



300+ location retailer

Client Overview

This **300+ location retailer** serves brides in the U.S., Canada, and the U.K. as one of the leading bridal retail stores in the nation. One in three brides in the U.S. purchases her dress from this retailer. Customers also enjoy benefits such as 24/7 customer support, virtual stylists and appointments, a planning app, a loyalty program, and more. As this retailer continues to expand, it has added additional categories and collections to its portfolio in-store and online.

The Need

The retailer needed to enhance the customer experience in-store and online. It also wanted to pursue a goal of creating a true omnichannel experience for its customers. After the bridal industry shifted to a higher demand for e-commerce, the retailer restructured financially to focus on cost savings but struggled to keep up with customer demand. Unreliable data services and low-speed DSL circuits made the retailer say “I do” to an upgrade.



279

Active locations



5+ Years

Serving this client



1 Million

Total construction fees waived (Approx.)

The Solution

- Velocity **increased network speed and reliability** in 279 bridal boutiques and corporate offices.
- Velocity **consolidated over 20 technology** vendors into one vendor that supported the customer's network.
- Due to the relationships Velocity holds with various carriers, it was able to lower and, in some cases, **waive costly upgrade construction fees** for the retailer.

The Results

Superior customer service: Velocity provided **fast response times for customer issues** and **monitored the network's performance 24/7**, allowing the retailer to focus on operational excellence.

Technology enhancements: Velocity **improved the overall performance of the customer's network** and increased bandwidth with speeds up to **20 Mbps**. The upgrades boosted user productivity with seamless and timely transactions – and eliminated connectivity pain points.

Cost savings: Velocity was able to lower and, in some cases, waive costly upgrade construction fees, **saving the retailer \$1 million**.

Today

Velocity has proudly served this **300+ location retailer** since 2017, providing a reliable, fast network at an affordable cost. Now more than ever, technology plays a major role in the future of the bridal industry. Before the current state of the economy, consumers were already heavily relying on e-commerce and online tools throughout their wedding planning journey. Both online and brick-and-mortar businesses need the **best-in-class technology** to survive the changes of the era. Velocity continues to serve as a true partner to this retailer—ensuring its services are fully supported.

