



Customer Profile

Tommy Bahama Improves Messaging with Infor Epiphany



Facts at a glance.

Solution: CRM

Products: Infor™ Epiphany

Industry: Fashion

Country: USA

“Fact-based campaign and promotion analytics create clarity in the decision-making process and allow us to make calls on the fly.”

—Rob Goldberg, SVP of Operations,
Tommy Bahama

About the company.

Tommy Bahama is a lifestyle retailer with a focus on relaxation and enjoying life. The company identifies with a certain demographic and seeks to cater to its needs at every turn. The brand produces men's and women's clothing, swimwear, and home décor, and is now associated with a thriving restaurant chain and a new spirit of rum. To learn more, visit <http://www.tommybahama.com/>.

Challenges.

- Develop a better understanding of customers.
- Improve cultivation of customer data.
- Implement more focused customer outreach.

Benefits.

- Increased sales.
- Made refined decisions about which segments of the database should be tapped with which messages.
- Gained ability to identify and reach customers across multiple channels and formats.
- Took advantage of the real-time information received via dashboards with a flexible marketing calendar and quick decision-making.
- Created clarity in the decision-making process.

“We needed the analytical capabilities of Infor Epiphany to tap into the data, understand it, and act on it.”

—Rob Goldberg, SVP of Operations,
Tommy Bahama