



## Two Small Women Owned Businesses Turn Two Words into Gold: Online Fashion Retailers Reap Loyal Customers and Big Profits by saying “Thank You”

*As more and more online transactions take humans out of the equation, two small business owners are aggressively trying to put them back in. The owners of SimplySoles and Claridge + King carve out time to hand-write each of their customers a thank you note and are reaping the rewards because of it. Customer loyalty is at an all time high and both have weathered through a recession that has been the death of many small businesses.*

Washington, DC (Vocus) August 4, 2010 -- Kassie Rempel is the owner of DC-based SimplySoles, an online boutique selling designer women’s shoes. Starting with just an 800-number and tape gun, Kassie began shipping shoes out of her home in 2004. Her hand-picked collection of high quality footwear, including her very own line, [lillybee](#) has been a runaway success and just this year she opened a 5,500 square-foot store and company headquarter in the Georgetown area of Washington DC. After six years of being in the fashion business, SimplySoles is projecting close to \$2 million in sales in 2010—its most profitable year to date.

Kassie is taking customer appreciation to a new level. Not only does she send a hand-written thank you note with each order, but she additionally features customer profiles in her catalogs and on the website in a special section titled ‘SimplyMe.’ A list of testimonials on her website conveys how pleased and even surprised customers are with the quick delivery, excellent customer service, ease of return/exchange processes, and sense of a personal touch. In fact, this savvy entrepreneur has received thank you notes from her customers thanking her for the notes she sent with their orders.

Laurann Claridge and Lizbeth King are co-owners of [Claridge + King](#), a unique line of loungewear for women inspired by men’s fabrics and tailoring. The two sisters grew up in Connecticut during the 80’s wearing their dad’s button down shirts and fell in love with the idea of selling pieces for men like the classic dress shirt or ribbed undershirt, redefined for women. On every receipt, even for wholesalers, they include a note of thanks.

“With internet retail, you easily lose the rapport that you would have in person with customers at a store,” says Laurann, who also serves as features editor of style magazine, [PaperCity](#) in Houston and Dallas, Texas. “I like people to still feel we are approachable – even online. We are grateful to have so many repeat customers and have found that sending a note of our appreciation really goes a long way.”

Each of these women entrepreneurs personalize the online shopping experience by having their photographs within the pages of their respective websites and by actively participating in social media.

“Women especially want to know who they are doing business with, and that doesn’t change when they shop online,” says Rempel. Our goal is to connect with people who share our passion for shoes and accessories, be they current or potential customers. We write personalized notes, I keep a [blog](#) and share my [online closet](#) to make customers feel like they are dealing with a person and not a nameless, faceless online corporation. It’s as close as we can get to replicating the boutique model without meeting them in person, and based on the response, it works.”



Both of these dynamic, women-owned businesses demonstrate how even with the move to the digital shopping front, traditional business etiquette and a strong emphasis on customer service are still crucial elements for success.

Media Contact: Darlene Fiske, 512-331-7755, [darlene\(at\)thefiskegroup\(dot\)com](mailto:darlene(at)thefiskegroup(dot)com)  
Photography and interviews are available upon request.

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**Contact Information**

**Darlene Fiske**

SimplySoles

<http://www.simplysoles.com>

512-331-7755

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