



+ LunchBOX (A WAXING SALON)



CASE STUDY



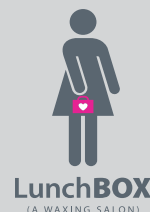
LunchBOX (A WAXING SALON), a fast-growing, wax-only salon headquartered in Boise, Idaho, prides itself on the high quality of service it provides its customers. Because it only offers waxing services, the company’s waxologists are able to offer a service that is second to none and is focused on making sure their clients feel adored, respected, and cared for.

As a result, LunchBOX has a very loyal customer base that it wanted to utilize in its digital marketing efforts in the form of online reviews. But because of how personal some of the services the company provides, the number of online reviews it was receiving organically, wasn’t representative of the number of happy customers it was serving. LunchBOX’s waxologists were encouraging their clients to leave reviews following appointments, but the company wanted to find a way to streamline the invitation process for online reviews.

“We wanted to target our customers at the moment they walk out the door and are feeling happy, elated, and beautiful,” says Jamie Dillon, Marketing and Media Director at LunchBOX. “When we create that loyalty, we also need to be able to encourage those guests to be able to talk about that publicly, and in some of the more conservative areas we serve that can be a little difficult to do.”

WHY PODIUM?

As a relatively new company, LunchBOX was looking for a way to get noticed and was placing a lot of emphasis on improving its digital footprint and SEO



LUNCHBOX (A WAXING SALON)

FAST FACTS:

Industry: Health & Beauty

Website: lunchboxwax.com

Active Locations: 20

rankings. After seeing how Podium had helped other businesses do the same, Dillon was sold and the company began the process of bringing Podium on board for its franchisees.

“One of the biggest draws for us was that Podium was a culture fit,” relates Dillon. “We take our culture very seriously, and we want to make sure the people we work with are smart, authentic, and interested in collaboration. We want to be able to empower each other, and I felt that instantly with Podium.”

GETTING STARTED

LunchBOX offered Podium to its franchisees on an opt-in basis, but after seeing the value the solution brought to the table, virtually all of the franchises decided to implement the solution. The company then worked closely with Podium to integrate the review invitation process with Booker, its reservation management system.

After some fine-tuning, it was determined that the best time for the invitation to be sent was once the



Total Reviews
Since Joining

1,067



% Increase
in Reviews

237%



Invitation Click-
through Rate

37%



Average Star
Ranking

4.9

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- Jamie Dillon, Marketing and Media Director at LunchBOX (A WAXING SALON)



final transaction is approved. Now, after the service is complete, the waxologists set the expectation for the review invitation and the invitation is then sent automatically.

According to Dillon, the Podium Customer Champions team was extremely knowledgeable and went out of their way to make sure that everything was set up correctly and running smoothly. “I just love everyone on the Champions team,” says Dillon. “It’s a true partnership, and knowing that I have a team of experts on my side helping our franchises succeed is very comforting.”

PUTTING LUNCHBOX (A WAXING SALON) ON THE MAP

The biggest benefit LunchBOX has achieved since implementing Podium has been a lift in its local SEO ranking. To illustrate this point, Dillon related the experience LunchBOX had when launching Podium in Florida, where one of the company’s biggest competitors is headquartered.

Ranking for keywords like ‘Brazilian wax Florida’ is very difficult because of the large number of waxing establishments in the state, but after two months of using Podium, LunchBOX was consistently showing up on the first page of Google search results, which was a huge win for the company.

The other big win for LunchBOX is just the sheer volume of reviews the company has received across

multiple review sites, nationwide, including Google, Facebook, and Yelp. Some locations have collected 10 reviews or more within just one week of launch, which in some cases is more reviews than the closest competitor has accumulated throughout the duration of their operation.

“Podium has been such an amazing partner to work with,” concludes Dillon. “The team worked tirelessly to help create a seamless experience for our customers, so our waxologists can focus on offering a great experience to their clients without having to worry about securing the online reviews. Podium really does that for us.”

Podium is the industry’s leading online review management platform that helps businesses collect and manage online reviews on sites such as Google, Yelp, and Facebook. With Podium, your customers can easily write and post a review the moment a transaction happens and your business can track review analytics, receive alerts when new reviews go online, and quickly respond to any review. Built on an open API, Podium can integrate with most CRMs including Dentrrix.

FOR MORE INFORMATION VISIT WWW.PODIUM.CO