

RETAIL

## The RealReal adds new customer service features powered by Salesforce

March 30, 2023



*The RealReal Consignor Concierge team is available at all points throughout the selling process to offer support to sellers and answer any questions they may have. Image credit: The RealReal*

By LUXURY DAILY NEWS SERVICE

Luxury resale platform **The RealReal** has added several new dimensions to its customer and seller service platform, further enhancing personalization in an effort to create a seamless retail experience.

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

The brand's service model which is now called *RealService* will now include the help of a "Consignor Concierge" team, available to support sellers at any and all points during the consignment process. This, and other new, as well as existing, services are powered by the technology provided by San Francisco-based software firm Salesforce.

"By prioritizing, investing in and providing a dedicated concierge team to each and every consignor, we can continue to provide the luxury service that we [set] out to deliver," said Rati Sahi Levesque, president and chief operating officer of The RealReal, in a statement.

"Between their designated team and access to as much rich data and expertise as we can [get], we are not only ensuring that confidence that consignors need to sell with us, but we are giving them the education and opportunity to make even more informed shopping decisions, in both the primary and secondary markets," she said.

"We are proud of these recent enhancements and are confident they will make buying and selling with TRR even more seamless."

The new new

The concierge service is complementary to RealService's existing seller support team which includes a luxury manager who guides sellers in knowing what to sell and when, as well as experts who are able to authenticate and list items on the seller's behalf.

There are two other features joining the service, which further enhance personalization by educating the seller. One is the Resale Insights Center, which gives consignors a better understanding of how the brand comes to price their items.

[View this post on Instagram](#)

A post shared by therealreal (@therealreal)

Under this broader umbrella falls the more specific Handbag Pricing Estimator, which, true to its name, lets sellers know how much their handbag is worth before they put it up on the site.

RealService leverages two of Salesforce's programs in particular, Marketing Cloud and Sales Cloud, both of which use data to streamline and maximize the sales experience.

For example, Sales Cloud anticipates the needs of customers based on their purchase history, while Marketing Cloud promotes engagement across all of the customer's social media channels.

British automaker Bentley Motors has used Salesforce's cloud solutions to give its employees a 360-degree view across more than 60 markets to provide personalized experiences and white-glove service ([see story](#)).

Italian sports car maker Lamborghini has used Salesforce Blockchain to digitize its authentication process, creating trust across the supply chain and preventing counterfeiting ([see story](#)).

---

© 2023 Napean LLC. All rights reserved.

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