CUSTOMER SPOTLIGHT

Global Jewelry Retailer Streamlines Store Updates & Communications

THE CHALLENGES

- **Floor plan updates in multiple systems** such as a design software, a CRM, and Adobe decks.
- **Manual reporting** from CRM data exports, store filters, and cross-checking unmatched floor plans.
- **Time-consuming mass updates** that took days to roll out a single change.
- **Expired marketing materials** that remained in stores even after the campaign ended.
- **Email-only store communication** with no real-time feedback.
- **Generic messaging that hit irrelevant stores**, creating noise and confusion at the field level.
- **Third-party survey tools** with low participation rates and fragmented insights.

THE SOLUTIONS

Unified Store Planning & Real-Time Data

HQ and teams instantly see updated floor plans and real-time data on current store conditions.

Fast, Scalable Updates

In under 5 minutes, HQ can change fixtures and campaign name rollouts across 500+ stores.

Smarter Content & Asset Management

Marketing content includes deadlines, expiration dates, and only HQ-approved assets.

Targeted, Two-Way Communication

Targeted campaign updates reach only relevant stores, providing a single source of truth.

By eliminating redundant systems, the retailer reduced its toolset by 66%, cutting major technological costs and simplifying workflows across teams.

Actionable Insights & Reporting

Platform insights display content engagement, survey responses, and real-time alerts.

Increased Store Visibility

Store teams can see legacy fixtures that are still on-site, eliminating guesswork and DIY solutions.

THE RESULTS

Since implementing One Door, the jewelry retailer has:

- **Reduced update time from days to minutes** across floor plans, communications, and resets — with some changes now completed **99% faster**
- **Eliminated manual reporting** and update workflows
- **Improved communication** precision with targeted internal messaging that reaches only relevant stores
- **Enhanced visibility across the organization**, creating faster feedback loops and stronger execution accountability
- **Reduced fixture rollout time from weeks to hours** — improving speed-to-market for new campaigns

STREAMLINE COMMUNICATION FOR BETTER IN-STORE EXECUTION

Modern retail execution requires an intelligent visual merchandising platform that keeps every location aligned, agile, and ready to deliver. Book a demo to see how One Door can help you.