



ELDORADO

Case Study



COMPANY INFO

Suit Your Fancy
Kalispell, MT
shopsuityourfancy.com

ESTABLISHED

1997

MARKET SEGMENT

Brick and mortar

OVERVIEW

Suit Your Fancy partners with Eldorado for their valuable education opportunities and attentive customer service in order to build the success of their store.

BACKGROUND

For the past 20 years, Amy and Lowell Jaeger have been promoting great sex between couples at their Suit Your Fancy boutique in Kalispell, Montana. Their shop is located in a 100-year-old house with original stained glass windows, an ornate carved door, and as it goes with old houses, their own ghost or “gremlin,” as Amy jokingly calls it. Customers are treated to rooms lit with soft light, the scent of Bath and Body Work’s Sweet Tea room freshener, and a finely curated selection of lingerie and adult novelty toys. Lowell’s fascination with lingerie inspired him to open the boutique with his wife Amy, and they enjoy reaching out to couples to help them keep the spark going in their sex lives.

CHALLENGE

Amy strives to keep a varied and continuously updated selection of popular adult novelties, but she feels she needs a little help every now and then. Especially when a customer comes in and starts asking about a particular toy or a specific niche such as transgender needs or how certain functions on a male masturbator toy work. On top of that, Kalispell is a small industrial town where people don’t spend a lot of money, especially on luxury products. So she needs expert and trusted advice on which products are truly the best quality for the best price.

SOLUTION

Because of Eldorado's focus on education for their own employees as well as customers, Amy was able to learn all kinds of valuable information from her Eldorado account manager, Stephanie. Amy also gleaned useful knowledge from Elevation, Eldorado's customer event held onsite at the warehouse. She returned home inspired, feeling like she knew a lot more about what products Eldorado carried and how they functioned. Amy also had her manager Terri take Eldorado's Elevate U online course for sexual health, so she could answer customer's questions more knowledgeably.

RESULTS

Gaining a valuable education from Eldorado's Elevation event has helped Amy learn more about toys and accessories and how to spot novelties that are safe and of good quality. In addition, the guidance she receives from Stephanie helps her navigate Eldorado's 19,000 products and stay up to date on the latest toy trends. Terri's education with Elevate U has made it easier for her to talk to customers and demystify certain niches in the sex industry so that Suit Your Fancy can provide great sex enhancing options for everyone.

To learn more about the Suit Your Fancy store, visit them at shopsuityourfancy.com

CONCLUSION

Amy feels strongly that Eldorado's education and attentive customer service have helped her increase sales and build successful relationships with her customers. She and Terri are more knowledgeable regarding their customers' needs and the toys they carry. She has complete trust in Stephanie to make good choices about the products she carries in her store. Since she doesn't have to spend her time wading through web pages of products, it saves her time for other aspects of her business. When asked to rank working with Eldorado on a scale of one to ten, Amy said "twelve."



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