

APPAREL AND ACCESSORIES

## Salvatore Ferragamo partners with Medallia to improve CX

February 18, 2021



*Salvatore Ferragamo is announcing its partnership with customer experience company Medallia. Image credit: Blake Wisz*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Salvatore Ferragamo is announcing its partnership with customer experience company **Medallia** to improve CX both in-store and virtually.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Ferragamo's partnership with Medallia is inviting consumers to share information, including sentiments, about their customer service experiences with the brand. The fashion house is hoping to use the information to construct effective solutions to financially impacted issues and to strengthen consumer trust.

"An authentic dialogue with customers is essential for building lasting relationships and for enriching the brand," said Micaela le Divelec Lemmi, CEO of Salvatore Ferragamo, in a statement. "By listening to their requests, transforming criticisms into opportunities, flexibly and promptly finding solutions, helps strengthen the bond of trust and is the basis of a lasting relationship.

"Through the Medallia platform, we have opened an additional channel of listening and understanding with our customers, with the aim of transforming areas for improvement into opportunities and strengthening the bond that the Salvatore Ferragamo brand wants to have with its customers," she said.

Moving forward together

The collaboration was originally slated for last spring, when the first wave of the COVID-19 pandemic led Ferragamo to adapt and plan the pilot program for its U.S. ecommerce channel, then implement the project in bricks-and-mortar stores.

With this partnership, the fashion house is hoping to more closely understand consumers' emotions to create stronger connections and foster brand loyalty.



*Ferragamo is hoping to more closely understand consumers' emotions in to create stronger connections and foster brand loyalty. Image credit: Arlington Research*

Brands are becoming increasingly aware of just how important customer experience can be for the bottom line.

Brands are being urged to prioritize excellent customer service and safety procedures to ensure continued sales and consumer loyalty. Consumers want to feel heard, feel safe and feel as though their needs are being addressed and met ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.