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LA-Z-BOY
FURNITURE GALLERIES®

La-Z-Boy Furniture Galleries Stores Increase Sales using MarketPoint Campaign Management Software.

Overview

Customer Profile
La-Z-Boy Furniture Galleries – Arizona has six stores throughout the Phoenix metropolitan area, with their distribution center located in near the airport. La-Z-Boy Furniture Galleries – Portland has six stores in the Portland, OR metropolitan, with their distribution center located in Tualatin, OR.

Business Situation
Both clients wanted to be able to target prospective customers who had recently visited their stores, but had not purchased and goods.

Solution
Clients engaged ServerLogic, a Microsoft Gold Partner, to help implement MarketPoint, their marketing campaign management software package. MarketPoint provided their sales associates with an easy-to-use software solution that allowed them to enter the prospect's contact information in a database and to easily put together an email/direct mail campaign to invite the prospect to special store events where they would qualify for an invitation-only discount.

Benefits
- Improves the ability for sales personnel to create and execute personalized email/direct mail marketing campaigns
- Reduces the cost of executing targeted marketing events
- Creates a repeatable prospect follow-up process
- Increases sales by focusing on high-value prospects
- Costs much less than competing targeting marketing solutions

Two La-Z-Boy Furniture Galleries franchises see increased sales as they take advantage of their recently implemented **MarketPoint Marketing Campaign Management Software**. After only three months of operation, both La-Z-Boy independent dealers have paid for the cost of the software through increased new customer sales, existing customer up-sells and repeat customer business. In addition, they have reduced the cost of their direct mail efforts while increasing buyer response. Mark Yohn, Sales Manager of La-Z-Boy Portland, said *"Before ServerLogic's automated service we were averaging 24% collection of un-sold customer's names. With the new automated service we are currently at 43% un-sold customer's names collected."* Both executives were pleased with how easy the system was to implement. Since it's a hosted solution, they did not have to purchase costly computer equipment or hire expensive support personnel. As Ed Breunig, La-Z-Boy Phoenix President, stated after using **MarketPoint** to initiate several special sales events, *"These events conservatively resulted in an additional $150,000 of gross profit for our company, and we can't wait to see what happens as we continue to get better at entering a higher percentage of our non-buyers into the system."* Both operations now look forward to using **MarketPoint** to better target prospective buyers for personalized marketing campaigns.

For More Information

ServerLogic Business Solutions

Since 1992, ServerLogic has provided business software development and consulting services to global 2000 companies and the public sector. ServerLogic has provided professional services for many of today's market leaders across numerous industries, including communications, biotech, retail, financial services, transportation & logistics, healthcare, manufacturing, and government. Our software products supplement our consulting services to create complete solutions for our clients - solutions that leverage the power of Internet technology.

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GOLD CERTIFIED
Partner

Situation

Both clients were spending significant time and resources preparing and executing targeted marketing campaigns. They wanted the ability to follow up with potential customers who had visited a store and interacted with a sales associate, but had left the store without a purchase. In most cases, they had collected the prospect's contact information, but needed an easy way to create the mail/email list and track the eventual results. And store management wanted a way to standardize and control the look and feel of the mailer/emailer that was sent to each prospective buyer.

Solution

MarketPoint, developed by ServerLogic, was installed at both locations. This software allowed the sales team to input, select, distribute and track targeting marketing email/direct mail campaigns. Working with their in-store marketing departments, they created a professional piece of marketing material inviting the prospective customer to a unique in-store event and extending to them a special discount.

The first special sales event was held on July 26th after spending the previous month collecting over 1,200 names on non-buyers. Sales for that day exceed any other day of that month (except the 4th of July).

- 1,200 mailers- postcards ($900)
- Sales for the day $114,000
- .8% advertising cost for the day
- Averaged $307 per client - average normal sales per client is $205-$215

MarketPoint - the way it works

- Salesperson gets "no sale" prospect's name address and phone number
- Salesperson enters prospect data into the MarketPoint system.
- Marketing department chooses a date for the event
- Marketing person generates prospect list with point and click: two to three step process
- Mailers are merged with prospect data and sent to fulfilment house for printing and mailing
- List of recipients is printed for store personnel to call to confirm receipt of postcard and invite to sale
- Special sales event occurs

MarketPoint does not require purchase of costly hardware or employment of expensive technical personnel to install and maintain. It is a "hosted solution", meaning that the entire application is located on ServerLogic's servers and is accessed via a secure connection to the Internet.

The cost of the system is also much less than typical solutions of this kind. The pricing is based on the number of individual stores that need to be supported. Most customers experience an ROI in 3 – 6 months, much shorter than with typical software implementation. The system is easy to use and training can be accomplished with several web-based sessions.

To summarize, MarketPoint is an affordable way to prepare and execute personalized targeted email and direct mail marketing campaigns.

Features

- Easy–to-use, single screen data entry
- Low maintenance "hosted" solution
- Can select by date range, marketing event, marketing action
- Tracks prospects in database
- Automatically merges prospect data into marketing collateral
- Integrates with many off-the-shelf door counter systems

Benefits

- Improves the ability for marketing personnel to create and execute personalized email/direct mail marketing campaigns
- Reduces the cost of executing targeted marketing events
- Creates a repeatable prospecting process
- Makes it possible to run special invitation sales events more frequently
- Checks immediately prior to mailing to ensure prospect has not recently purchased
- Costs much less than competing targeted marketing solutions