

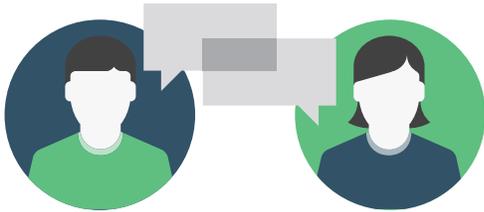
Shoptiques.com Drives Sales and Customer Engagement with Stella Connect

Shoptiques.com is an online destination that connects shoppers with thousands of handpicked boutiques around the world. Founded in 2012, the site enables online shoppers to buy one-of-a-kind merchandise and provides boutique owners with a platform and marketing tools to reach millions of potential customers.

Providing best-in-class customer service is core to Shoptiques.com's mission and was the driving force behind the company signing up with Stella Connect. In addition to using **Stella Connect** to measure and optimize service performance, Shoptiques.com also leverages the product's inbuilt Personal Connection Marketing (PCM) email capabilities to drive customer engagement and sales.



How it works:



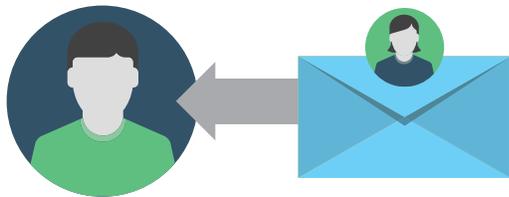
1

A customer interacts with a Shoptiques service agent by email or phone



2

The customer gives positive feedback in response to a Stella Connect feedback request triggered after the interaction



3

Several days after this initial contact, the customer receives a PCM email from the agent



4

The 1:1 email reinforces the connection established during the initial interaction and features a special offer or promotion

PCM is simple to implement with zero technical integrations required. Emails are triggered directly from the Stella Connect platform. For a more integrated solution, StellaService also offers a full-featured API.

Results

By leveraging PCM – this new form of marketing that builds trust based on the personal connections established between employees and customers – Shoptiques.com has seen a dramatic impact in their email marketing performance. After three months of leveraging the platform, Shoptiques.com observed the following:



Email
Open Rates



Email
Clickthrough
Rates

“ In an incredibly saturated market, I believe it is vital to offer the best customer service. It starts with your team being ready & excited to engage with customers. Our WOW Team loves using Stella Connect and receiving constant customer feedback. It humanizes our team and drives positive reinforcement for them. Once that support is offered, it is important to continue to re-engage the customer. The Personal Connection Marketing part of Stella Connect allows us to scale the personal touch, which drives up the lifetime value of our customers. ”

— **Olga Vidisheva**, *Founder and CEO, Shoptiques.com*