



Voice of Appointments: Transforming Experiences



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Editorial

In a retail landscape undergoing constant transformation, the **human touch remains the key** to every successful interaction. At Booxi, we support retailers in addressing the challenges of omnichannel retail by crafting strategies that combine technology and personalization.

By focusing on **unique and differentiated in-store experiences**, we help strengthen the bond between retailers and their customers while maximizing performance. While technologies continue to reshape purchase journeys, it is the **human relationships** that truly make a difference and create lasting impact.

We have designed this study to assist **digital and retail decision-makers in achieving performance excellence**. It decodes key data and trends, showcasing how appointment scheduling can become a strategic lever: creating seamless, unified journeys, maximizing ROI, and meeting the growing expectations of consumers.

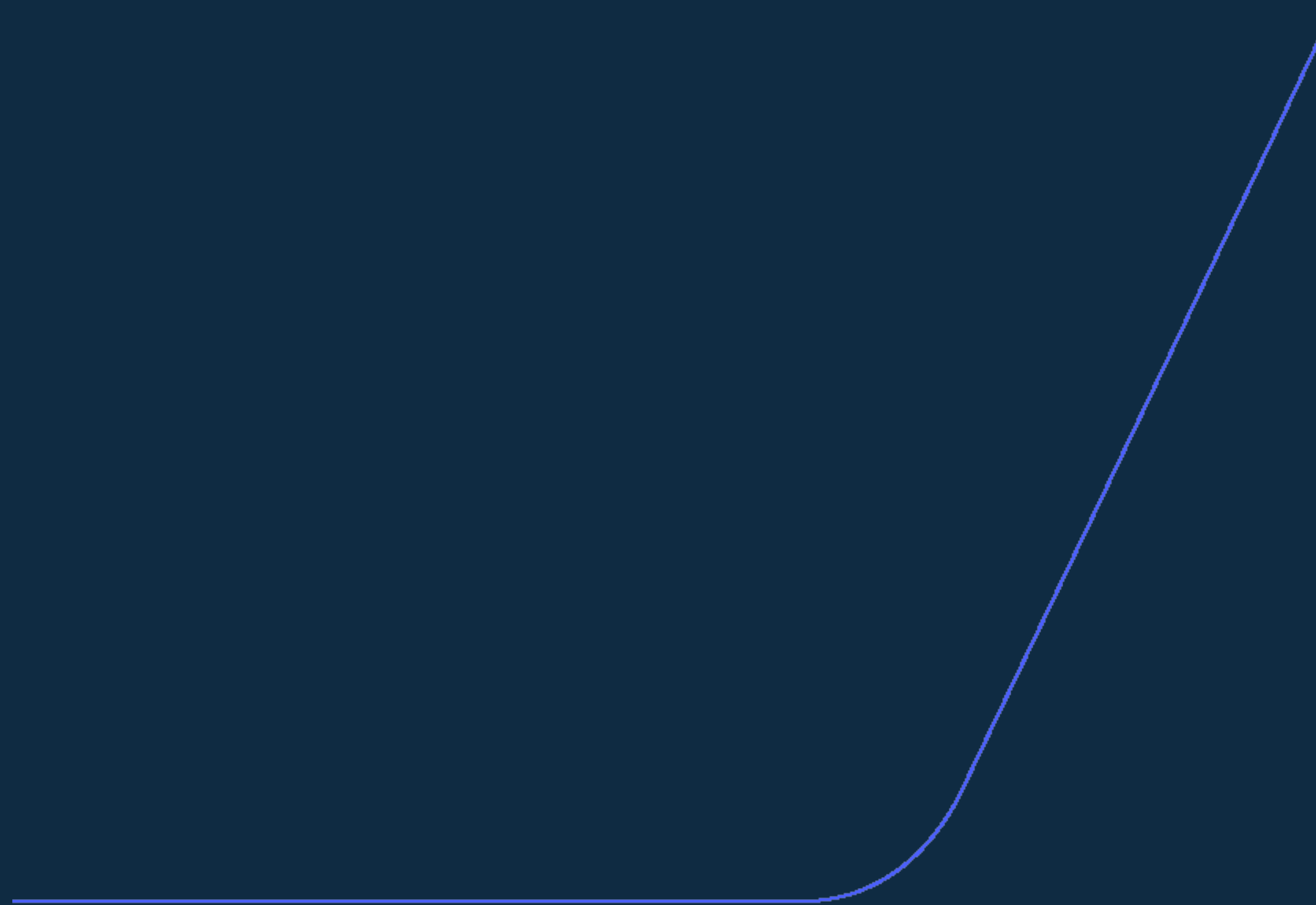
Inside, you will discover **concrete insights, sector-specific practices**, and actionable strategies to transform every client interaction into a long-term opportunity. Together, let us reaffirm the importance of **human connection** in commerce and build **unforgettable, high-performing, and differentiated experiences**.

Elie Perez, CEO of Booxi 



VOICE OF APPOINTMENTS

Executive summary



Key Insights to Remember



The Rise of Omnichannel

Over **70%** of consumers combine online and in-store shopping, highlighting the importance of an omnichannel strategy.

By creating an unified purchasing journey, brands meet consumer expectations while improving commercial performance.



Personalization as a Loyalty Driver

85% of consumers expect personalized experiences, whether through tailored recommendations or exclusive events.

Personalization strengthens the emotional connection and customer engagement with the brand.



The Importance of In-Store Experiences

Despite digitalization, **51%** of customers still find physical stores essential, with over **90%** of appointments happening in-store.

These interactions remain a cornerstone for fostering loyalty and providing a unique experience.



High Conversion Rates: A Direct Sales Driver

With an average conversion rate of **80%**, appointments turn in-store interactions into sales opportunities.

This approach maximizes results for brands and optimizes resource allocation.



Reducing No-Shows

By lowering no-show rates to as little as **1.5% to 10%**, appointment management tools help retailers maximize resources.

The time saved allows for a focus on high-value client interactions.



Sector-Specific Insights



Impact of In-Store Services

By offering services such as personal shopping or expert consultations, brands maximize customer engagement and enhance their image.

These services boost loyalty and increase the average basket size.



Events are underestimated

Whether in-store or online, the average number of events remains relatively low, despite being an essential tool for building loyalty among VIC (Very Important Customers).

These exclusive moments contribute to brand recognition and foster customer attachment.



Extended Interaction Time in Luxury

In the luxury sector, appointments last an average of 176 minutes, enabling personalized, high-end customer experiences.

This dedicated time reflects a quality-focused approach that meets the high expectations of clients.



Appointment Peaks in December

The holiday season drives demand, with an increase in appointments, particularly in the luxury and jewelry segments.

December peaks provide an opportunity for upselling through personalized offers.



Automated Appointment Management

Booxi centralizes customer information, offering better anticipation of client needs and optimal appointment preparation.

This automation frees teams to focus on strategic, high-value interactions.

VOICE OF APPOINTMENTS

Introduction

A decorative line graphic consisting of a horizontal line that transitions into a curve, extending from the right side of the word 'Introduction' towards the top right corner of the slide.

What Customers Expect Today

Return to Physical Stores

43% of consumers express a preference for shopping in physical stores, highlighting a renewed interest in in-person shopping experiences.³



Omnichannel Strategy

65% of consumers now combine online and in-store shopping. This hybrid model emphasizes the importance of an integrated and optimized omnichannel strategy.¹



Personalization

85% of consumers expect a personalized experience, yet only **10%** of businesses believe they offer this type of experience.²

Customer Experience

80% of customers state that the experience provided by a brand is as important as its products or services.²



Why is Appointment Scheduling Strategic?

Meeting Evolving Consumer Expectations

By centralizing customer data and integrating all sales channels, Booxi enables retailers to deliver a **seamless and personalized omnichannel experience**.

Acquiring New Customers

Simplifying appointment scheduling across all touchpoints (online and in-store) helps Booxi facilitate access for **new customers to services** and drives an **increase in sales**.

Optimizing Store Team Efficiency

Through automation and appointment centralization, store teams save time to focus on the **customer experience** (reception/service), while improving their **productivity**.

Building Customer Loyalty

By anticipating customer needs and delivering tailored interactions, appointment scheduling helps strengthen **customer loyalty**, creating **long-term trust-based relationships**.



The main challenges for digital and retail decision-makers

In a fast-evolving landscape shaped by consumer expectations, retail leaders face several strategic challenges to maximize their performance and address these new demands.

MAIN CHALLENGES:

HOW APPOINTMENT SCHEDULING CAN HELP:

Online/Offline Attribution:

The challenge of connecting data between digital and physical channels to maximize ROI and implement an optimized omnichannel strategy.



Align Online and Offline Data:

Ensure consistency across omnichannel data to simplify performance analysis and optimize results.

Declining Conversion Rates:

Insufficient in-store and online conversion rates, limiting the growth and impact of marketing efforts.



Boost Conversion Rates:

Engage customers through personalized and qualified appointments, turning each interaction into a sales opportunity.

Fragmented Customer Experience:

Customer journeys often lack seamlessness across various touchpoints, affecting satisfaction, loyalty, and sometimes brand image.



Create Seamless Journeys:

Enhance the customer experience by eliminating silos between channels and enabling smooth navigation.

Pressure on In-Store Productivity:

Store teams face high turnover, limited resources, and complex-to-integrate digital tools.



Increase In-Store Productivity:

Free store teams from repetitive administrative tasks, allowing them to focus fully on the customer experience.



When Can Appointment Scheduling Play a Role?



Methodology

This study is designed for **brands and decision-makers** who have already recognized the **strategic impact** of appointment scheduling on their performance. Whether or not you are a Booxi client, this study aims to provide **concrete and actionable data** to strengthen your omnichannel initiatives.

Based on data collected in 2023, this analysis highlights the **key trends** and **best practices** that can transform appointment scheduling into a true **growth driver**. To offer a nuanced and representative perspective, the study relies on datasets enriched with **market insights** and sector-specific analyses. The methodology also accounts for factors such as the evolution of customer volumes, their size, or the type of services offered, ensuring an interpretation tailored to each sector.

By combining **rich sector insights** and **concrete examples**, the study helps retailers to:

- **Leverage customer data** to enhance personalization,
- **Streamline customer journeys** with optimized omnichannel strategies,
- **Boost performance** by reducing no-shows and improving conversion rates.

Tailored to the specific needs of each vertical, this study offers a precise and relevant guide to optimize your current and future strategies. With proven results, the study guides you in transforming each appointment into a **measurable and sustainable value opportunity**.



VOICE OF APPOINTMENTS

Trends by Retail Vertical

A decorative blue line graphic that starts as a horizontal line and then curves upwards at a steep angle towards the top right corner of the slide.

Global Vertical Comparison

Analysis for the Year 2023

Vertical	INDIVIDUAL APPOINTMENTS							GROUP EVENTS	
	% of In-Person Appts.	% of No-Show	Conversion Rate	Average Appt. Duration	Months with the Most Appts.	Days with the Most Appts.	Peak Appts. Hours	Average Event Duration	Months with the Most Events
Beauty	97%	6.19%	60-70%	83 min	September and December	Friday and Saturday	11am and 4pm	28 min	January and July
Department Stores	96%	2.14%	80 - 90%	200 min	October and November	Friday and Saturday	11am and 3pm	120 min	November and December
Luxury	97%	4.39%	50-60%	176 min	November and December	Saturday	11am and 3pm	169 min	October and December

Global Vertical Comparison

Analysis for the Year 2023

Verticale	INDIVIDUAL APPOINTMENTS						
	% of In-Person Appts.	% of No-Show	Conversion Rate	Average Appt. Duration	Months with the Most Appts.	Days with the Most Appts.	Peak Appts. Hours
Eyewear	98%	4.02%	70-80%	64 min	March and June	Wednesday and Saturday	10am and 2pm
Sports	99.50%	1.53%	50-60%	75 min	May and June	Wednesday and Friday	10am and 11am
Jewelry	100%	1.62%	50-60%	61 min	December	Saturday and Sunday	11am and 4pm
Fashion & Accessories	97%	4.19%	60-70%	163 min	July and December	Friday and Saturday	11am and 12pm
Pet Shops	100%	7%	80-90%	72 min	March and December	Saturday	9am and 11am

Global Focus

GLOBAL ANALYSIS

The Physical Store at the Heart of Retail

The physical store has evolved beyond being a mere sales venue; it now stands as a **hub for personalized services**. With **90% of appointments taking place in-store**, it remains central to creating fluid omnichannel journeys and engaging customers, particularly in sectors such as **beauty, luxury, and fashion**, where the **human experience** plays a crucial role.

This dynamic highlights the **importance of human interaction** for customer engagement. With an **average conversion rate of 80%**, in-store individual appointments are an essential growth driver for retailers.

In parallel, a **low no-show rate of just 3.07%** reflects the efficiency of solutions like Booxi in reducing absences—an essential factor in optimizing retail performance.

What do we mean by "conversion"?

In this study, conversion refers to the **purchase of a paid service online or an in-store purchase following a free appointment**. This KPI directly measures the impact of appointments on retailer performance by transforming each customer interaction into a measurable growth and engagement opportunity.

80%

Conversion rate following
an appointment

3.07%

Global no-show
rate

Sept/Dec

Months with the most
appointments

91 min

Average
appointment
duration

11am/3pm

Peak Appointments
Hours

Varied Expectations, One Common Goal

Each vertical—be it **jewelry, pet care, or sports**—has unique specifics yet aligns toward a shared goal: making **appointment scheduling a strategic lever**.

By simplifying customer journeys and optimizing service quality, every interaction becomes an opportunity for conversion and engagement tailored to the growing expectations of consumers.



Global Focus

EVENTS

An Underestimated Strategy with Strong Potential

Events represent a channel that is often underutilized, despite their immense potential to **strengthen customer relationships and create memorable experiences both in-store and online**. When properly leveraged, they become a true strategic driver, particularly in sectors such as **beauty, department stores, and luxury**, where they play a key role.

- **Beauty**: Beauty brands rely on events like **masterclasses** or **workshops** to offer immersive and impactful experiences, strengthening connections with their clients, whether in-store or online.
- **Department Stores**: These retailers provide varied experiences such as **exclusive visits, product launches, and consultations with experts**, boosting their premium image.
- **Luxury**: Luxury brands offer **tailored experiences** for their VIC clients, including **exclusive previews** of collections and private events, thereby reinforcing client loyalty to the brand.

In an increasingly omnichannel customer journey, these events provide a **powerful lever to engage customers in new ways**, transforming the retail experience into something unique and memorable.

54 min Average event duration

Sept/Oct

Months with the most events

3pm/6pm

Peak Appointments Hours



Focus on Beauty

The In-Store Experience: A Must-Have

Individual in-store appointments are a **cornerstone** of brands' omnichannel strategies. With a **high conversion rate** (60–70%) and a **low no-show rate** (6.19%), these appointments optimize customer engagement and provide measurable insights into the impact of in-person interactions on overall performance.

With an **average appointment duration of 83 minutes**, these interactions are a unique opportunity to personalize the shopping experience, guide customers in their decision-making, and foster both **higher basket value** and strengthened loyalty. Additionally, data gathered during these appointments helps brands refine their marketing strategies and align them with in-store performance.

💡 Team Tip

Anticipate busy periods by leveraging historical data and tapping into advice from our team. This can help you compare your performance with global benchmarks in your vertical and maximize your results effectively.

60–70%

Conversion rate following
an appointment

6.19%

Global no-show
rate

Sept/Dec

Months with the most
appointments

83 min

Average
appointment
duration

11am/4pm

Peak Appointments
Hours

KEY HIGHLIGHTS

Appointments in the beauty sector experience **significant peaks in September and December**, driven by post-summer demand and holiday preparations. Peak hours between 11 am and 4 pm reflect a strong need for personalized services, requiring careful planning and organization.

These insights empower brands to better anticipate customer needs and maximize commercial opportunities.



How Can In-Store Teams Ensure High-Quality Service While Meeting Their Goals?

In the beauty sector, **customer experience is essential**. Brands rely on **planning tools** to organize their teams, enabling them to deliver **personalized and standardized services** efficiently.

EXAMPLES OF USE CASES



In-Store Treatments

*Individual, **In-Store***

Personalized care that enhances customer satisfaction and boosts average basket size, leading to increased loyalty.



Expert Consultations

*Individual, **Online***

Tailored advice to strengthen customer trust and encourage recurring purchases, delivered conveniently.



Masterclasses

*Group, **In-Store***

Makeup workshops in-store to build customer loyalty and drive sales of complementary products.

MARKET TREND

The Pursuit of Excellence in Beauty Services

Consumers seek **memorable and high-quality experiences**, demanding faster service. These expectations challenge staff to respond effectively and swiftly.

Did You Know?

Booxi helps to **standardize appointment scheduling**, adapting services to the profile of customers and stores (franchise or non-franchise). This ensures the delivery of **cohesive and high-quality experiences** that meet your customers' expectations.



Some Concrete Examples in Beauty Sector



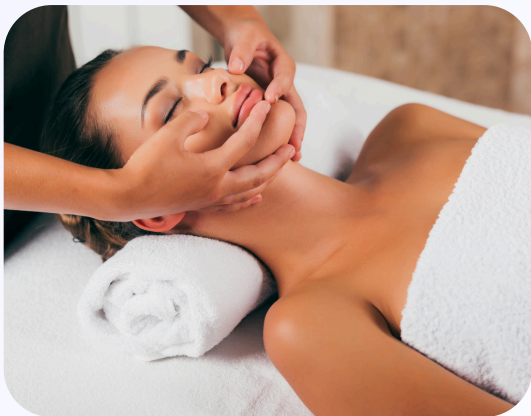
Eyebrow Tinting
In-Store
Benefit



Masterclass Makeup Tutorials
Online
Charlotte Tilbury



Hairecare Consultations
Online
Aveda



Spa Treatments
In-Store
Clarins



Flash Makeup
In-Store
Rennai



Skin Diagnosis
Online
Oh My Cream

ADDITIONAL FIGURES

30%

Average share of revenue generated by services in the beauty industry. This figure can reach up to 70% for some of our clients.

100%

Cabin occupancy rate in some stores.

3/5

Number of clients purchasing a complementary product after an appointment.

Focus on Eyewear

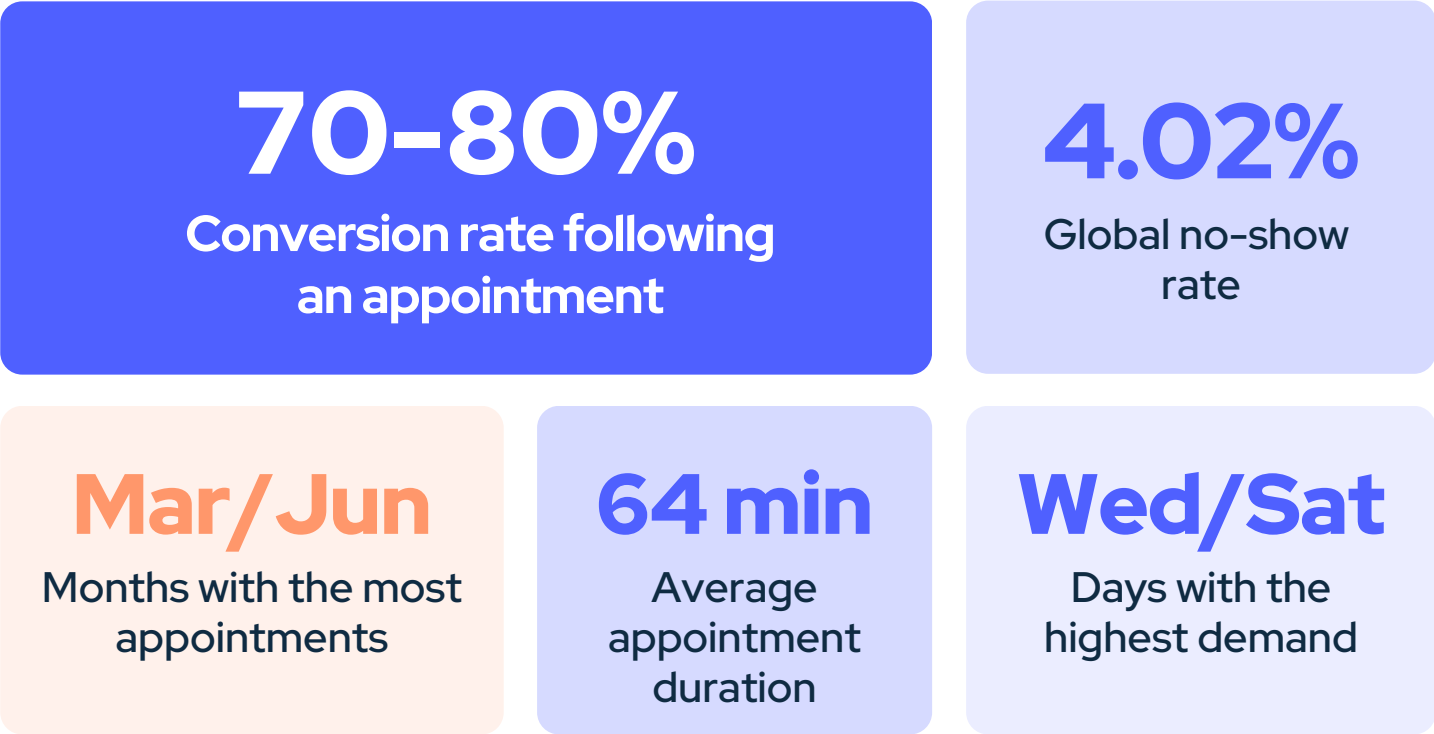
When Sales Teams Make the Difference

In the eyewear vertical, sales teams play a central role in supporting clients. **83% of appointments are initiated by sales teams**, highlighting the importance of having an optician to guide clients through every step, from medical diagnostics to selecting frames, directly contributing to closing sales.

These consultations, with an **average duration of 64 minutes**, offer personalized services tailored to the specific needs of each client. This time spent interacting creates an **enriching experience** that boosts client satisfaction and loyalty while showcasing the expertise of the teams.

Team Tip

Train your opticians to leverage data from appointments to optimize the client journey. This preparation enhances the quality of services and the relationship with the client from the very first interaction.



KEY HIGHLIGHTS

Wednesdays and **Saturdays** are the busiest days, while March and June record peak activity, often linked to prescription renewals.

These key periods allow brands to **optimize appointment slots and adjust resources** effectively to meet demand.

How Do Eyewear Professionals Optimize Opticians' Time for Better Efficiency?

In the eyewear sector, where **precision** and **personalized service** are crucial, brands are adopting solutions like Booxi to simplify opticians' daily management. These solutions help improve **operational efficiency** while ensuring a **high-quality client experience**, whether online or in-store.

EXAMPLES OF USE CASES



In-store Eye Exam

Individual, **In-Store**

Comprehensive eye exams to guarantee an accurate diagnosis and tailored recommendations, reinforcing client confidence.



Style/Frame Consultation

Individual, **Online**

Personalized guidance to help clients select frames based on their preferences, creating a unique shopping experience.



Home Appointments

Individual, **At Home**

An optician travels to the client to provide personalized support, including eye exams and frame recommendations.

MARKET TREND

The Rise of Omnichannel in Eyewear

Clients increasingly demand the ability to book online and enjoy flexible service options. Services like online vision tests and virtual frame try-ons enable a **seamless, integrated experience** across digital and physical channels.

Did You Know?

Booxi enables eyewear retailers to **simplify and centralize appointment management**, whether scheduled online or in-store. By allowing teams to anticipate personalized appointments, Booxi helps brands deliver a **coherent and seamless client experience**, while also improving appointment preparation.



Concrete Use Cases in Eyewear Sector



Click & collect
In-Store
Optic 2000



Virtual Glass
Try-On
Online
Afflelou



Eye Exam
In-store
Visionlab



Medical Visit
At the workplace
Optic 2000



Personal Stylist
Consultation
In-Store
Ray-Ban



Home Visit
At home
Specsavers

ADDITIONAL FIGURES

10min

Time saved per appointment thanks to optimized preparation.

3

Number of appointments automatically scheduled during in-store purchases, fostering appointment recurrence.

Focus on Department Stores

A Premium and Loyal Clientele

In the department store sector, each appointment is characterized by **exceptional interaction quality**. With a **high conversion rate (80–90%)** and a **remarkably low no-show rate (2.14%)**, these interactions demonstrate the ability of department stores to build strong trust with their clientele. By combining meaningful exchanges with personalized services, these appointments reinforce customer loyalty while enhancing the premium image of department stores.

These interactions, with an **average duration of 200 minutes**, allow clients to explore luxury items, discover limited editions, or receive expert advice. This tailored approach contributes to fostering client loyalty, showcasing the premium image, and optimizing both engagement and sales.

💡 Team Tip

Highlight available services on the homepage to make it easier for clients to book appointments and improve in-store flow and customer satisfaction.

80–90%

Conversion rate following
an appointment

2,14%

Global no-show
rate

Oct/Nov

Months with the most
appointments

200 min

Average
appointment
duration

11am/3pm

Peak Appointments
Hours

KEY HIGHLIGHTS

Appointments in department stores peak in **October** and **November**, aligning with holiday preparations. The 11am–3pm time slots, especially on **Fridays** and **Saturdays**, underscore the importance of properly managing staff availability on these key days and hours.

These periods are also ideal for **exclusive launches and targeted promotions**, maximizing the customer experience.



How to Ensure a Seamless Customer Journey Between E-Commerce and Department Stores?

The integration of **omnichannel services** has become essential to bridge the gap between digital and physical channels. Options like **Click and Collect**, in-store appointments, or **online product reservations** strengthen the link between various channels, ensuring a smooth and unified experience. These services cater to customer needs for **speed** and **personalization** while creating meaningful **touchpoints** that drive engagement.

EXAMPLES OF USE CASES



Product Repairs

Individual, **In-Store**

Extend product lifespans, meeting customers' durability expectations while boosting loyalty.



Personal Shopping

Individual, **In-Store**

Strengthen loyalty by combining personalized advice with product discovery.



Historic Venue Tours

Group, **In-Store**

Invite customers to explore a location's history while enjoying curated product displays in a unique setting.

MARKET TREND

Driving Foot Traffic to Stores

Since the COVID pandemic, department stores have struggled to regain pre-pandemic foot traffic levels. This underscores the growing need for **omnichannel strategies** to reengage online customers and redirect them to physical points of sale.

Did You Know?

Booxi helps retailers highlight both free and paid services, such as personal shopping, often offered as a free initial service. This encourages clients to explore complementary products. This approach transforms the customer experience into a sales driver.



Concrete Use Cases in Department Stores



Personal shopping
In-store
Le Printemps



Tailoring Workshop
In-store
Le Bon Marché



Venue Tours
In-store
La Samaritaine



Vintage styling consultation
In-store
Selfridges



Interior design advice
In-store
Macy's



Workshops & Exclusive Events
In-store
KaDeWe

ADDITIONAL FIGURES

7

Average daily events organized in partnered department stores.

4x

Increase in department store personal shopper sales in recent years.

Focus on Sports

The Importance of Physical Presence in Customer Loyalty

In the sports sector, **99.5% of appointments are conducted in person**, emphasizing the crucial role of direct contact for services such as physical evaluations or equipment testing.

The **conversion rate of 50–60%** reflects the nature of these appointments, which often focus on **after-sales services** or **equipment tests**. These interactions, less oriented towards immediate purchases, are essential for building customer loyalty by enhancing their satisfaction and trust.

Each appointment, with an **average duration of 75 minutes**, allows advisors to provide **personalized guidance**, fostering a **sense of belonging and community** among clients.

💡 Team Tip

Adjust team availability during peak demand slots and offer specific services (e.g., equipment consultations) to enhance the customer experience.

50–60%

Conversion rate following
an appointment

1.53%

Global no-show
rate

May/Jun

Months with the most
appointments

75 min

Average
appointment
duration

10–11am

Peak Appointments
Hours

KEY HIGHLIGHTS

Appointments in the sports sector peak during **May and June**, coinciding with the preparation for the summer season. This is the ideal time to offer **dedicated services**, such as outdoor sports equipment advice.

10–11AM time slots are particularly popular, highlighting customer preferences for morning appointments, which integrate easily into their daily routines.



How Can Sports Brands Create an Engaged Community by Combining Online and In-Store Services?

In the sports sector, brands can stand out by fostering a sense of community among their clients. By combining **in-store experiences** and **online services**, they can nurture a feeling of belonging and encourage long-term customer engagement.

EXAMPLES OF USE CASES



Stride Diagnostics

Individual, **In-Store**

Evaluation of a runner's stride with personalized advice on the best equipment to optimize performance.



Virtual Coaching

Individual, **Online**

Online appointments with a coach to discuss the client's progress, adjust their training plan, and answer any questions.



Sports Nutrition Workshops

Group, **In-Store**

Educational sessions to help clients understand the impact of nutrition on performance and recovery.

MARKET TREND

The Importance of a Sense of Belonging

Customers are seeking active communities where they can connect, stay motivated, and progress together. By developing services that merge physical and digital experiences, brands strengthen lasting connections that drive engagement.

Did You Know?

Booxi helps sports brands engage their communities by simplifying **event management** with an integrated system for **limited slots**, optimizing appointment scheduling, and ensuring a flawless customer experience.



Concrete Examples in the Sports Sector



Gait Analysis
In-store
Runners Need



Personal Strength Coaching
In-store
Fitness First



Bike Posture Fitting
In-store
Trek Bikes



Yoga Classes
In-store
Lululemon



Bike Repair
In-store
Repair and run



Electric Bike Testing
In-store
Decathlon

ADDITIONAL FIGURES

+6%

Annual growth rate of the global outdoor market in the coming years.

3x

Increase in average cart value, from 3 to 4 times, after an appointment.

15k

New members created for some clients.

Focus on Fashion

A Personalized and Memorable Shopping Experience

In the fashion sector, **97% of appointments take place in-store**, emphasizing the importance of human interactions and the strategic role of the physical presence in the purchasing process. The opportunity for clients to touch, try on, and compare items in person strengthens their engagement, while creating opportunities to **increase the average cart value**.

The **conversion rate of 60–70%** highlights the value of personalized advice, guiding customers in their **purchase decisions** and reinforcing their engagement. Each appointment becomes a strategic opportunity to showcase the team's expertise and enhance customer loyalty.

💡 Team Tip

Plan strategic time slots to maximize your results.

Identify high-demand hours and adjust your teams to reinforce availability and offer premium services during peak demand periods.

60–70%

Conversion rate following
an appointment

4.19%

Global no-show
rate

Jul/Dec

Months with the most
appointments

167 min

Average
appointment
duration

Fri/Sat

Days with the
highest demand

KEY HIGHLIGHTS

Activity peaks are concentrated in **July** and **December**, aligned with sales and end-of-year periods—key moments to boost sales.

To capitalize on these high-demand periods, it is essential to **adjust resources** and **strengthen personnel**, particularly on **Fridays** and **Saturdays**. These adjustments help better capture customer attention and optimize service quality.



How Can Fashion Brands Maximize ROI Through Personalized and Engaging Customer Experiences?

Providing **tailored services** and anticipating customer expectations transform each appointment into an **opportunity for conversion and loyalty**.

These personalized interactions also generate valuable data, offering brands better customer insights to **refine their campaigns and maximize their ROI**.

EXAMPLES OF USE CASES



Makeover Session

Individual, **In-Store**

A consultation with a stylist to create looks tailored to the client's preferences, enhancing satisfaction and conversion rates.



Stylist Consultation

Individual, **Online**

A quick online session to guide clients in their choices, reducing hesitation and facilitating purchases.



Collection Launch

Group, **In-Store**

A group discovery of a new collection, offering a VIP experience that fosters client loyalty.

MARKET TREND

The rise of sustainable and second-hand fashion.

By offering services like appointments for selecting pre-owned items or stylist consultations, brands meet the demand for sustainability and strengthen customer engagement.

Did You Know?

Booxi helps fashion retailers transform each appointment into a **performance lever**, facilitating the planning of high-demand time slots and adapting services to customer expectations. By optimizing appointment management, Booxi supports retailers in boosting **satisfaction and maximizing profitability**.



Concrete Use Cases in the Fashion sector



Individual Appointment
In-store
Jacquemus



Customization Workshop
In-store
Levi's



Pre-Visit Consultation
By phone
Rives Paris



Fashion Show
In-store
Jack & Jones



Click & Collect
In-store
Zara



Express Alteration Service
In-store
Uniqlo

ADDITIONAL FIGURES

72%

of consumers prefer human interactions over virtual exchanges.⁴

10%

increase in store foot traffic through special events.⁵

14%

rise in sales reported by brands after hosting a fashion show.⁶

Focus on Pet Stores

Transforming Pet Stores into Advice Hubs

In the pet store sector, **100% of appointments are conducted in-person**, reflecting the importance of direct interaction for personalized services.

The majority of appointments, often free of charge, include offerings such as **self-service washing stations** or **nail trimming**. These interactions attract customers into stores, where they then make additional purchases, transforming each appointment into a **conversion opportunity**.

With a **high conversion rate of 80% to 90%**, these appointments play a key role in customer engagement. Advisors must adapt to a **diverse clientele** and provide solutions tailored to the well-being of animals, thereby fostering a **strengthened relationship of trust**.

💡 Team Tip

Organize personalized events to create a unique experience and strengthen customer loyalty—an underutilized approach in pet retail.

80–90%

Conversion rate following
an appointment

7%

Global no-show
rate

Mar/Dec

Months with the most
appointments

72 min

Average
appointment
duration

9am/11am

Peak Appointments
Hours

KEY HIGHLIGHTS

Appointments in pet stores see peaks in **March and December**, ideal periods to offer services tailored to seasonal needs.

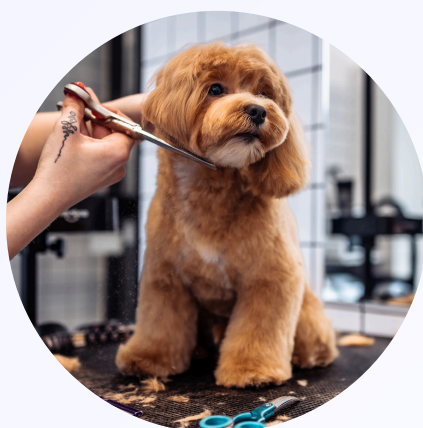
Time slots between **9am and 11am**, which are particularly popular, reflect customer preferences for **morning appointments** to avoid crowding. These time slots also integrate seamlessly into weekly routines.



How to Create a Strong, Global Emotional Experience for All Consumers ?

In the pet store sector, **emotional experience plays a central role**. Customers seek interactions that combine **human proximity and personalized advice**, whether it's care for their pets or educational services. By blending in-store services with remote options, retailers can **meet the diverse expectations** of consumers, strengthening loyalty and boosting sales.

EXAMPLES OF USE CASES



Self-Service Grooming

Individual, **In-Store**

Washing, trimming, and care tailored to the needs of each pet's coat type.



Adoption Conferences

Group, **In-Store**

Events providing essential information and practical advice for responsible adoption.



Nutritional Counseling

Individual, **Online**

Service to help owners select food tailored to their pets' specific needs, ensuring optimal nutrition.

MARKET TREND

A Rapidly Growing Sector

The global pet market is experiencing sustained growth. In 2022, it was valued at \$280 billion and is expected to grow at an average annual rate of 7% between 2023 and 2032.⁷

i Did You Know?

Booxi helps pet retailers **diversify appointment options** by also offering the ability to schedule **phone calls**. By facilitating the management of the most in-demand time slots and adapting services, Booxi assists retailers in **enhancing customer satisfaction** and optimizing profitability.



Concrete Examples in pet stores



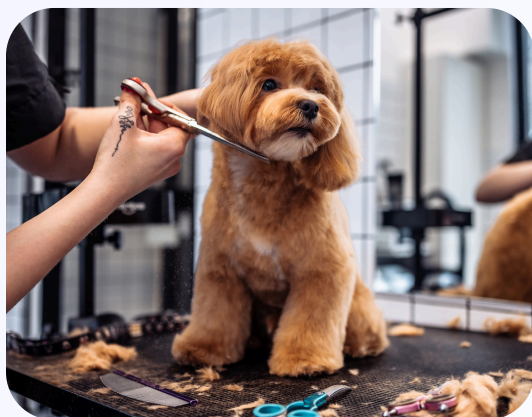
Nail Trimming
In-store
Mondou



Kitten Adoption
In-store
Botanic



Pet Food Advice
In-store
Arcaplanet



Grooming Session
In-store
Fressnapf



Veterinary Consultation
In-store
Pets at Home



Training Classes
In-store
Petco

ADDITIONAL FIGURES

+15%

Anticipated growth in personalized pet services by 2025.⁸

+56%

Projected growth of the pet market: from USD 320 billion to USD 500 billion by 2030.⁹

Focus on Jewelry

Personalization at the Core of the Strategy

In the jewelry sector, the **majority of appointments take place in-store**, emphasizing the importance of face-to-face interactions to offer exclusive and personalized services.

The **conversion rate, ranging from 50% to 60%**, is slightly lower than in other verticals. This is due to the nature of jewelry products, which are often associated with high prices and require thoughtful consideration before purchase.

Thanks to an **extremely low no-show rate of 1.62%**, brands optimize every client interaction. The **average appointment duration of 61 minutes** allows advisors to provide personalized guidance and assist clients in finalizing their choices, perfectly meeting their expectations.

💡 Team Tip

Adapt your communication around services based on seasons to better meet client needs during key moments of the year. This reinforces their engagement and maximizes the impact of your services.

50–60%

Conversion rate following
an appointment

1.62%

Global no-show
rate

Dec

Month
with the most
appointments

61 min

Average
appointment
duration

Sat/Sun

Days with the
highest demand

KEY HIGHLIGHTS

Jewelry experiences a **peak in activity during December**, driven by the holiday season. The **time slots between 11 a.m. and 4 p.m. on weekends** are particularly popular, as clients take advantage of this period for higher basket purchases.

This period of high demand represents a unique opportunity for brands to enhance client engagement through **personalized services**.



How to Encourage Customers to Return Multiple Times After Their First Purchase?

Every interaction is **valuable for jewelry brands**. By offering **personalized services** tailored to clients' expectations, each appointment becomes an opportunity for **conversion and loyalty building**. These interactions also help better understand **customer preferences**, enriching the overall experience and refining the services offered.

EXAMPLES OF USE CASES



Jewelry Selection

Individual, **In-Store**

Personalized support to select unique jewelry pieces tailored to each client's tastes and special occasions.



VIC Events

Group, **In-Store**

Exclusive in-store experiences that offer privileged moments to discover new collections or limited-edition pieces.



Maintenance and Repairs

Individual, **In-Store**

Dedicated service for maintaining and repairing jewelry, ensuring lasting beauty and durability over time.

MARKET TREND

Vintage and Retro Revival

Nostalgia is making a comeback in the jewelry market, with growing demand for pieces **inspired by past eras**, combining classic designs with a modern touch.

Did You Know?

Booxi helps jewelry brands **increase their conversion rates and average basket size**. By optimizing appointment management, brands offer **high-quality interactions**, strengthen customer engagement, and encourage additional sales through personalized services, including VIC-exclusive experiences.



Some concrete examples in jewelry



Product Pre-Selection
Online
Boucheron



Engagement Ring Consultation
In-store
Tiffany & Co.



Jewelry Creation
In-store
Cartier



Restoration of Jewelry
In-store
David Yurman



Custom Engraving
In-store
Pandora



Jewelry Evaluation and Expertise
In-store
Van Cleef & Arpels

ADDITIONAL FIGURES

28

size of the personalized jewelry market in billions of dollars.¹⁰

81%

of precious jewelry sales occur in-store.¹¹

15%

of jewelry store revenue comes from maintenance and repair services.¹²

Focus on luxury

Offering a Personalized and Exclusive Experience

In the luxury sector, appointments stand out for their **exclusive and personalized nature**, meeting the expectations of a demanding clientele seeking expert advice and exceptional products.

The **conversion rate of 50–60%**, slightly lower than other verticals, reflects the nature of luxury products, often involving **high prices that require thoughtful consideration before purchase**.

The **no-show rate**, slightly higher than in other sectors (2.22%), highlights the importance for luxury brands to **manage appointments proactively**, confirming slots and offering personalized reminders to reduce absences.

💡 Team Tip

Leverage client data to personalize each appointment.

This approach allows you to anticipate customer expectations and offer a tailored service, enhancing the luxury experience.

50–60%

Conversion rate following
an appointment

2,22%

Global no-show
rate

Nov/Dec

Months with the most
appointments

176 min

Average
appointment
duration

Saturday

Day with the highest
demand

KEY HIGHLIGHTS

During the end-of-year period, the luxury sector sees high demand, particularly in **December**, coinciding with the holiday shopping season. Customers look for **memorable experiences to purchase unique gifts**.

Appointments, often scheduled on **Saturdays**, enable customers to enjoy personalized service and tailored recommendations while benefiting from a **seamless experience**. This strategic period strengthens client relationships and maximizes the average basket value through customized support.



How can appointment data be used to maximize the personalization of the client experience?

The use of appointment data offers luxury brands a unique opportunity to **personalize every client interaction**. By analyzing client **preferences and history**, brands can adjust their services in real-time, creating a shopping journey that is **perfectly aligned with the specific expectations of each consumer**.

EXAMPLES OF USE CASES



Beauty Treatments

Individual, In-Store

Wellness experiences tailored to the needs expressed by luxury clients during the appointment process.



VIC Events

Group, In-Store

Private events based on prior questionnaires, enabling the discovery of exclusive collections aligned with client tastes.



Post-Purchase Consultations

Individual, In-Store

Personalized follow-up after purchase, offering care and maintenance advice to extend the longevity of luxury goods.

MARKET TREND

Digitization and Omnichannel

The luxury sector relies on robust omnichannel strategies aimed at unifying customer data to ensure a seamless and cohesive experience. By 2024, **73% of luxury brands have integrated omnichannel journeys**, and **88% offer simplified in-store pickup options**.¹³

Did You Know?

Booxi easily integrates with many other market players, including **POS systems, clienteling applications, and payment solutions**. These integrations allow luxury and retail brands to deliver **a personalized and unified client experience** at every stage of the shopping journey.



Concrete Cases in Luxury



E-Reservation
Online

Dior



Virtual Styling
Consultation

Online

Gucci



Collection Discovery

In-store

Christian Louboutin



Fashion Show

In person

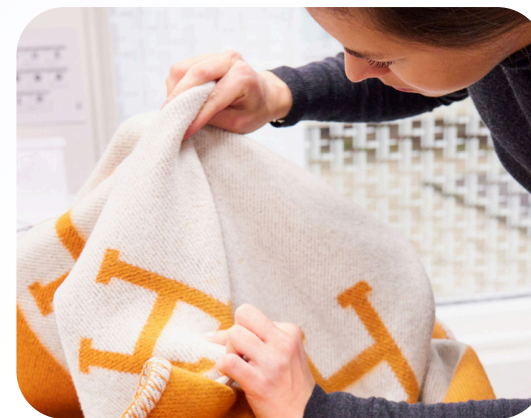
Louis Vuitton



Custom Creation

In-store

Burberry



Repair Service

In-store

Hermès

ADDITIONAL FIGURES

25%

Share of revenue generated on average by services in the luxury sector.

17%

Luxury customers in Europe and the USA book appointments.

1/2

Half of the online appointments are booked by new clients.

7/10

Seven out of ten clients prefer booking appointments online rather than by phone.



Why Adopt Luxury Best Practices to Enrich the Customer Experience?

Drawing inspiration from **luxury best practices** offers valuable insights for all brands seeking differentiation. In this sector, **customer experience** and **personalization** are strategic pillars. Today, **80% of clients** express a higher inclination to buy from brands offering personalized experiences, and 60% declare loyalty to brands that understand and anticipate their needs.¹⁴

Adopting luxury practices beyond the transaction means creating a **strong emotional connection** with each client. Luxury excels in delivering **tailored services** that incorporate the client's history, preferences, and individual expectations. These practices not only generate satisfaction but also deliver **added omnichannel value**, meeting growing consumer expectations.

For brands across all sectors, seamlessly integrating these exclusive practices has become possible thanks to appropriate tools. By **centralizing and analyzing client data**, retailers can anticipate expectations and adjust each appointment based on individual client profiles. By **personalizing every interaction**, brands transform each appointment into an **opportunity for loyalty** and an **increase in customer satisfaction**. In a market where **prime experiences** are essential, luxury practices become indispensable. Taking inspiration from this universe allows brands to go **beyond the product** to deliver a unique experience, meeting the evolving demands of consumers while enhancing competitiveness.

Bertrand de Buyer, *Head of Sales, Booxi*

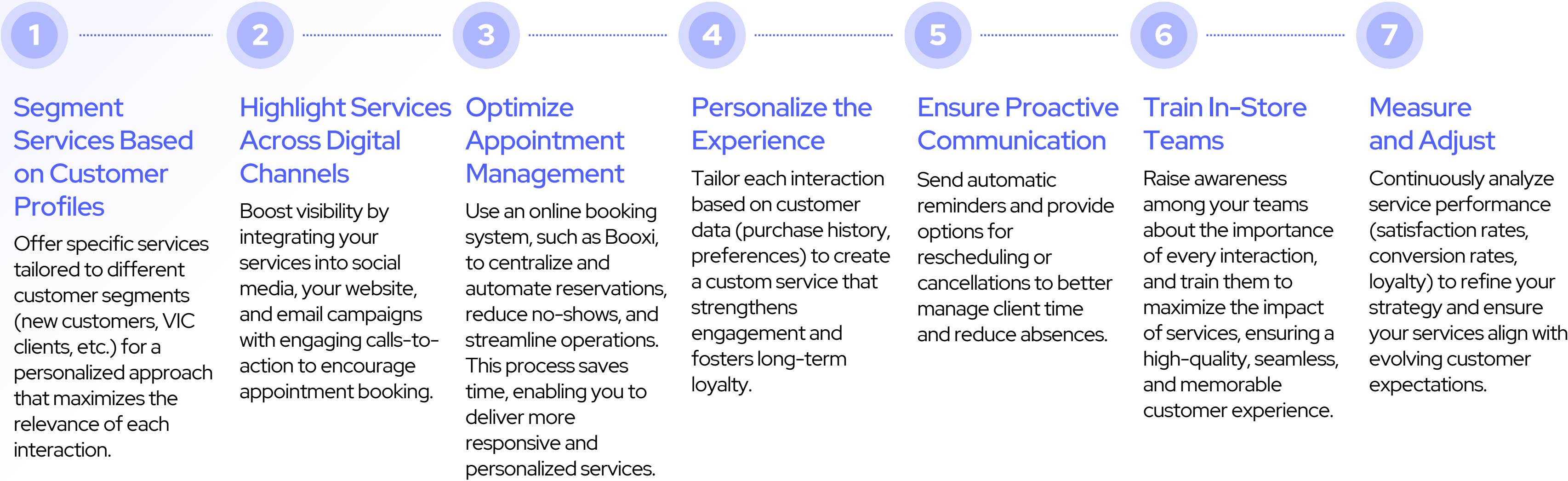


VOICE OF APPOINTMENTS

How-to guide

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The Winning Recipe for High-Performance Services and an Enriched Customer Journey



BOOXI ADVANTAGES

For the consumer

**Simplified Booking Experience:**

Booxi allows customers to easily book online at any time without needing to call or travel. This flexibility ensures quick and convenient access to desired services at all times.

**Enhanced Trust through Reminders:**

Booxi sends automatic reminders before every appointment, helping customers stay organized and reducing the risk of no-shows. This ensures better reliability of service.

**Reduced Waiting Time:**

With Booxi, time slots are optimized to provide services without unnecessary waiting, improving customer satisfaction during every visit.






**Enhanced Customer Experience:**

Booxi centralizes relevant information, enabling store teams to prepare for every interaction. Customers enjoy personalized greetings and high-quality services, reinforcing their loyalty to the brand.



BOOXI ADVANTAGES

For Store Teams

-  **Work Time Optimization:**
Booxi automates appointment management, freeing up time for staff to focus on customer service and reception, thereby increasing team efficiency.
-  **Appointment Preparation:**
By centralizing customer data, teams can better anticipate customer needs to deliver personalized service and a high-quality experience.
-  **Reduction in No-Shows:**
Automatic reminders reduce absences and enable optimal management of time, maximizing productivity.
-  **Organizational Fluidity:**
Booxi simplifies the management of time slots and customer flows, making it easier for teams to coordinate appointments and minimize wait times.
-  **Customer Tracking and Retention:**
By enabling the tracking of customer preferences and purchase histories, Booxi helps store teams deliver consistent and personalized service, strengthening customer loyalty.

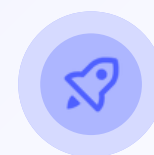


BOOXI ADVANTAGES

For Corporate Teams

**Comprehensive View and Centralized Data Management:**

Booxi allows you to centralize all appointment and customer information, offering corporate teams a complete overview to analyze performance and better understand customer behavior.

**Rapid and Centralized Deployment:**

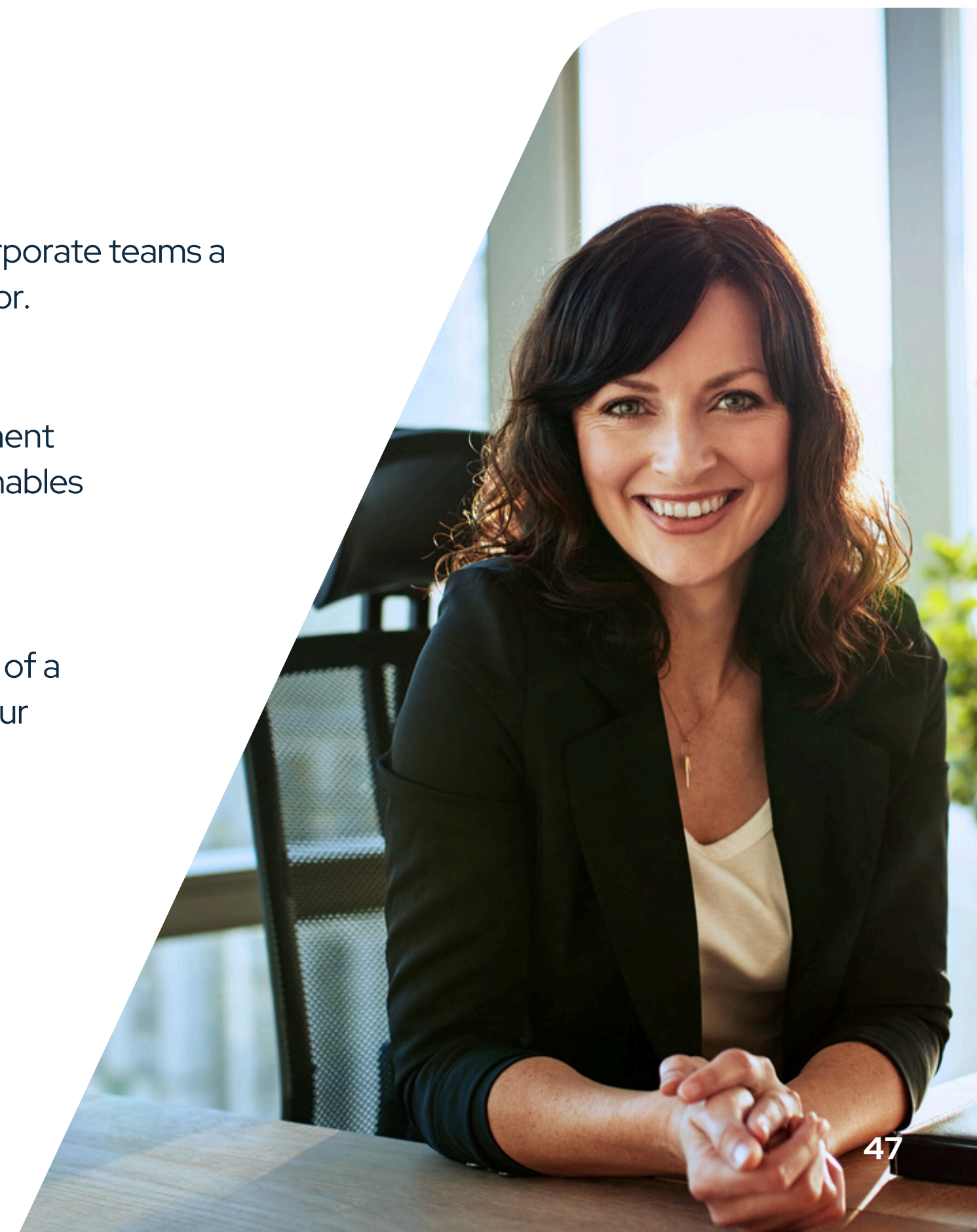
Booxi is easily deployable across your entire store network with centralized management from the head office. This rapid deployment accelerates return on investment and enables large-scale adoption while allowing new services to be tested quickly.

**Improvement of Omnichannel Strategy:**

Booxi optimizes the integration of online and in-store channels, enabling the creation of a seamless omnichannel strategy that addresses consumer needs while maintaining your brand identity (white label solution).

**Monitoring and Optimizing Performance:**

Booxi provides detailed data on appointments & events, allowing corporate teams to measure the effectiveness of campaigns and operations, as well as optimize processes.



A Quick Glossary of Appointment Management

- ✓ **Appointment Cancellation:** The removal of a confirmed appointment by the client.
- ✓ **Self-Service Booking:** An option allowing clients to book appointments independently through digital channels.
- ✓ **Capacity Management:** The limit of people that can be accommodated simultaneously.
- ✓ **Appointment Confirmation:** Client validation of a reserved time slot.
- ✓ **Time Slot:** A specific time window reserved for an appointment.
- ✓ **Availability Management:** Organizing free time slots to optimize appointment planning.
- ✓ **No-Show:** When a client does not show up for a scheduled appointment.
- ✓ **Multi-Site Planning:** Centralized management of appointments across multiple locations.
- ✓ **Appointment Reminder:** Automatic notifications sent to reduce absences.
- ✓ **Additional Services:** Optional offerings added during booking to provide extra services.



Booxi: Company Information

OUR MISSION:

Make commerce more human

We are a team of over 45 people with offices in Montreal and Paris.

100%

Focus Retail

80,000+

Users

6,000+

Locations

100+

Countries

20+

Languages

15+

Connectors





www.booxi.com



Let's stay in touch!



Book a meeting

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