



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%

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of Consumers value brands that treat them as an individual\*



# 79%

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



# 69%

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

\*2023 Consumer Trends Index Report by Marigold and Econsultancy

# 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



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### TikTok BSPK



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

### Linkedin BSPK



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