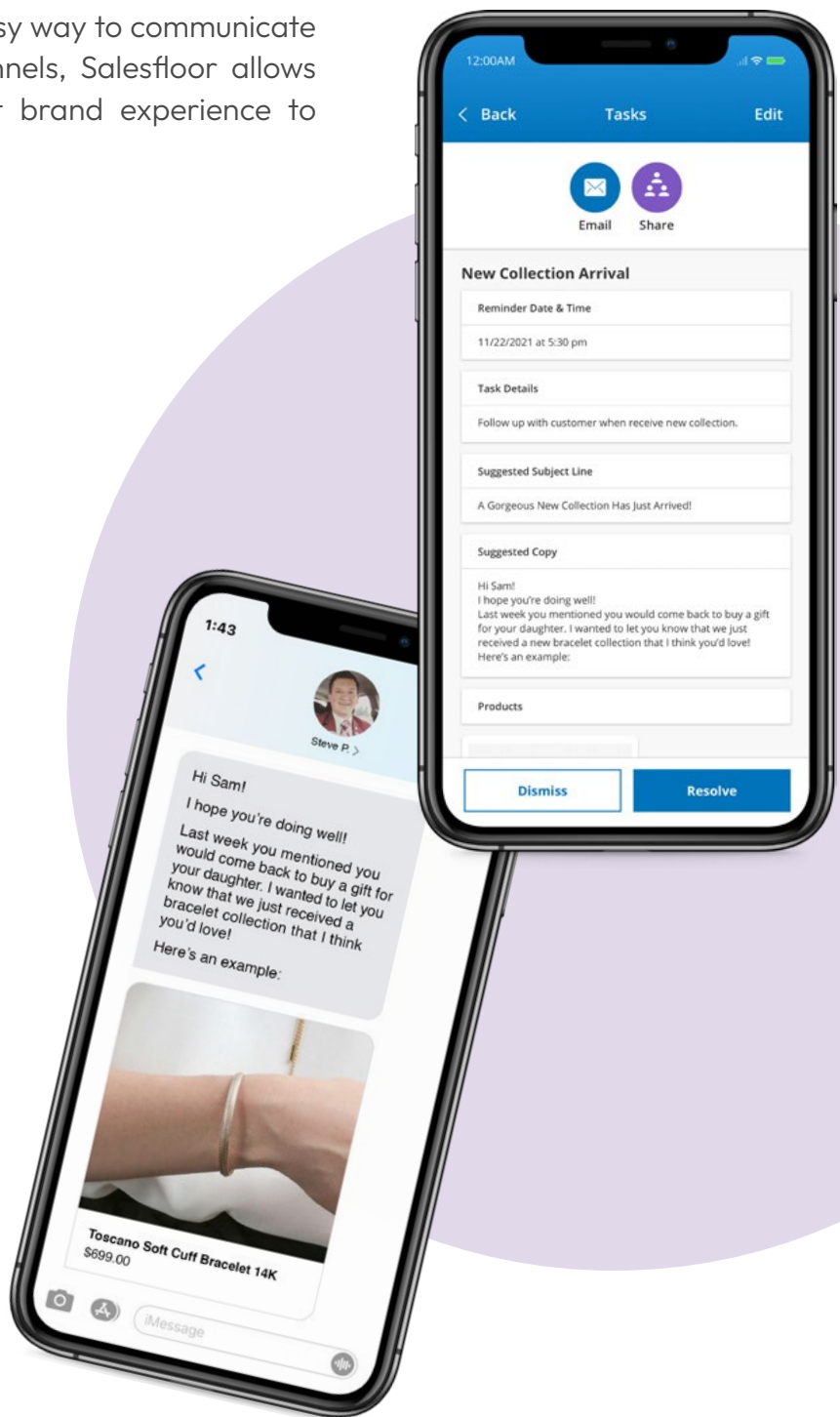
— Mary Todd-McGinnis, Vice President of Customer Experience, Ben Bridge

Presenting a More **Polished** Look

In addition to giving associates an easy way to communicate with customers across multiple channels, Salesfloor allows Ben Bridge to provide a consistent brand experience to shoppers.

As Stacy puts it, “If an associate wants to virtually showcase a piece of jewelry, they don’t have to snap the photo themselves. Through Salesfloor, they access templates and a beautiful image library that are professional and brand-appropriate.”

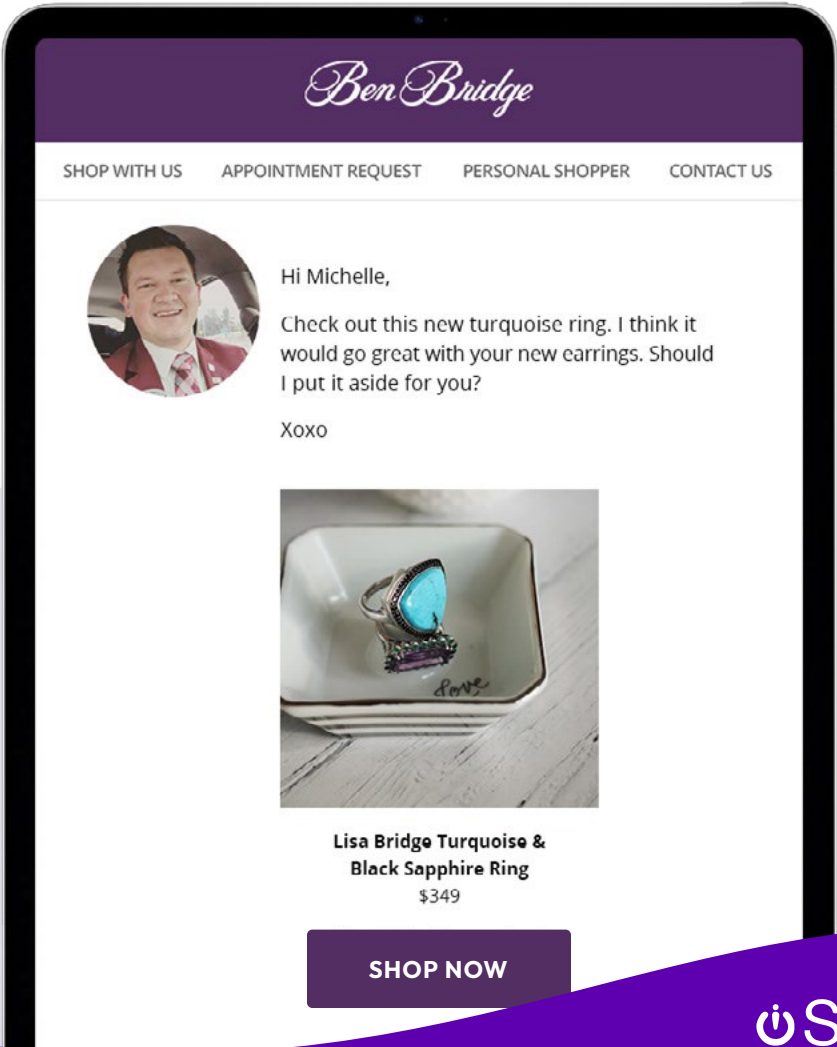
She continues, “Many times it’s completely acceptable to have that personalized, casual communication with our customers, but with Salesfloor, we’re also providing the ability to uplevel and present a more consistent front. This is especially true for our associates who may not have the knowledge of where to start but want to begin building digital relationships.”



Learning Opportunities and Stronger **Accountability**

By having one solution to manage its clienteling and virtual selling efforts, Ben Bridge can easily see what features its associates are using and who's leveraging the platform. In doing so, the company improves associate accountability and performance, and identifies coaching opportunities for its employees.

"We're able to look back and see things like which associates are reaching out more frequently or associates whose sales aren't as high as the others. We can determine if they're not completing their tasks on time or they're not adding as many contacts, and take action if there's a coaching opportunity there," explains Mary.





Bringing it All Together

All in all, Salesfloor not only enables Ben Bridge to keep in touch with customers, but also helps the company to improve its staff performance.

This is crucial, because in today's hyper competitive retail landscape, an engaged workforce that's equipped with the right tools will give you an edge and allow you to thrive. See the Salesfloor platform in action and discover how you can use it to win more loyal customers.

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