



Sales Navigator

A CASE STUDY

An expanding Wash Operator grew their membership sales and retained members with Sales Navigator, a **customer journey management tool**. Using this case study, we will show you how omniX Sales Navigator can assist businesses like yours with **optimizing the customer experience**, both before and after the sale.

ABOUT THIS CASE STUDY

The study was conducted over a 10-week period from August through October, with multiple locations and no staff changes or promotional activity. Staff performance was measured and monitored before and after Sales Navigator was deployed, with visual recording and PoS data utilized to validate the success driver of each membership sale.



omniX Labs
Club Member Potential
Beige Toyota | Lane 1 | 3 times this month

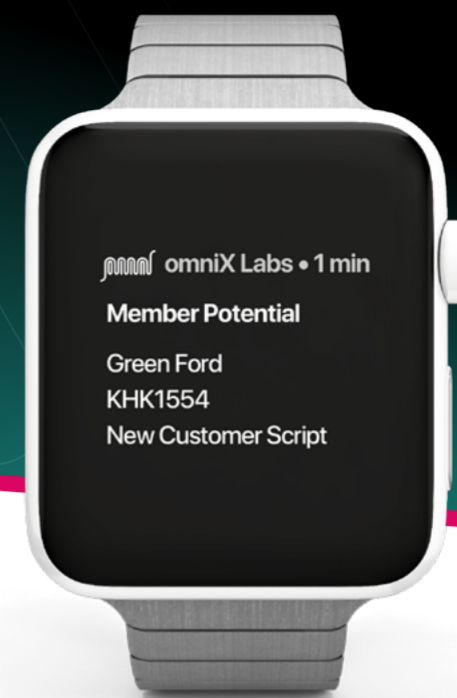
now

11:11

Wednesday, November 15

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Challenge

Like many businesses, this Car Wash Operator faced the challenge of growing their membership sales. However, they struggled to find capable staff, experienced high attrition rates, and had customers who were frustrated by receiving the same boilerplate messages. They needed a way to help them detect non-members, **generate targeted messages in real-time**, and reduce both customer and staff fatigue.

Results

The results speak for themselves. With the help of Sales Navigator, the Car Wash Operator saw a 5.2% increase in membership sales, and a 15.6% omniX conversion rate based on actual Sales Navigator notifications. Additionally, **staff were happier**, more confident, and better engaged, and the largest sales growth occurred with attendants who were not the highest performers.

Solution

Enter Sales Navigator, a tool designed to help businesses own the customer journey. With its real-time message generation capabilities, Sales Navigator was able to detect first-time and repeating non-members and **generate the right target message** to help staff **make the sale**. This not only led to an increase in membership sales, but also helped reduce customer and staff fatigue.

Sales Navigator increases retention through personalized messaging for current members, fostering valuable relationships. Integrated with smart devices, it creates engaging customer journeys and encourages repeat visits.

+5.2%

Increase over existing membership sales

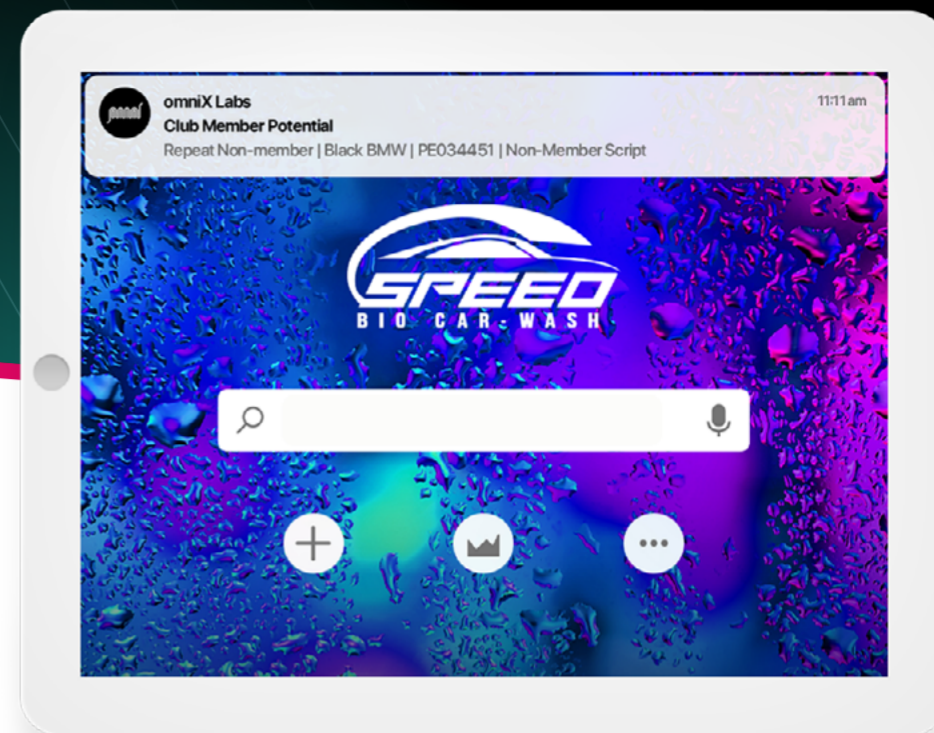
15.6%

omniX conversion rate based on actual sales navigator notifications



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Additional Benefits

Aside from the increase in membership sales, Sales Navigator also helped **boost staff morale and engagement**. By providing staff with the right tools and messages, they felt more confident in their ability to make the sale, which led to higher job satisfaction.

Conclusion

Sales Navigator proved to be a game-changer for this Car Wash Operator. By optimizing the customer journey from before the sale to after the sale, they were able to **grow their membership sales**, boost staff morale and engagement, and ultimately, **provide a better experience** for their customers. If you're looking to take ownership of your customer journey, Sales Navigator may be the solution you've been searching for.



Sales Navigator **increases retention** through personalized messaging for current members, fostering valuable relationships. **Integrated with smart devices**, it creates engaging customer journeys and **encourages repeat visits**.

Unlock the power of your data.

> GET STARTED <

