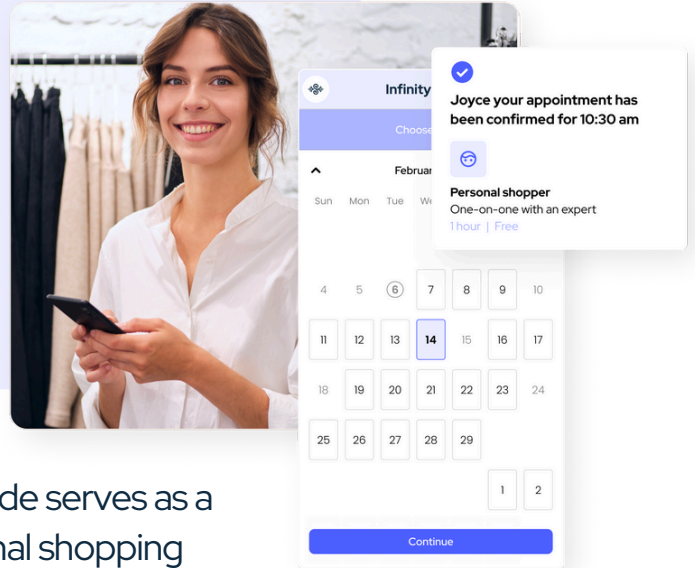


Personal Shopper Checklist



Specially crafted for your customers, this guide serves as a blueprint for providing an exceptional personal shopping experience that will enhance engagement with your brand.

Define the objectives of the service.

- ☐ **Determine** the primary goal of your personal shopper service. (e.g., enhance sales, maintain customers).
- ☐ **Identify** the target customer segment: are you aiming to acquire attract new customers or retain your existing and prospective clientele?

2/ Prepare the service

- ☐ **Determine** the category of personal shopping services to provide (in-store, online, or hybrid).
- ☐ **Establish** service parameters (appointment scheduling, duration, policy) cancellation, compliance, and privacy.

3/ Recruitment and Development

- ☐ **Specify** the qualifications and skills necessary for personal shoppers, including expertise in fashion and proficiency in customer service.
- ☐ **Develop** a training program that encompasses product knowledge, customer engagement, and sales techniques.

4/ Technical Integration

- ☐ **Choose** a scheduling system for appointments. Consider integrating with your existing POS system.
- ☐ **Centralize** appointment scheduling for enhanced management.

5 / Marketing Strategy

- ☐ **Promote** the service via the website and email. marketing, point-of-sale displays, and social media.
- ☐ **Emphasize** the distinctive and tailored characteristics of the service.

6 / Tailored experiences

- ☐ **Create** a survey to assess needs. individual customer preferences (aesthetic inclinations, lifestyle choices, garment sizes, etc.).
- ☐ **Permit** customers to sample selections in-store. and online through augmented reality technology.

7 / Automation of Feedback

- ☐ **Incorporate** a feedback form into the end-of-service procedure. either digitally or through an in-store tablet.
- ☐ **Utilize** the gathered feedback to pinpoint areas. to enhance your service.

8 / Enhance operational efficiency

- ☐ **Establish** key performance indicators to assess the effectiveness of the service. (customer satisfaction, revenue generated, repeat usage).
- ☐ **Schedule** regular meetings with personal shoppers. to examine challenges, achievements, and enhancement strategies.

Highlight events

- ☐ **Collaborate** with brands for in-store events, exclusive for clients who appreciate personal shopping.
- ☐ **Organize** events such as workshops on fashion trends and seminars. on trends, enhancing the shopping experience and fostering a sense of community.

10 / Cultivate relationships

- ☐ **Encourage** personal shoppers to cultivate enduring relationships with clients. by establishing customized oversight.
- ☐ **Provide** exclusive offers or previews to customers who utilize personal shopping service as a loyalty incentive.

