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Johnston, P. (2017, January 23). What will the customer do next? *National Retail Federation*. Retrieved from <http://nrf.com/news/What-will-the-customer-do-next>

Hugo Boss develops consumer strategies from data collected from their e-commerce, which are the commercial transactions conducted electronically on the internet. The vice president of e-commerce at Hugo Boss, Anthony Milano, is trying to get a better understanding of the customers who shop at Hugo Boss worldwide. The company is very popular, soaring with more than 6,000 points of sales in 124 countries. The parent company, Hugo Boss AG, owns about 900 stores and has more than 1,000 franchised outlets around the world (Johnston, 2017). Anthony Milano's main focus is to collect the customer's information gathered by the company's online operation, while adding it with data from store transactions, Google searches, social media, etc. Based on the information collected, Milano's team tries to develop unique promotional campaigns that would have a positive effect on sales.

The team at Hugo Boss tried using a special customer relationship management system which was difficult. This resulted in longer projections and analysis that would take several months to finish. Milano and his team reached out to the founder of AgilOne, Omer Artun, to try and come to a solution about consumer trends (Johnston, 2017). Milano feels that the company should focus on getting higher quality clients rather than them focusing on getting the most clients. They started establishing more narrowly targeted promotions. As a result of these promotions, there was a sudden increase in revenue, elevating the Hugo Boss brand.

The recent news about Hugo Boss is relevant to the overall business of fashion today because companies are developing new ways to attract more customers every day. Fashion is

changing every day, and so are people's fashion senses. For you to keep up with their styles and the latest trends, you have to have an effective method that pertains to the majority of customers. Whether they are online shopping or roaming through the aisles, customers want to feel as if they're gaining something extra besides what they actually came to purchase. It might not be much, but saving a couple of dollars always puts a smile on the customer's face.

One thing that this article taught me is about the importance of customer relationship management. In order for your sales to increase you have to have a great relationship with the customer because the customer's perspective and experience is the main focus. This article was interesting to me because I wanted to learn about the different ways that companies gain customers. Competition is only getting bigger between brands, especially when they are all using the same style. It is very interesting to see who will remain on top and for how long.