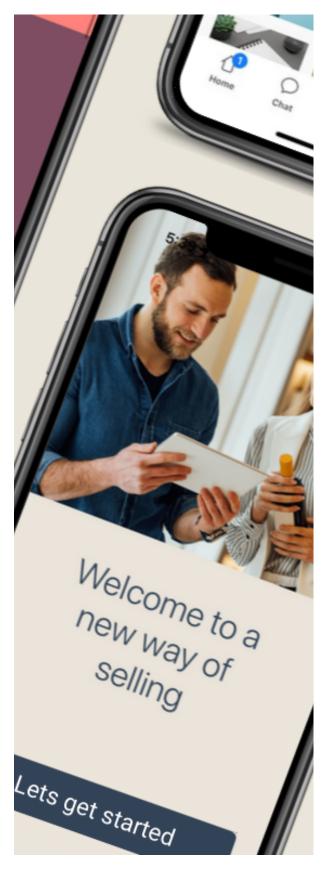
BSPK



*2023 Consumer Trends Index Report by Marigold and Econsultancy

Luxury retail is inherently volatile due to changing consumer preferences and economic fluctuations, but digital clienteling can provide stability by fostering long-term customer relationships, boosting brand loyalty, and adapting to evolving customer needs.



82%

of Consumers value brands that treat them as an individual*



79%

of Consumers value brands that try to build a relationship with them *



69%

of Consumers favor a brand's messaging that treats them like a VIP — a 9% increase since 2022 *

ADDITIONAL RESOURCES

Check out these other resources.

Here are some other BSPK resources for you and your team. Stay updated on current trends, tips and information.

Clienteling 101:



Scan or click here

Clienteling 101 has information, resources and video about clienteling. Great resource for new sales people.

Instagram BSPK



Scan or click here

Follow us on IG to get tips, tricks, and event information.

TikTok BSPK



Scan or click here

Follow us on TikTok to see pain points we all suffer through with clienteling.

Linkedin BSPK



Scan or click here

Follow us on Linkedin to see the latest happenings at BSPK.