
J. HILBURN

The J.Hilburn iPad sales tool pulls together everything a style advisor needs to sell luxury menswear, from sharing samples to capturing measurements and more.



J. HILBURN

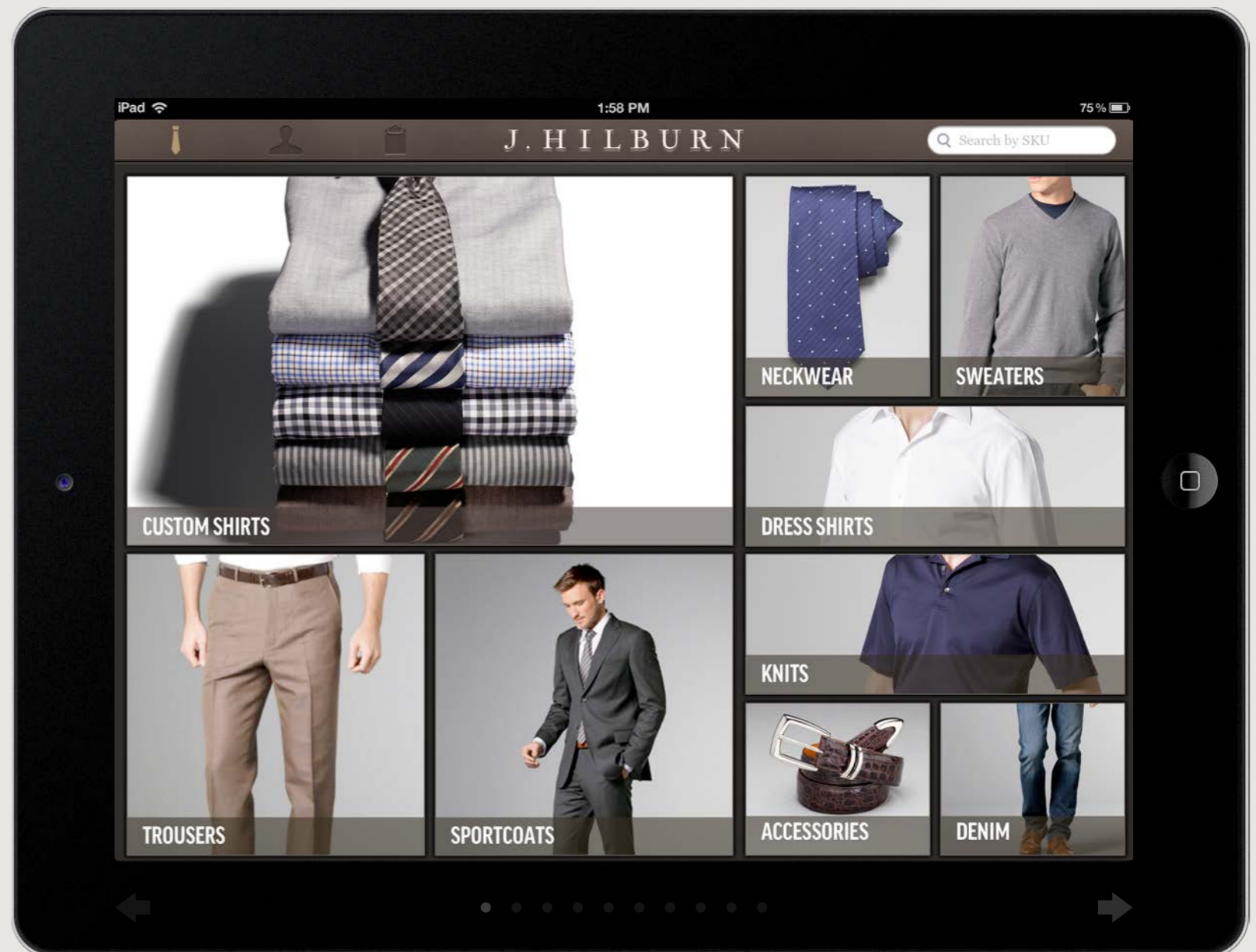
An Easier, More Effective Way to Sell

It's one thing for a luxury menswear maker to offer the personalized service of a bygone era. It's quite another for their style advisors to be stuck carrying around the binders and tools of that time.

J.Hilburn's iPad sales tool keeps the tradition of individualized service alive while providing the most advanced customer experience on the market. From capturing measurements to creating personalized style collages, the iPad rethinks how clothes should be sold.

Instead of lugging around fabric swatches, clothing samples, and pen and paper to note preferences and measurements, J.Hilburn style advisors can present the full product catalog on an iPad with rich retina display.

The iPad sales tool makes the sales advisor's job much easier – and provides customers with more choices, more accurate measuring, and easier ways to envision how the product will look.



Streamlining the Sales Process to Drive

More Sales

- Increased the average order size by 67% within the first month after rollout
- Differentiate from other custom tailors through a one-of-a-kind customer experience
- Enable everyone from junior sales reps to experienced style advisors be more effective

Advisor Convenience, Customer Choice

- More advisor resources in a **smaller, less cumbersome package** of sales tools
- Includes full product catalog with **unlimited selection of available fabrics, collar/cuff styles, buttons and other options**
- Collage capability means customer can **see exactly how different configurations will actually look**
- My Picks function allows customers to **create personalized, Pinterest-type style boards**
- Measurements algorithm captures and **updates measurements accurately, in real time**

- Complete **synchronization with current company, client, product and order information** from backend operations
- Measurements, preferences and other data **automatically Integrated with customer profile**

Sales Enablement Made Simple

The J.Hilburn iPad sales tool expands the choices sales advisors can provide to customers, yet streamlines the physical resources advisors need to make those choices available.

Ultimately, the tool helps J.Hilburn sell more of the high-end custom clothes that that are the company's specialty – by giving customers richer, more detailed information to make buying decisions, and giving sales advisors the capabilities to turn those decisions into orders more quickly.

