

# BUSINESS IDEAS

## How This Personal Stylist Uses The Cloud To Unleash Customers' Confidence

(NAPSA)—*Here's a look at how a personal stylist used technology to provide a more human touch for her clients.*

Constance Turman, owner of The Constant Stylist, is a fashion and style consultant based out of Seattle, Washington. To create the styles that are right for individual clients, she has to build a very close—almost intimate—relationship with them. After all, she comes into their personal closets, where few people get to go.

That's why it's so critical that she takes that trust seriously, gets to know who they are and does all she can to make them comfortable. If she can get them to speak freely and still enjoy the experience, they'll walk away more confident with their style and their image.

Because she wants to be known for constant availability and dedication to clients, she knew from the beginning that she would need the right technology to do so. She has to collaborate with clients, vendors, shop owners and event teams every day. She's out of the office at least half the time—shopping, at meetings and traveling. It's important for her to stay connected and productive on the go without having to worry about whether or not she'll be able to access the documents she needs whenever and wherever.

She knew that upgrading to cloud technology was the best way to accomplish this, so she turned to Microsoft Office 365 for help. Once she set it up, she didn't have to learn anything new because it worked the same way as the Office products she was used to using, which made the transition simple.

She uses the tools in Office 365 to create schedules; build forms; upload, share and edit documents and images; jot down client feedback on the go; and videoconferencing with clients and vendors.



**Smart technology helps one fashion consultant keep her clients looking smart.**

Thanks to the tools in Office 365, Constance estimates she saves up to two hours per client service, which can really add up. With the tools to stay connected and get work done anywhere, she can make every client interaction more productive, explore innovative offerings and help her company fulfill its brand promise: always there to help you unleash the power of who you really are. She says Office 365 is the Office you know, plus tools to help you work better together, so you can get more done—anytime, anywhere. Because of the cloud and Office 365, The Constant Stylist is growing and now has plans to add a business manager and another stylist to the team. Moving forward, she's very excited about exploring innovative new offerings, such as virtual styling with Skype for Business Online videoconferencing. Everything she does in person now, she'll be able to do virtually—thanks to the cloud.

### Learn More

To learn how The Constant Stylist uses Office 365 to make her business more successful, read the full case study and watch the video at [www.youtube.com/watch?v=FZc5en34j70&feature=youtube](http://www.youtube.com/watch?v=FZc5en34j70&feature=youtube).

For additional insights, check out the free e-book, "What I Wish I Knew," where five successful entrepreneurs share guidance and lessons learned from starting their own businesses.

**Note to Editors:** While this article can be useful to your readers at any time, May 1–7, Small Business Week 2016, could be a particularly good time to run it.