

**VERINT.**

# Top Luxury Retail Tactics to Create Personalized Experiences

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## What Do Luxury Customers Want in 2025?

In luxury retail, customers are used to exclusive shopping experiences and are looking for a personal touch. At the same time, younger generations prefer brands that take a digital-first approach, even in physical stores, along with prioritizing sustainability and community.

As growth in the luxury sector has been slowing down, retailers can't afford to overlook these shifts in consumer expectations.

**Brands that can design personalized in-store experiences and integrate digital and physical channels to empower their store team with valuable customer insights will take the lead this year.**

In 2025, top tactics to personalize the in-store shopping experience with the help of technology are through:

1. Digital appointment booking
2. Efficient queue management
3. Seamless event management
4. Real-time data insights



- With Verint® Appointment Booking™, a luxury department store was able to:**
- Increase appointments by 13%.
  - Convert 78% of customers with appointments into a sale.



# Four Tactics to Personalize the In-store Shopping Experience

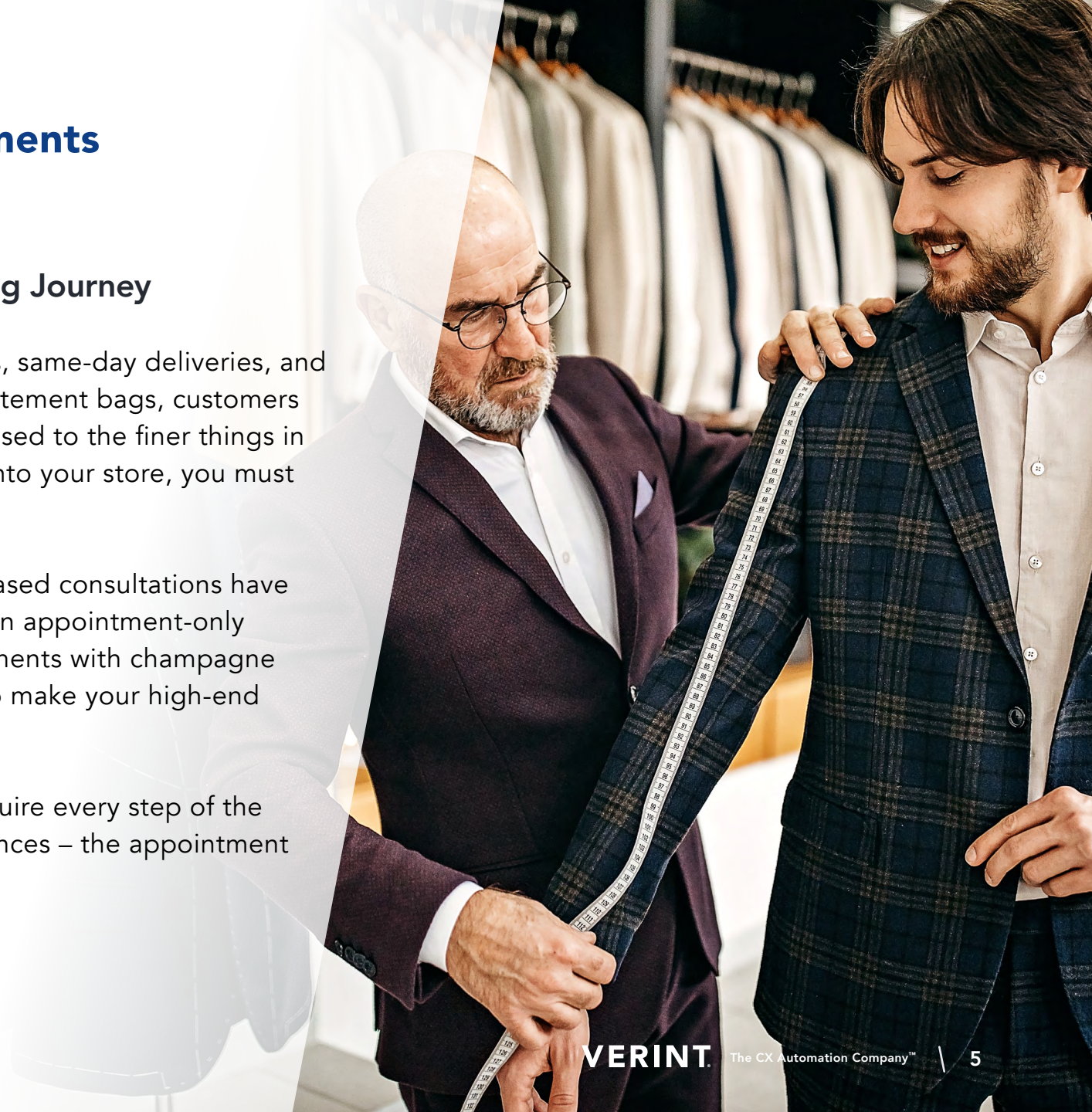
# 1. Enable Customers to Book Appointments at Their Convenience

## Deliver Premium Service Across the Entire Shopping Journey

We may live in an era of online stores with virtual fitting rooms, same-day deliveries, and pick-up points, but when it comes to heritage watches and statement bags, customers still prefer to shop in-store. Additionally, luxury shoppers are used to the finer things in life and expect undivided attention. If you want to lure them into your store, you must provide them with superior shopping experiences.

To offer a premium customer experience (CX), appointment-based consultations have been a long-standing luxury retail tactic. Some brands even run appointment-only stores for an added level of exclusivity. Private fitting appointments with champagne and personalized consultations with a stylist are a great way to make your high-end customers feel valued.

However, today's tech-savvy consumers expect more: they require every step of the shopping journey to be effortless and suit their digital preferences – the appointment booking process included.





## Enhance CX With Digital Appointment Booking

Leading luxury retailers use digital appointment scheduling systems to provide quick and flexible booking options for customers on any channel, with reminders and easy rescheduling or cancellation options. They allow customers to choose not only the day and time of their visit but also to specify what product they seek or which store associate they wish to consult.

By enabling your customers to schedule appointments on their own terms, you can help them feel in control of their shopping experience. Exceeding their expectations can highly increase CX and turn your customers into return visitors, ultimately driving sales.



## 2. Provide Informed Waiting Experiences for Walk-in Customers

### Transform Unstructured Wait Time into a Premium Service

While 85 percent of shoppers routinely walk out of stores if they have to wait in a line<sup>1</sup>, a queue in front of a luxury store is often seen as a sign of desirability. Why? Because if something is harder to get, people want it more. Think of VIP product launches and limited-edition luxury items.

However, there's a fine line between creating an air of exclusivity with well-managed wait times and wasting customers' time with outdated queue management methods. Today, effective queue management starts with providing relaxed, informed waiting experiences and offering easy ways for customers to secure their place on a waitlist without having to physically stand in line.

By keeping your customers informed about their wait time and offering them premium services in the meantime – for example, dedicated luxury waiting areas with complimentary treats and services – you can significantly enhance CX.





## Curate the Walk-in Experience with Digital Queues

Top retailers implement digital queue management solutions to minimize wait time and reduce walkouts, allowing customers to join a virtual queue and receive real-time updates on their wait time and position in line. Customers can join a digital waitlist through a variety of channels, including a dedicated store host, self-service tablet or kiosk, or their smartphone using a QR code or SMS code.

Once on the waitlist, customers can enjoy the complimentary services of your waiting area, browse the store, or run errands. The real-time notifications alert them when their service time is near, ensuring they don't miss their turn. By effectively managing customer expectations and transforming unstructured wait time into unique experiences for walk-ins, you can also build brand loyalty.







### 3. Build a Sense of Community with Exclusive Events

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In luxury retail, there's a heightened expectation for exclusive experiences and events. Brands can leverage these events to create memorable shared moments that help enhance brand loyalty. Luxury retailers can offer a variety of premium events, ranging from VIP product launches with early access and "Meet the Designer" panel discussions to craft workshops, dinner clubs, and more.

To successfully engage various microsegments with unique preferences, it's key to understand them and interact with them on their preferred channels. Similar to appointments, a seamless event booking process that keeps customers informed with real-time notifications, timely reminders, and additional information about the upcoming event can boost customer loyalty.

## 4. Empower Your Store Team with Customer Insights

In 2025, creating unforgettable luxury retail experiences requires more than hiring top-notch fashion consultants and serving petit fours. To stay competitive, retailers are increasingly looking for ways to equip their store team with real-time customer data and actionable insights to better personalize in-store experiences.

Let's explore the three key steps of achieving this.

### Step 1 – Capture Data Across Channels

The first step is capturing data points from every customer interaction across all engagement channels. With evolving CX technology, collecting customer intent, sentiment, and feedback is getting easier than ever before:

- By using digital appointment booking and queuing solutions, you can customize the questions asked during the booking process to better understand customer needs.
- With customer feedback surveys, you can automatically send notifications to gather store-visit feedback via web or mobile.
- With AI-driven bots, speech analytics, and text analytics, you can track CX in your business' contact center by analyzing words, phrases, categories, and themes to identify customer sentiment and trends.





## Step 2 – Marry Digital and Physical Interactions

Once this wealth of customer data is collected, what do you do with it? Current point solutions may be good at collecting and storing a huge amount of data, but they often create information silos because they are managed separately. To effectively analyze and act on the captured insights, you need to bring all data into a single platform.

Top retailers now use unified customer engagement platforms, such as [Verint Open Platform™](#), to integrate data from all channels – including the store. Gaining a holistic view of the customer journey enables them to personalize retail experiences to improve CX.

## Step 3 – Convert Data into Actionable Insights

With a data-centric platform like Verint's, you can access, export, and convert information into actionable insights, enabling your store associates to offer hyper-personalized services, tailored to each customer's specific needs.


For instance, if your fashion consultant knows that a customer is dedicated to sustainability, they can recommend faux-leather shoes or ethically sourced jewelry. This not only provides excellent upsell opportunities but can also highly increase customer engagement and trust.

# Create Personalized Luxury Retail Experiences with Verint

Verint customer engagement solutions for retailers can help luxury brands provide an exceptional CX across all touchpoints to meet customer expectations and drive sales in today's economically challenging environment.

Implementing Verint Appointment Booking together with Verint Queue Management™ and Verint Event Management™ can help you further elevate CX by creating seamless customer journeys across all channels, including the store, to drive sales, improve efficiency, and enhance the customer experience.

Learn more at [Verint.com](https://www.verint.com).



## A leading retailer used Verint Queue Management and Verint Appointment Booking to:

- Increase volume of appointments and sales conversions.
- Reduce walk-outs.
- Offer more personalized interactions.
- Create greater brand loyalty.
- Improve CX.

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