

CASE

STUDY

AVENUE JEWELERS

Avenue Jewelers, a Wisconsin-based jewelry store that has been in business nearly 50 years, has a huge advantage over newer competitors in the area - the loyalty of its long-time customers. However, Megan Klubertanz, operations manager at Avenue Jewelers, recognized the importance its online presence plays in attracting new customers to the store.

In the past, Avenue Jewelers didn't have any specific process in place to collect reviews. They did have an incentive in place to reward employees whenever they received a five-star review, which generated excitement, but didn't result in many new online reviews.

After hearing about Podium and discovering how easy it was to use for its employees and customers alike, Klubertanz decided to move forward with the solution.

TRAINING THE TEAM

When Avenue first started using Podium, a few veteran members of the team were a little hesitant to adopt another piece of technology, but this concern was quickly addressed with Podium's simple interface.

Klubertanz just needed to get her team in the habit of asking for feedback after every customer transaction. This simple technology combined with a new habit of asking for

customer feedback after every transaction made Podium a powerful and effective tool.

Klubertanz uses her Daily Review Digest emails to keep a pulse on the store and her team, this gives her an opportunity to offer praise or additional training where needed.

"Every morning when I come in, I get the Podium e-mail," related Klubertanz "I can see exactly who's sending review invites, and who's not. So I can work directly with our staff, and pat them on the back and say, 'Great job.' Or I can see who's not sending them, and who might be a little intimidated by it. So then I know that I can work directly with that person to make them more comfortable."

Additionally, Avenue Jewelers has made sure to address and correct any customer complaints that come in through their reviews.

"A negative review is a blessing and a curse," said Klubertanz. "It's obviously negative because it's put out there for everybody to see, but it gives us a chance to know that somebody's unhappy. A customer may walk out the door and we assume that they're happy. Typically we don't know, and so it's our way not only to be able to make it right with a person who had a negative experience, but to also coach our staff and use it as a learning experience for them."

GETTING AUTOMATED

Like many Podium customers, Avenue Jewelers started out simply having their team send review invites manually. But when Klubertanz found out about the automation available through The Edge, a popular point of sale system among jewelry stores, the business was quick to jump on board.

"We were so happy when we learned that Podium integrated with The Edge," said Klubertanz. "Now that the review invite pops up immediately in our system, you literally have to bypass it to not ask somebody. So it's right there in front of our face. And since then we have just seen reviews skyrocket."

CUSTOMER ACQUISITION

Avenue relies on their loyal customer base to keep them ahead of the competition, which includes chains and other independent jewelers. After utilizing Podium for a few short months, not only has Avenue seen their online presence grow, but they have also been able to add a younger buying group to their loyal customer base due to their reviews.

"When people are searching for 'diamonds in Appleton', we would generally be in the top one or two anyway, but we're pulling up number one just because of the number

of our five-star reviews," Klubertanz said. "We've also seen an increase in the number of people who said they chose us because of the great reviews that we have online. Millennials especially, when they're doing their shopping, they go online; they research ahead of time; they know exactly what they want even before they come in the door. They just don't know where to get it. Those reviews show them that we are the place to come."

CONTINUED SUCCESS

Out-maneuvering your competition can be a difficult challenge, but Avenue Jewelers has been very proactive about showing their best face to the customers, and taking customer feedback seriously when it comes to improving their business. And by doing this, they will continue to delight existing customers, and make themselves the obvious choice for new shoppers.

"We're literally sending a review request to every single person who walks through the door," concluded Klubertanz. "Whether we're doing a repair or we're selling them an engagement ring, we're able to get that touch out to everybody. When somebody has had a positive experience, they're more than happy to share that with people."

PODIUM + AVENUE JEWELERS



NUMBER OF
LOCATIONS:

1



TOTAL NUMBER OF
NEW REVIEWS:

277



REVIEW
CONVERSION RATE:

23%



INCREASED OVERALL
STAR RATING FROM

4.5 TO 4.7

ABOUT PODIUM

Podium makes customer interaction easy. We enable businesses to use convenient communication channels to improve customer relationships and build a presence on the most important review sites.

Call us at 1-833-2PODIUM for a free demo.

podium.com