

Brooks Brothers Improves Customer Service:

Improving Technology While Competing in a New Age of Retailing

Founded in 1818, Brooks Brothers is the oldest men's clothier in the United States. With the rise of omni-channel, Brooks Brothers needed to address new challenges. This high-end, specialty retailer required new technology to deliver against its customer service goals. enVista enabled Brooks Brothers to:

- **Gain** visibility to customer buying patterns and data to enhance customer service
- **Develop** a technology roadmap that delivers a single view of the customer across all interactions
- **Implement** and manage point of sale (POS), mobile, and clienteling solutions on a single, cloud-based technology platform
- **Analyze** inventory and sales performance to the SKU/store level, including inventory planning and execution processes and data integrity



Brooks Brothers

