

Case study

Relax The Back Redefines the Customer Journey

by Enhancing
Customer Experience



RELAX THE BACK[®]



RELAX THE BACK



Table of Contents

About Relax The Back	4
Expanding the Personalized Connection Beyond the Store	5
Client Touchpoint and Experiences Brought to Life	7
Powering Personalized Connections Delivers Early Value	9
Results	10
Clienteling During the COVID-19 Pandemic	12

Executive Summary

Relax The Back, a specialty health & wellness retailer with more than 90 stores, implemented the Salesfloor platform to **personalize the client experience** throughout the entire client journey.

Every Relax The Back client has different comfort needs and preferences according to their health. Store consultants sometimes spent hours with one customer to understand their health needs and recommend the product that was best suited for them.

The retailer implemented Salesfloor to empower store consultants with tools to provide personalized service and **build connections** with clients from early on in their journey- including the ones that begin online. They could therefore:

- > Get to know clients on a one-to-one basis and create long-term relationships
- > Improve client wellbeing with tailored advice and specialized products
- > Nurture relationships and **drive clients to the store**



On an average month, Relax The Back has seen between **250-350 online client requests** via Salesfloor.



An average month typically has **over 50 online visits** per store consultant's Storefront.



Sales increase when consultants connect with online shoppers. Relax The Back is seeing an **additional \$27 in in-store sales** for every dollar of sales that occur online via Salesfloor.



One out of three clients preferred to communicate via text messaging.



About

Relax The Back

Relax The Back was founded in 1984 by an osteopath who wanted to make it easier for his patients to find the self-care products necessary to relieve their neck and back pain. Today, Relax The Back is a specialty health & wellness retailer with more than 90 stores comprised of company stores and franchises across North America.

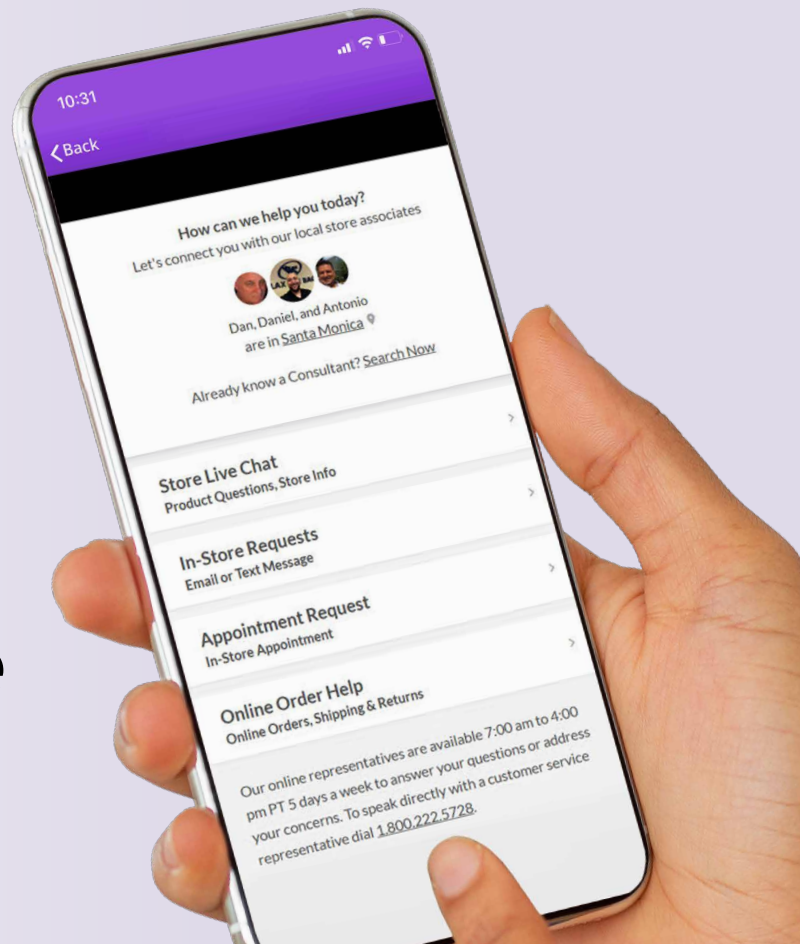
Personalized service and intimate **client engagement** are the cornerstone to the company's holistic approach. Their franchise owners and store consultants are trained in common spinal health disorders and wellness strategies in six categories of health: sleep, recliners, massage, fitness, travel, and office products. The store associates act as consultants in these areas and are well versed with regards to preventative health measures and continued care. They sometimes spend hours with individual clients to provide the best approach and products to address health needs.

Live Chat Leads to Purchases

“A lead came through Live Chat via Salesfloor from a woman looking for a massage chair. After about 10 minutes of chatting with her, I emailed her a quote. She came into the store that weekend to make her purchase.”

- **Laura**, Store Consultant in Shelby Township

Expanding the **Personalized** Connection Beyond the Store



Driving Online Clients to the Store

Personalizing the client experience throughout the entire journey was a strategic priority for both the corporate executives and the franchise owners. As a lifestyle brand, every Relax The Back client has different comfort needs and preferences according to their health. Therefore, Relax The Back store consultants need to know their clients well in order to **tailor their recommendations**.

This requires building a **personal connection** with clients from early on in their client journey, including the ones that begin online. Communicating with the client online and nurturing that relationship helps **drive clients to the store** where they can touch and try out the products. What's more, because of this previous one-to-one relationship, the store consultants are well prepared to show the products most suited to the client once they visit the store.

Personalized Emails from Consultants Have a Direct Impact on Sales

“A client who lived about 4.5 hours away from the closest Relax The Back store had once purchased an office chair in-store. About a year and a half later he received an email from us about a floor model sale. He called to make sure the sale was still running and then made the long drive to the store to purchase another chair. ”

- **Julie & David**, Store Consultants in Estero FL

Personalized Communications Sent from Local Store Consultants

One type of communication Relax The Back wanted to personalize were the marketing communications that were traditionally sent out during client acquisition stages and after a sale. The objective was to replace or complement them with a **more tailored approach** directly from the clients' local store consultants.

Relax The Back corporate executives were looking for a way to enable this autonomous approach that would **empower store consultants**, yet still maintain consistency in branding. They also wanted the ability to provide franchise owners with branded tools like assets and templates that would facilitate personalized client engagement at scale.



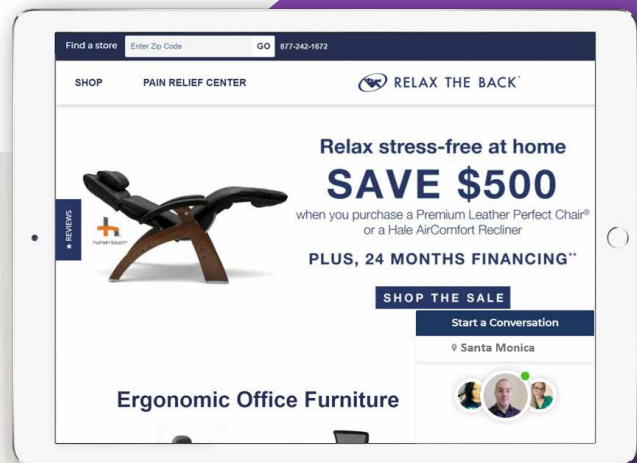
Client Touchpoints & Experiences Brought to Life

Relax The Back lacked the right tools for store consultants to:

- > Create long-term personal connections with clients
- > Get to know clients on a one-to-one basis
- > Improve their wellbeing with tailored advice and specialized products

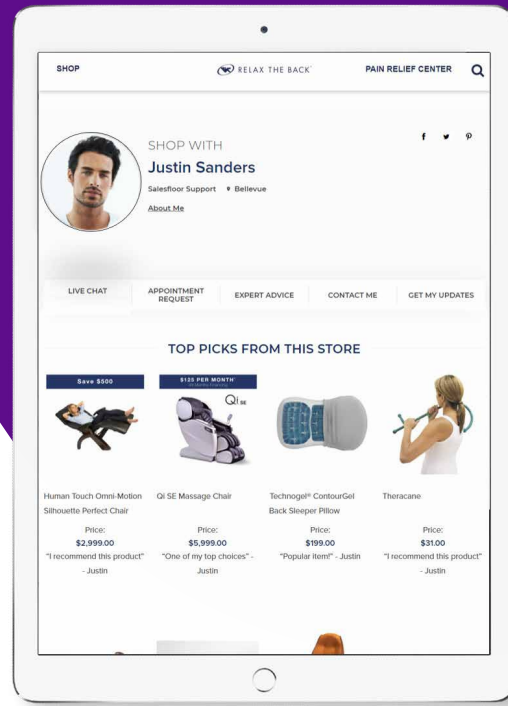
Online Shoppers Connect with Local Store Consultants

Salesfloor provided a way to capture new clients who visited the Relax The Back website and connect them with a local store consultant. Salesfloor Connect allows the client to **request an appointment, send an email or text message, or start a live chat** directly with their local consultant. In turn, store consultants were able to engage these new clients from very early on in their shopping journey, start building relationships with them, and ultimately increase store visits.



Customers Shop Online with Store Consultants

Relax The Back consultants also build their own Storefronts via Salesfloor, a web page where they highlight their favorite items and comment on different products. This way, clients can **shop online with their local consultant** on their storefronts while also being able to communicate directly with them via the embedded widget that includes live chat, email, SMS or appointment requests. An average month typically has over **50 online visits** per store consultant's Storefront.

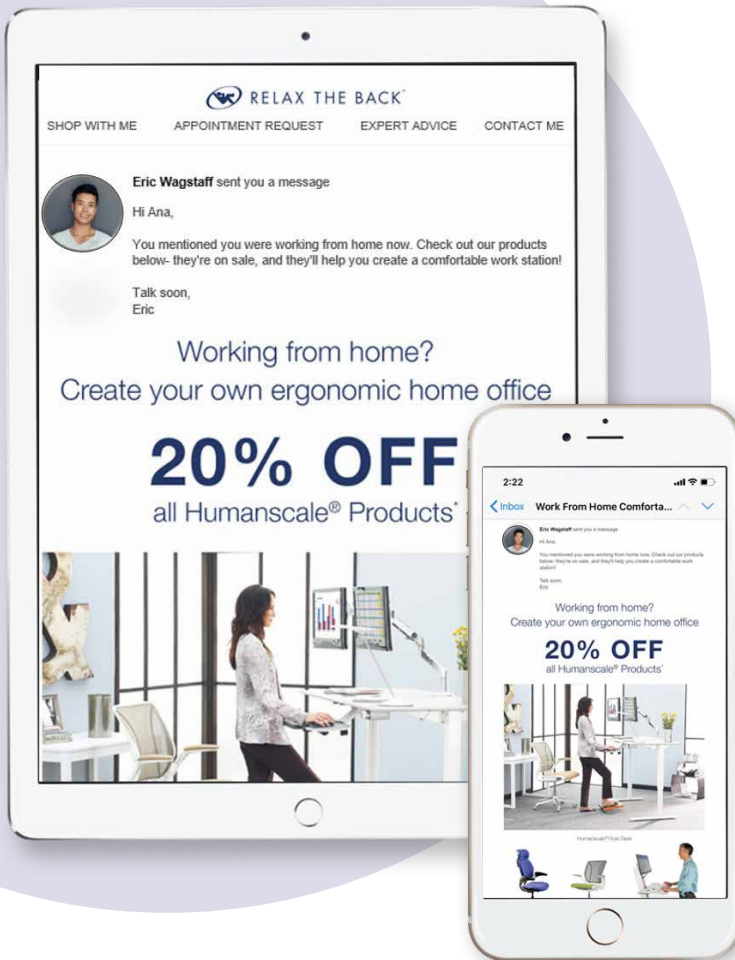


Client Insights and Automated Tasks

Another feature that helps Relax The Back store consultants nurture their client relationships are automated tasks. Salesfloor's Client Insights module collects data on all web and in-store transactions. The system analyzes the data to create automated tasks and subsequently notifies store consultants of the task.

This guides consultants as to when they should be reaching out to specific clients and with what messaging. Combined with access to all their clients' purchases, no matter where they occurred, store consultants are better equipped to send relevant communications, at the right time.

Through Salesfloor, store consultants also have the ability to attach pictures or add links in text messages or emails to the client. Clients simply click through to view or make a purchase. All text messages and emails are securely sent through any device, with branded email and SMS functionality built-in.



Powering Personalized **Connections** Delivers Early Value

Relax The Back realized that they lacked the right tools for store consultants to create long-term personal connections with clients and improve their clients' wellbeing with tailored advice and specialized products.



Onboarding Store Consultants

To onboard all stores and consultants, training was being delivered by Salesfloor's Retail Services team through **on-site and web-based recorded training sessions**, which were uploaded to Salesfloor's training portal. The training portal provided all franchises with helpful tips and training materials to help them succeed and are accessible at any time.

As with any new technology, it was important to obtain adoption from the beginning by demonstrating how beneficial the program would be. The corporate team felt strongly that Salesfloor was critical to the future of the business, so they continuously highlighted successes and provided training to encourage adoption across all stores.

Another major benefit to store consultants was that they would be credited for all online sales attributed to them.

Solution Roll-Out in Stages

The solution was rolled out in phases across the franchises, starting with the larger ones. This strategy provided a platform for learning and gathering early success stories to share with the remaining franchises.

Within the first phase of the project, Leanne Mattes, the VP Marketing for Relax The Back, witnessed the early impact that keeping in contact with a client on a personal level can have on sales. "Once the store consultant had a conversation with the client, **it became much easier to convert** them, especially when they came to the store."



Consumers Are Preferring Digital Communications to Phone Calls

“I received a Salesfloor inquiry about chairs purchased in the past from the Harris County Criminal Court. After profiling and making a few suggestions to the client, it ended up turning into **16 more chairs** (a \$31,000 sale).”

- **Dan**, Store Consultant
in Houston

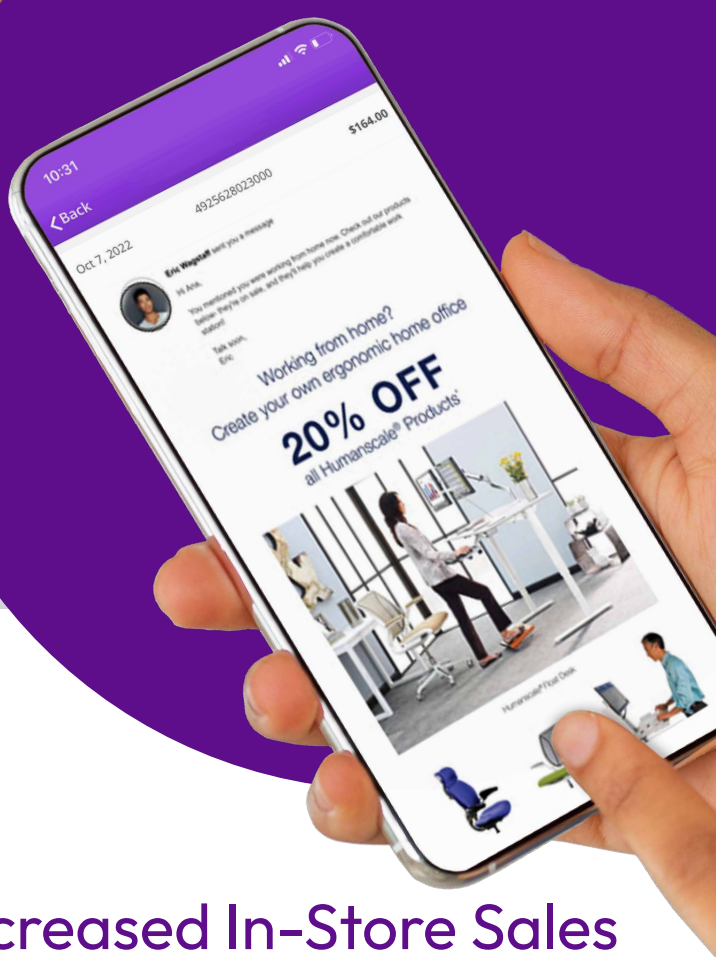
Results

Getting to Know the Anonymous Online Shopper

The Salesfloor Connect Widget provides online shoppers instant connection to a local store consultant that can personalize the answers and share additional data that isn't readily available online. Store consultants capture new clients through the initial digital interactions and form relationships earlier than was ever possible before. On an average month, Relax The Back has been seeing between **250-350 client requests via Salesfloor**.

An Unexpected Sales Channel

Many Relax The Back clients are part of an older demographic. It was therefore surprising for Relax The Back to see that about **one out of three clients** preferred to communicate via text messaging. Many of these SMS conversations led to sales, revealing the potential of this channel for Relax The Back's bottom line.



Personal Connections Perfected

Consultants are answering requests for information faster and with instant materials to assist the client in their purchase decisions. Not only have **response times decreased** but the automated tasks with branded assets created an **increase in the frequency of communications sent** from consultants to clients, all on a personalized level.

Following a client purchase, the personalized engagement between the consultant and client is now maintained and keeps Relax The Back on the client's radar for future purchases. The store consultants reach out with **meaningful follow-ups** and clients get in touch directly with their consultants to look for complementary products.

Brand & Franchise Relationship Strengthened

Relax The Back has a platform for sharing branded assets to help ensure all franchises communicate in a way that is consistent to their branding while simultaneously being personalized by store consultants. Productivity is increasing thanks to the sharing of branded assets and has enabled **more consistent interactions and engagement**.

Increased In-Store Sales Resulting From Digital Interactions

By connecting with clients online ahead of the in-store visit, Relax The Back store consultants have been able to truly understand their client's health concerns and wellbeing goals. They assess their needs ahead of the visit and are now more prepared for in-store visits with tailored product recommendations, ultimately converting more.

Early metrics are showing **sales increase** when consultants connect with online shoppers from the beginning of their client journey. In fact, the online interactions create a surge in in-store visits and sales.

Relax The Back is seeing **an additional \$27 in in-store sales** for every dollar of sales that occur online via Salesfloor. This is one of the most important metrics for Relax The Back, whose clients often prefer trying the product before making the investment.



Clienteling during the **COVID-19** Pandemic

The Covid-19 pandemic caused the closure of the majority of Relax The Back stores. Salesfloor was **rolled out to more store consultants** to allow them to continue interacting with their clients online. Many people were transitioning to working from home, and there was a potential to serve these customers with Relax The Back products that were very well suited for home offices.

“We’ve actually seen a huge jump in office chair sales as more people are working from home.” stated Mattes. During this period Relax The Back also saw **4x the amount of Storefront page visits** and **3x the amount of emails sent** from consultants.

Relax The Back’s partnership with Salesfloor has proved to be an important factor in their overall success. The ability to connect and conduct business via text messaging, live chat, and more personalized emails have added tremendous value to the franchise network of stores. Results were seen quickly, within the first phase of the roll out.

Store consultants engage clients on a consistent basis, get to know them well and increase visits to the store, where the client can try the products that best suit their health needs.

Interested in learning more?

Contact us to find out how we can help you implement clienteling solutions that deliver results.

[Request a Demo Today](#)

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