

## SleekShop

**Industry:**  
Hair Care

**About:**  
SleekShop aims to be the leading online source for high-quality beauty products from a variety of classic, emerging, and niche brands.

**Site:**  
[www.sleekshop.com](http://www.sleekshop.com)

**Summary:**  
Online retailer SleekShop dramatically improves its customer loyalty program by switching from its former rewards provider to Annex Cloud.



## Contact Annex Cloud

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## Challenge

SleekShop is an online retailer for hair care products that worked with a different rewards provider for customer loyalty programs before coming to Annex Cloud.

Khanh Nguyen, Digital Marketing Strategist at SleekShop, described their former program as outdated. “They weren’t scalable or customizable. We kept hitting walls with what we wanted to do,” he shared.

SleekShop wanted to move away from their legacy solution and find something leveraging more modern techniques that could also be customized for their goals.

“We wanted to have a way to secure our customers with a loyalty program that could excite and engage them - gamify the purchasing process,” said Khanh.

## Solution

After reviewing the advanced features offered, SleekShop partnered with Annex Cloud for their loyalty, referral, and UGC solutions.

“Annex Cloud provides a customer engagement program that is robust and customizable, that really scales with our customers. With Annex Cloud, our customer retention and engagement is really high. That is something that differentiates us from our competition,” Khanh said.

With Annex Cloud, SleekShop was able to leverage their own customer loyalty platform, the SleekVault. Thanks to this customization, SleekShop provides their customers with a branded experience that meets their design aesthetic.

## Annex Cloud Products Used

- Customer Loyalty
- Ratings & Reviews
- Questions & Answers
- Refer a Friend



**“Annex Cloud definitely pays for itself.** They are able to help with customer retention, to engage customers and surprise them with new activities, new launches, new points. It has been a very fruitful partnership and we hope to continue this for many years ahead.”

### Khanh Nguyen

Digital Marketing Strategist  
at SleekShop

## Results + Benefits



**15% growth**  
in loyalty members over the past year



**16%**  
loyalty redemption rate



**Plus**  
a dedicated Support Team



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Learn more about Annex Cloud:



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