

Turning Clienteling into a Revenue Channel

How UNTUCKit made associate-driven selling a measurable part of store operations

CASE STUDY

UNTUCKit has built more than 80 stores across the US, Canada, and the UK on a straightforward premise: buying a shirt should feel personal.

The brand attracts customers who care about fit, style, and the people helping them find both. As the business grew, so did the need to make those relationships consistent and repeatable across every store.

IMPACT

5.76%

of total store sales from clienteling transactions

17.28%

higher AOV from clienteling customers vs. standard store transactions

From Store Visits to Ongoing Relationships

UNTUCKit has always invested in making the in-store experience worth staying for. Its stores are not just transaction points; they are where relationships are built. The question was not how to make those visits better, but what happens to the relationship once the customer leaves.

Associates excel at connecting with customers in the moment. They knew how to read the room, suggest the right fit, and build an outfit from scratch. But when someone walks out, that connection often has nowhere to go. No follow-up, no visibility into past purchases, no way to reach out when something new arrives that matches their taste.

Clienteling became the answer. Not as a new selling motion, but as a way to extend what already happens in the store into something that lasts beyond the visit.

Why NewStore

UNTUCKit's store operations run on NewStore POS, the single interface associates use for every transaction on the floor. Clienteling is built directly into it, so associates do not have to adopt a new tool. Instead, they get more out of the one they already use: a full customer profile, purchase history, size preferences, and prior interactions across locations, all accessible within the same selling workflow.

UNTUCKit launched clienteling as a pilot in 2021 and, as the first brand to work with NewStore on the solution, helped shape how the product evolved. Before launch, the team focused on how associates would actually experience the tool: how they would perceive it, what would motivate them to use it, and how training could reflect the way they already sell.

The result is a program built around how UNTUCKit's associates naturally engage customers. They look for outfit-building opportunities, suggest new arrivals based on what is already in a customer's wardrobe, and reach out after a visit with something specific and relevant. Not a promotion. Not a generic message. Something that feels personal.

Revenue That Starts With a Text Message

Since the pilot, the program has scaled across every store in the network. The results reflect what four years of consistent, relationship-driven selling can produce. In 2025, clienteling transactions accounted for 5.76% of total store sales. Customers who engage through clienteling spend 17.28% more per transaction than the store average.

These are not numbers from a marketing program. They are the result of associates having the visibility and context to maintain relationships long after the customer leaves the store.

For a brand with UNTUCKit's store footprint, the value of clienteling compounds over time. Each interaction an associate logs, each follow-up they send, each customer they bring back for a second or third purchase builds a base of revenue that does not depend on foot traffic or new customer acquisition. The store becomes something more consistent: a channel that generates revenue from relationships already in place.



**Turn your best customers
into a measurable
revenue channel**

Contact us

“Clienteling is not about reaching out more—it’s about reaching out with the right thing at the right time. NewStore gives our associates the context to make every interaction count, and that’s what turns outreach into a sale.”

Kaitlin Gottlieb

Senior Director of Omnichannel
UNTUCKit