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Our most frequent user of Kenect is a 62 year old employee. She was apprehensive at first, but the platform is SO user-friendly that she absolutely loves it! She uses Kenect every day to communicate with our customers and create the best experience for them.

”

Jordan Schulman - Vice President

PEARLS PLACE BRIDAL
EST 1970
(pearls)
NEW ORLEANS

KENECT®



KENECT®

Business:
PEARLS PLACE
BRIDAL

Location:
Metairie, LA

Type:
BRIDAL SHOP

Solutions:
[Business Texting,](#)
[Leads,](#)
[Review Requests](#)

WHO IS PEARLS PLACE BRIDAL?

Pearls Place Bridal provides a huge collection of bridal and bridesmaids dresses. They carry every pertinent designer line with new dresses and styles arriving everyday. They have the largest bridal gown selection in the Gulf South, and can accommodate all brides and all budgets. Let Pearl's Place Bridal help you find the wedding dress of your dreams.

CHALLENGE

Pearls Place Bridal had challenges:

- Contacted customers only by calling, mail and email - made all processes very slow
- They were using Bridal Live but it didn't work as smoothly as they had hoped
- Customers didn't feel a personal connection through email and wanted more interaction

SOLUTION

How Kenect Solved these Issues:

- Texts are typically answered within 3 seconds - which makes communication more efficient
- Kenect's platform is simple and easy to use - no more hiccups or issues with software!
- Texting is more personal, employees can send new inventory, confirm appointments, and discuss what the bride is looking for - all via text

RESULTS

HOW DO YOU USE KENECT TO HELP A BRIDE THROUGH THE BUYING PROCESS?

"It typically starts after they make an appointment. We usually follow up after that asking if they have any questions or preferences. Then we text them a reminder the day before the appointment. After the appointment, we use Kenect for upsells to see if they also want to come in for bridesmaid dresses. Then we tell them when their dress has arrived, when they can pick up, and finally - send a review request! **We use Kenect every single step of the way to help our brides find their perfect dress.**"

Jordan Schulman - VP



Over 2200 messages sent to customers in first few months



Over 57 reviews received in 5 months



"The platform is always running so smoothly and is easy to use which we greatly appreciate."



Over 124 leads in the first 5 months of joining Kenect

WANT A DEMO?
TEXT US.
888-972-7422



www.kenect.com