

Specialty Store Services, a Retail Store Supplier announces a new monthly segment - Customer Spotlight.

Customer Spotlight interview Customers with questions aimed at providing business solutions that will help other retailers.

DES PLAINES , ILLINOIS, UNITED STATES , October 7, 2015
/EINPresswire.com/ -- [Specialty Store Services](#), a Chicago-based retail store supplier has introduced a new monthly segment called [Customer Spotlight](#).

In June 2014, Specialty Store Services launched the first edition of Customer Spotlight. Customers are interviewed with questions aimed at providing solutions that will help other retailers. Questions center around, how to run a business, different promotion ideas that they've used, and how they're utilizing them in their store.

The Customer Spotlight comes out once

a month, and has been gaining in interest ever since. Specialty Store Services has retailers waiting to be in the Spotlight but is always accepting requests from customers wishing to have their business featured.

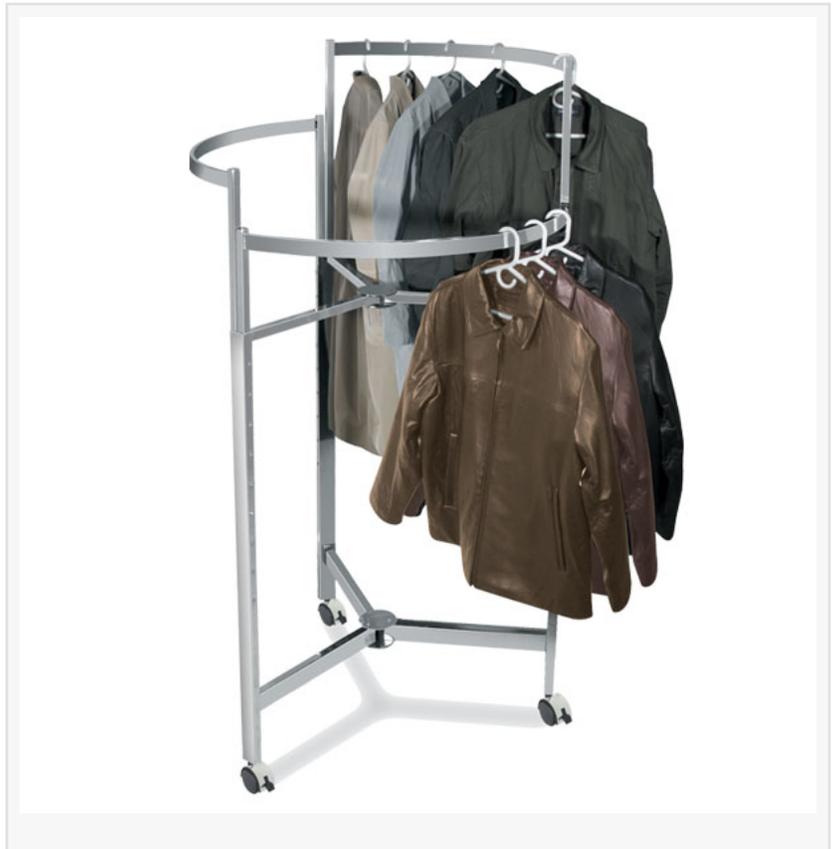
The October 2015 spotlight is Kendra Gainey, owner of Gainey Girl Boutique in New Jersey. Gainey Girl is a women's boutique where extraordinary women come to shop for work, play, and church.

Below is an example of questions asked in a Customer Spotlight article:

SSS: What have been your biggest successes?

GGB: My biggest success so far is seeing my bottom line increase every year. That alone gives me the strength and ambition to keep pushing forward! My daily successes are experiencing the joy and the smiles on the faces of the women that I help pull together a new fashion look for them.

SSS: What is the biggest reoccurring challenge you face in your store?



GGB: The biggest challenge thus far is has been driving traffic to my location. I'm tucked away from the main street shopping area, so I have to work continually on marketing campaigns. The good news is that social media and repeat customers do help bridge the gap!

SSS: What is your favorite product you order from SSS and how has it helped your business?

GGB: One of my favorite things that I have ordered from Specialty Store Services is my Tri-Level Apparel Rack! Because space is it a premium in my boutique what I use to display my apparel on has to be functional and eye catching! The tri-level rack gives me the most bang, and I love the way it looks and fits in my space!

Visit SpecialtyStoreServices.com to [request a catalog](#) or shop for retail fixtures and supplies. Specialty Store Services keeps their full catalog in stock with same day shipping available until 3 pm CST every business day. To read past monthly Customer Spotlights, visit the Specialty Store Services Blog. If you are a Specialty Store Services customer, and your company is interested in being featured, please contact Stephanie Victor.

About Specialty Store Services
Specialty Store Services, a second-generation family owned business, offers everything necessary to operate a thriving retail store, from logistical solutions and retail supplies to custom and stock fixtures. Over the last 25 years, this service-driven company has cultivated relationships with global partners while developing the expertise and knowledge required to provide competitive prices, outstanding customer service, and quality products.

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