

Case study

Connecting Today's Shopper With Store Associates

JOHNNY WAS





About Johnny Was

Johnny Was is an international women's lifestyle brand based in sunny Southern California. Established with a distinct vision in mind, the brand has become synonymous with a unique blend of Bohemian elegance and contemporary style. With a rich history dating back to its inception in 1987, Johnny Was has consistently pushed the boundaries of fashion, embracing individuality, and celebrating diverse cultures.

At the heart of Johnny Was' philosophy is a commitment to creating clothing that not only reflects the vibrant, free-spirited nature of its wearers but also empowers them to express their authentic selves. This ethos has resonated strongly with a broad and devoted customer base, allowing Johnny Was to grow into a globally recognized brand.



Client
Johnny Was

Industry
Apparel

Sales Channels
Online, In-Store, App

Solutions Implemented
Salesfloor Connect

Highlighted Features
Tasking
Email and SMS
Metric Tracking

The Challenge

Johnny Was, a prominent boho fashion brand, encountered several pressing factors when seeking a customer engagement solution. Their primary problem was the need to forge meaningful connections with their loyal in-store clients while also branching out to engage with new digital-savvy customers. The company had always excelled at strong customer relationship building in person, but needed to find a new way to further strengthen their online connection, especially at the height of Covid.

To address these challenges, Johnny Was embarked on a search for solutions within the retail industry. They explored several alternatives, including consultations with peer brands to understand the platforms and solutions that had proven successful for others. While there were various options available, none seemed to align with Johnny Was' specific needs and objectives, except for Salesfloor.



“We really needed a vehicle in which to engage with our store clients and connect with new customers, particularly in the digital space.”

-Cynthia Howell

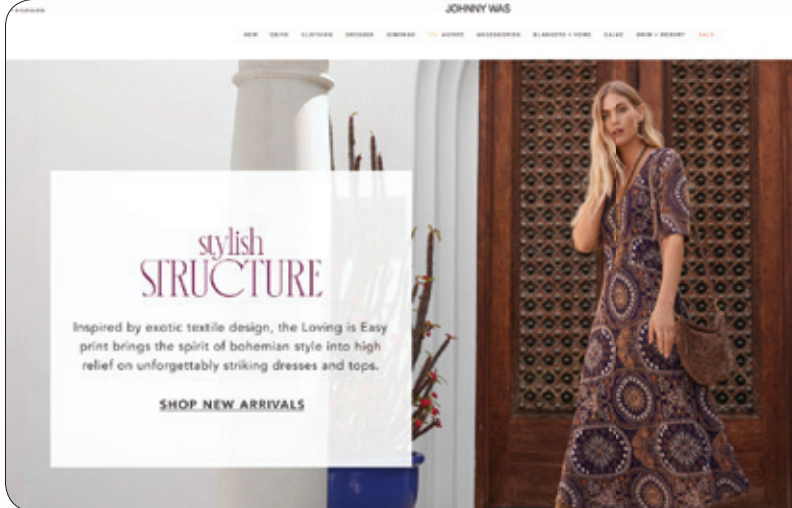
West Coast District Manager
Johnny Was



The Solution

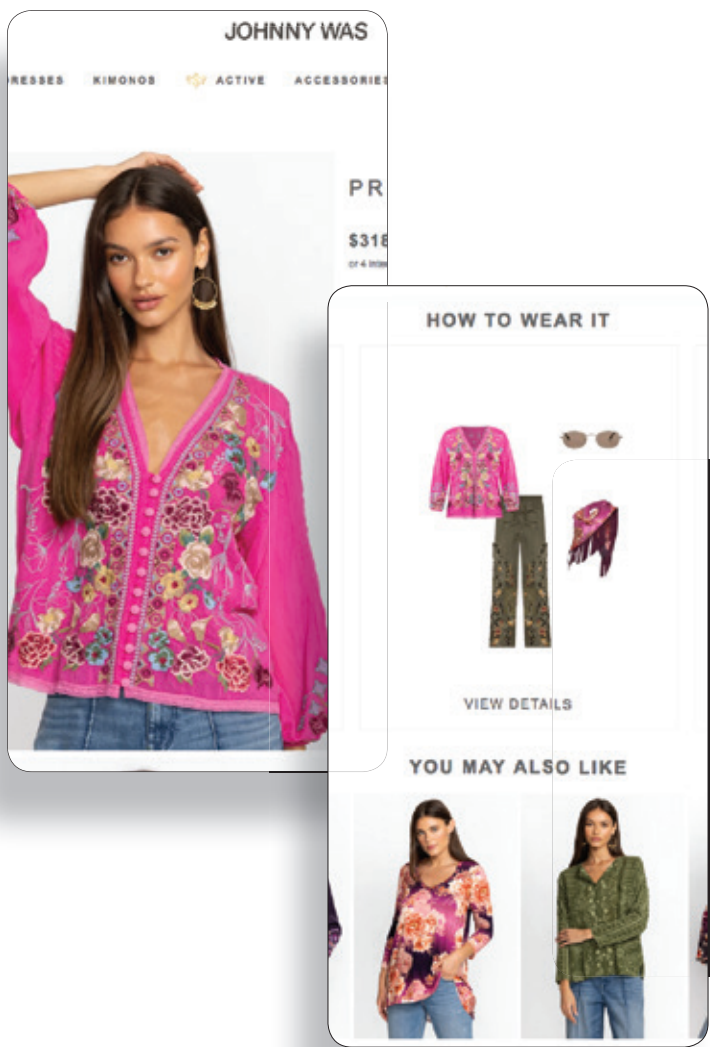
Ultimately, Johnny Was chose to partner with Salesfloor because it offered a versatile and user-friendly solution that addressed their clienteling, networking, and communication needs. Salesfloor's capability to provide trackable KPIs was particularly appealing, as it allowed the company to measure and guide their team's performance while tracking the progress of their brand.

During the onboarding process, Salesfloor was highly involved, providing hands-on support at every stage. Salesfloor supported the launching of its solution at Johnny Was by attending tutorial sessions. Catherine Nation, VP of Retail said "When it came to training and education, Salesfloor went above and beyond to come to HQ and give live tutorials on the platform and how to use it."



But ultimately, it was the roadmap, infrastructure and elbow grease of the Johnny Was team that allowed their success to shine. While one of the initial challenges faced was getting associates to adapt from paper client books to the digital platform, the dexterity of the Johnny Was team integrating Salesfloor into all customer interactions quickly led to sales. Further, the user-friendly nature and ease of the Salesfloor platform allowed for quick adoption among associates during a time where change needed to happen fast.

Johnny Was particularly liked the corporate-generated tasks provided by Salesfloor. These tasks allowed the company to maintain strong continuity and consistency in their sales team's outreach and clienteling efforts.



“Trackable KPIs gave us metrics to guide our team’s performance and track brand progress. Asset uploading gave us flexibility to create specialized clienteling assets and marketing images for enhanced outreach.”

-Cynthia Howell



“Initially understanding how to incorporate the platform into daily use and build associate buy-in was an obstacle. However, after seeing how easy sales were to generate, and how user-friendly the platform was, it grew in popularity quickly.”

-Cynthia Howell





The Result

The integration of Salesfloor into Johnny Was' sales strategy had a transformative impact on their business. Especially during challenging times, such as the global pandemic, the company experienced outstanding results. Sales associates became more engaged, and client engagement remained strong.

Johnny Was' journey with Salesfloor has been marked by consistent success, with the brand achieving extraordinary results year after year. In the current fiscal year alone, the brand has generated an impressive \$3.9 million in online clienteling sales. This performance underscores the substantial and positive impact that Salesfloor has had on the brand's sales efforts.

“During the pandemic, at a time when the retail industry was drastically affected by global economic impact, Johnny Was absorbed Salesfloor into every fiber of our selling ceremony and web presence. The results were outstanding!”

-Cynthia Howell



YOY Sales Growth



Increase in Sales Conversion



Emails and SMS Engagement



Furthermore, Johnny Was has achieved complete associate adoption, with 90% of associates using Salesfloor to drive sales and cultivate new customer contacts. This has resulted in over 4 million emails and SMS conversations initiated through the platform. The Johnny Was team has always been big on celebrating their associates' wins, which continues to foster pride in their work and build strong customer relationships.

One remarkable achievement attributed to associate embracement of Salesfloor is a 7x increase in sales conversion. The Johnny Was team credits this extraordinary growth to their company-wide adoption, as well as Salesfloor's compatibility with multiple devices and software. This adaptability ensures unparalleled flexibility and ease of access for all associates.

In an ever-evolving retail landscape, Johnny Was' success story with Salesfloor underscores the importance of innovative digital solutions in fostering strong client relationships and driving sales growth.

“There aren't many solutions that offer all clienteling features the way that Salesfloor does, making it a must-have for any retail environment focused on driving sales. iOS and Android compatibility give incredible flexibility on accessing the solution for any associate, eliminating a need for new systems.”

-Cynthia Howell



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