



Leatherman Teams Up with TTEC Digital to Strengthen Relationships and Drive Sales

At-a-Glance

Leatherman utilized TTEC Digital's CX expertise and Microsoft Dynamics 365 to streamline sales and marketing activities and personalize their customer experience in order to increase revenue and heighten customer loyalty.

About Leatherman Tool Group, Inc.

Leatherman is a multi-tool manufacturer based in Portland, Oregon. The company was founded in 1983 with its first product — the Pocket Survival Tool (PST), a pliers-based multipurpose tool. Today, Leatherman's multi-tool designs hold up to 22 tools, including knives, screwdrivers, saws, wire cutters, bottle openers and more. Leatherman's mission is to empower problem-solvers in their quest to fix, tinker, do, and create when inspiration strikes.



PARTNER



INDUSTRY

Retail

SERVICE PROVIDED

- Customer Journey Mapping
- 360-Degree Customer Profiles
- Artificial Intelligence
- Sales Process Optimization

"[TTEC Digital] understood our vision to gain a 360-degree view of our consumer. It was clear they have the skills, experience, and connections to make our vision a reality."

Liz Lee
IT Director, Leatherman



THE CHALLENGE

Expanding Direct-to-Consumer E-Commerce Sales

Leatherman's breakthrough came when they received a 500-tool order from Cabela's in 1983. Since then, the brand has gained a reputation as a trusted partner for fixers and tinkers everywhere. However, to accelerate their growth and market reach, Leatherman recognized the need to complement their strong retail sales with a more robust performance across their other sales channels, particularly in the emerging direct-to-consumer (D2C) market.

As a result, Leatherman wanted to empower its sales and marketing teams to build a robust D2C customer engagement strategy. To help, they sought a solution that would provide a comprehensive understanding of customer interactions with the brand, enabling them to identify the customer journey and improve customer engagement at each stage of the sales journey.

THE SOLUTION

A Holistic Approach to Customer Interactions

Initially, Leatherman considered dividing the project into two separate categories and partnering with specialized companies to address each one. The first partner would focus on implementing a service and sales solution, while the second partner would handle marketing and customer insights. However, this approach posed the risk of creating data silos that would undermine Leatherman's goal of establishing a centralized internal system for sales, marketing, and customer service.

To overcome this challenge, Leatherman turned to TTEC Digital's award-winning Microsoft practice. During the selection process, TTEC Digital showcased its success in supporting numerous similar transformations across the Microsoft stack, including customer journey orchestration, sales, and service support.

To kick-start the transformation, TTEC Digital collaborated with Leatherman to create visual representations of existing customer journeys. These journeys provided the integration team with insight into individual customer experiences and helped identify pain points throughout the process.

Building on this understanding, the team deployed a Microsoft Dynamics 365 solution to seamlessly connect these journeys to personalized marketing messages across multiple channels, including Leatherman's email marketing program. This unified omnichannel approach ensured that transactional, demographic, and behavioral data were harnessed to deliver the right message at the right time — enabling more compelling and personalized customer journeys.

“Customer preferences are changing. While retail channels remain an important part of a winning strategy, customers increasingly seek out direct relationships with the brands they trust. With this in mind, strengthening our D2C channel was an important way we could continue to meet our customers’ needs long term.”

Liz Lee
IT Director, Leatherman

THE RESULT

Improving the D2C Selling and Buying Experience

Once implemented, the new solution provided Leatherman with a 360-degree view of their customers, enabling greater personalization throughout the customer lifecycle, from marketing and sales to service. By combining data from disparate sources, Leatherman can now target potential customers at scale with a level of personalization not previously possible.

Microsoft Dynamics 365 enabled Leatherman to manage 350,000 marketing contacts and streamline its customer experience using data. These contacts and profiles support Leatherman’s robust email marketing program, which generates significant revenue for the brand’s e-commerce business.

The overall transformation — including streamlined sales, personalized experiences, and unified data — has enabled Leatherman to grow its revenue and penetrate new markets while emphasizing its commitment to being a reliable partner for fixers and tinkerers worldwide.



FUTURE PLANS

Enhancing Personalization across the Customer Lifecycle

Leatherman remains aware of the increasing demand for digital e-commerce experiences from customers. While their Microsoft Dynamics 365 solution has supported marketing and sales needs, the team recognizes the potential to further enhance the customer service experience with customer insights.

To accomplish this, Leatherman will collaborate with TTEC Digital, leveraging their expertise in CX design and orchestration to seamlessly integrate omnichannel solutions into their existing tech stack. This integration will enable Leatherman to

provide exceptional customer service across various touchpoints, anticipate customer preferences, and deliver proactive support.

By keeping pace with evolving customer expectations and prioritizing personalization, Leatherman is committed to establishing itself as a customer-centric industry leader, driving loyalty and expansion in emerging markets.



Unlock Your Competitive Edge

Exceptional customer experience is a competitive advantage — and TTEC Digital can help you orchestrate them.

Reach out to get started →

ttec.co/contact

About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at ttecdigital.com.