



CUSTOMER SUCCESS STORY

Growing e-commerce with a CRM: Sidney Garber Salesforce Implementation

Swiftly and smoothly implementing Salesforce CRM with integrations to become more data-driven.

Sidney Garber is a leading luxury jewelry company established in 1946. With stores in NYC and Chicago, the brand is well-known for creating modern and timeless pieces. Seeing growth in their e-commerce business, they wanted to become more systematic, using cloud solutions and a unified platform to scale and track their clientelling efforts.

Sidney Garber's objective was to provide the same type of white glove in-store experience they offer online, while also improving their reporting and business insights with simple and powerful dashboards.

WHY QUANTUM LEAD

Quantum Lead is a technology and strategy consulting firm. We are engineers with business experience who create tailor-made solutions for retailers who want to be more customer-centric and grow their business, making our work with Sidney Garber a perfect match.

We took the time to understand the brand's sales processes and technology needs, and developed integrations between the Salesforce CRM and their existing technology systems, namely Klaviyo, Office 365, and Shopify. We also fully trained their e-commerce team to be self-sustaining. Sidney Garber now has a 360-degree view of individual shoppers, from who they are to their behaviors and preferences. This allows them to engage clients with measurable, automated, and personalized multi-channel marketing campaigns.

USES

- Clientelling
- Personalized, Multi-channel Marketing
- Dashboards, Reporting, and Analytics
- Tasks Tracking and Management
- Automated Email Templates
- 360 Degree View of Customers
- Shopify integration
- Klaviyo integration

"If you are looking for a Salesforce consultant team, look no further! Quantum Lead is incredible. **Flexible, communicative, smart, and dynamic - they made our journey with Salesforce an easy one.**

I honestly can say, the product I received was exactly what I wanted, with no compromises. I am impressed every day."

Natalie Pinto

Brand Manager, Sidney Garber