

 Salesfloor



RELAX THE BACK<sup>®</sup>

CASE STUDY

# Relax The Back Redefines the Customer Journey

by Enhancing Customer Experience



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# Executive Summary

Relax The Back is a specialty health & wellness retailer with over 90 stores. Their clients have individual comfort needs and preferences according to their health. This means that store consultants sometimes spend hours with one customer to understand their needs and recommend the product that is 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 client journey- including the ones that begin online. This allowed them to:

- 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.**

During the COVID-19 pandemic, Relax The Back saw **4x the number of visits to associate Storefront pages, 3x the amount of e-mails sent** to clients and experienced a huge jump in office chair sales.



In 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** prefers 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 their individual 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 e-mail 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 client journey was a strategic priority for the corporate executives and franchise owners. As a lifestyle brand, every Relax The Back client has different comfort needs and preferences according to their health. In order to **tailor their recommendations**, Relax The Back store consultants need to know their clients well.

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 E-mails 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 e-mail 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

Relax The Back traditionally sent out marketing communications during client acquisition stages and after a sale. As part of their shift towards more personalized communications, these were to be replaced or complemented 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 branding consistency. They also wanted 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 Digitally

Relax The Back lacked the right tools for store consultants to engage with clients digitally to:

- Create long-term personal connections with online clients,
- Engage with clients one-on-one through e-mail, text and live chat,
- Provide advice and recommends products.

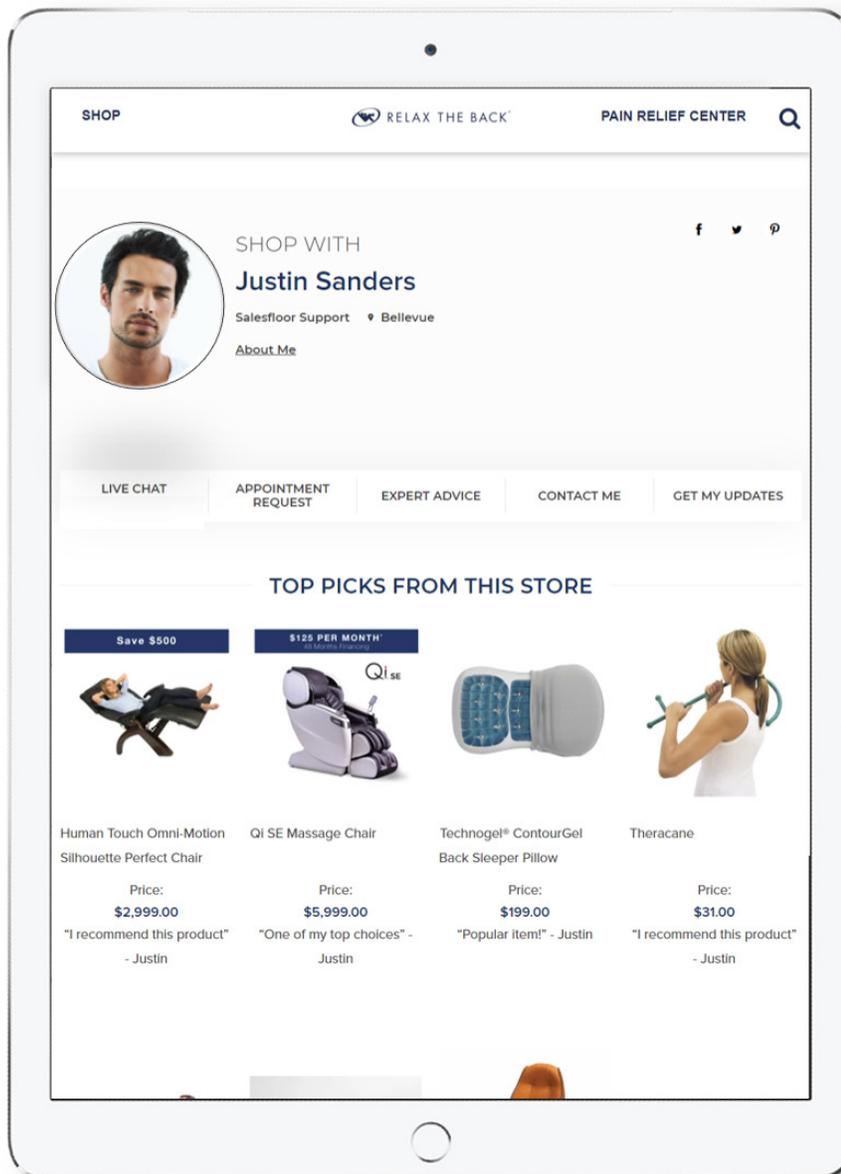
## Online Shoppers Connect with Local Store Consultants

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 e-mail 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.

The image displays two digital touchpoints for Relax The Back. On the left, a tablet shows the website's product page for 'Ergonomic Office Furniture'. The page features a search bar at the top, navigation tabs for 'SHOP' and 'PAIN RELIEF CENTER', and a prominent offer: 'Relax stress-free at home SAVE \$500 when you purchase a Premium Leather Perfect Chair® or a Hale AirComfort Recliner PLUS, 24 MONTHS FINANCING\*\*'. A 'SHOP THE SALE' button is visible, along with a 'Start a Conversation' button that has opened a chat window for the 'Santa Monica' store, showing three consultant profiles. On the right, a mobile app interface shows a 'How can we help you today?' section with a list of local store associates (Dan, Daniel, and Antonio) in Santa Monica. Below this is a 'Store Live Chat' button, followed by 'In-Store Requests', 'Appointment Request', and 'Online Order Help' options. A footer note states: 'Our online representatives are available 7:00 am to 4:00 pm PT 5 days a week to answer your questions or address your concerns. To speak directly with a customer service representative dial 1.800.222.5728.'

## Customers Shop Online with Store Consultants

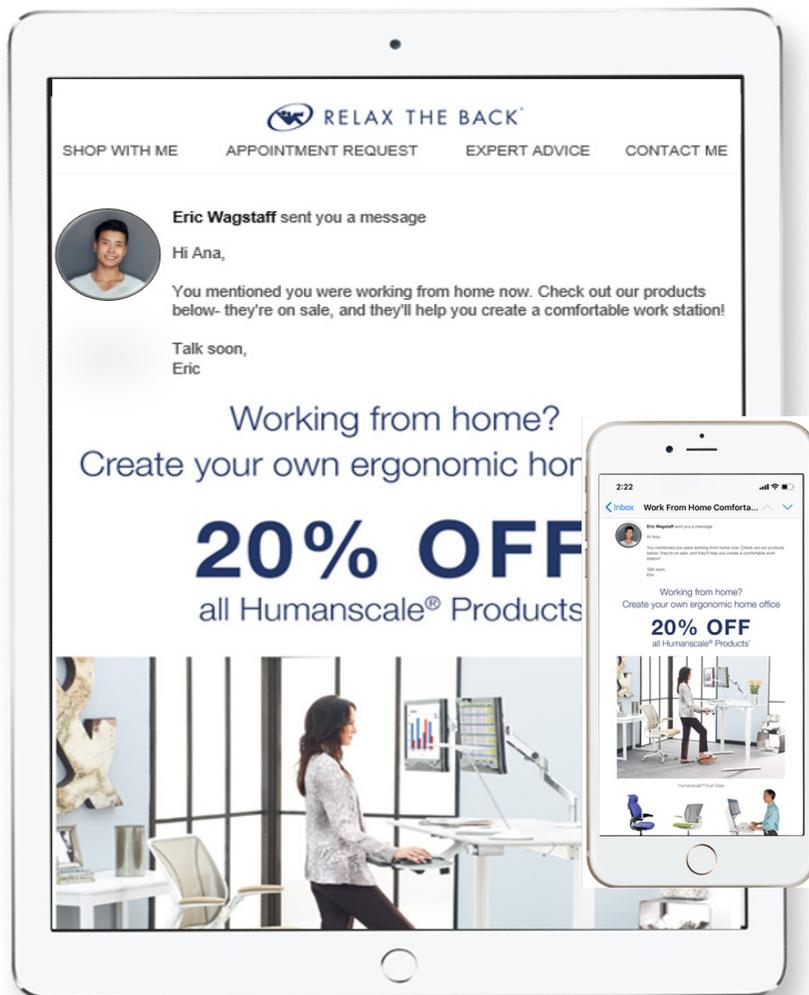
Relax The Back consultants also build their own Storefronts via Salesfloor, a web page where they can highlight their favorite products and provide personal comments on different items. This way, clients can **shop online with their local consultant** on their storefronts while also being able to communicate directly with them via the Salesfloor Connect, which includes live chat, e-mail, SMS or appointment request. 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 of the client's 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 their clients' profile and purchase transactions (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, and the store consultant receives credit for the sale.

# Powering Personalized Connections Delivers Early Value

## 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 franchise stores, starting with a 6 month test phase. 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 Vice President of Marketing at 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 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 who 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 clients 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 allowing consultants to add their personal touch. 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 improving conversion rates.

Early metrics are showing **sales increase** when consultants connect with online shoppers from the beginning of their client journey.

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 e-mails 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.

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### **Interested in learning more?**

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

[\*\*Request a Demo Today >\*\*](#)

1-844-900-0830  
sales@salesfloor.net  
[www.salesfloor.net](http://www.salesfloor.net)

