



CASE STUDY

Family Leisure

Family Leisure saves money and improves the customer experience with Convey Engage



About Family Leisure

Founded in Cincinnati in 1967, Family Leisure sells swimming pools, pool tables, trampolines, patio furniture and other home leisure products in the U.S. through its physical stores and e-commerce site, FamilyLeisure.com. For more than 40 years, the company's mission has remained the same: work tirelessly to meet customer needs by creating a family-like relationship with every shopper.

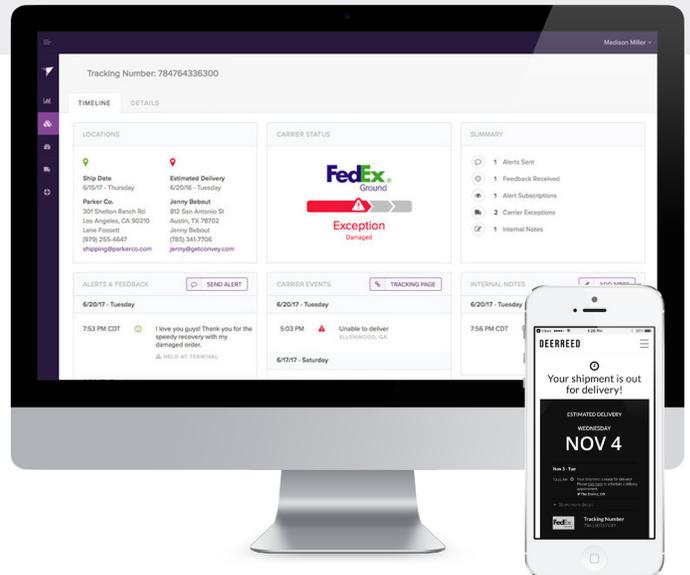


Business Challenge

As Family Leisure headed into the busy 2016 patio season, the company was struggling to balance exceptional service with the influx of "where's my order?" calls, particularly around large item shipments. Family Leisure knew it could create a better experience for customers trying to track their packages and were hopeful that they would find a solution that would reduce their inbound call volume, allowing their small team to spend less time reacting while improving metrics like transit time.

The Convey Solution

Family Leisure engaged Convey to help improve its customer delivery communications process by launching a branded tracking page in time for peak season. Since that initial engagement, Family Leisure has launched the full capabilities of Convey Engage, an all-in-one active delivery management tool which combines deep carrier integrations with customer communication, voice of the customer feedback and exception analytics. The solution has enabled Family Leisure to understand, prioritize and proactively solve issues before customers call, saving valuable time and money and a providing a more rewarding customer experience.



The Results

Improved customer visibility, communication and experience:



Operational efficiency, cost, and time savings:



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Since implementing the Convey Engage solution, we have seen dramatic improvements in our customer service efficiency and a significant reduction in costs associated with inbound calls. More importantly, Convey has allowed us to provide the same trustworthy, personalized customer experience for our e-commerce shoppers that we have always taken so much pride in for our in-store visitors.”

NOAH WILLIAMS

*Vice President,
FamilyLeisure.com*