

# Case Study: Premium Corporate Gifting Made Easy: Faster, Smarter, Cost-Effective

**The Challenge:** An experienced Registered Investment Advisor corporate gifting process was slow, costly, fragmented, and involved multiple vendors, making it difficult to consistently execute in line with branding guidelines.

## The Current State

### Goal:

Establish a streamlined client gifting process that is faster, more cost-effective, and consistently reinforces our brand.

Employees: 3+

Financial Measure: \$208.5 M+

Presence: United States

Sector: Investment Advisory

**Our Solution:** FLX Store delivered an end-to-end corporate gifting platform that simplified every step.



**Unified Ordering:** End-to-end product selection and customization through a single platform



**Brand Consistency:** Professional logo customization and curated premium merchandise ensured uniformity



**Expedited Delivery:** Managed fulfillment and shipping to accelerate timelines while reducing internal workload

## The FLX Advantage

### Cost Savings



- Premium merchandise delivered at cost, eliminating retail markups, saving up to 35% on overall spend
- On-demand single item purchases versus having to order bulk (\$2,000+ savings)
- Eliminates cost of maintaining direct corporate store (\$25,000+ savings)

### Growth Potential



- Corporate gifting drives up to 43% higher client retention
- 67% of businesses credit gifting with boosting brand image
- Strengthening emotional connections through gifting can yield a 306% lift in lifetime value

### Productivity



- Enterprise billing integration simplified workflows, reducing administrative effort by 25%
- Eliminated internal labor and vendor coordination costs, saving 8–12 hours per order cycle

**FLX**  
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Contact us:

