



Annex Cloud + NetSuite

Joint Customer Win Story: Böhme

Background

Böhme was founded by Vivien and Fernanda Böhme, sisters from Rio de Janeiro, Brazil who immigrated to the United States as young girls. With the usual struggles of an immigrant family, work was inevitable from an early age. Their strong work ethic, dedication, and passion for success led to them opening Böhme in 2006 at just 23 & 24 years old. Böhme is led by Vivien's mind for business as CEO and Fernanda's eye for design as Creative Director. Today they have 17 store locations across the western US and employ over 200 women.

Requirements

Technical Requirements:

- Shopify
- NetSuite ERP
- NetSuite SCIS
- NetSuite Bronto

Loyalty Program Goals:

- Omnichannel loyalty experience
- Capture more customer data for more focused marketing efforts
- Create more 1:1 customer experiences
- Enable more customer engagement without discounting
- Increase KPIs/Metrics (i.e. AOV, repeat purchases, etc.)



Böhme's Path to Annex Cloud

Annex Cloud's Loyalty Experience Manager is the solution chosen by Böhme.

Tight integration with NetSuite is a significant advantage for enabling a robust omnichannel loyalty program to drive deeper engagement through non-transactional rewards.

The loyalty program gives Böhme insights to grow even deeper bonds with their customers, increase their online business without discounting, and increase customer lifetime value.

