



JENNY CRAIG

A Retail Franchise Case Study



Company: Jenny Craig
Industry: Retail Franchise

Company Profile

Jenny Craig, Inc. is one of the largest weight management service companies in the world. The company offers a proven, comprehensive program that, through sound nutrition and simple activity, helps clients achieve the balance necessary for optimal weight loss and personal well-being.

Business Challenge

Through its Web site, Jenny Craig offers visitors the chance to contact weight loss consultants at their local center. The company had tried a variety of programs, yet, there was no guarantee on when the prospective client would get a reply. For an emotional, often impulsive, decision like visiting a weight management center, immediacy is key.

Solution

The company implemented a customized Click to Call solution to connect online prospects directly with a weight loss consultant over the phone. Calls are routed to the visitor's local Jenny Craig center directly from the Web site; if the local consultant is not available, the call is directed to Jenny Craig's call center to ensure immediate response.

Results

- Click to Call conversion rates are twice those of previous contact method
- Up to 20 percent of Jenny Craig's call volume is now due to Click to Call
- Improved customer loyalty and branding

"eStara Click to Call helps us to understand our phone calls and to distribute qualified leads to our local franchises."

- Ted Sindzinski, Jenny Craig

For over 20 years, Jenny Craig has been helping people live healthier, happier lives through weight management. With more than 640 local weight loss centers around the globe, the company is one of the leading brands in its category. As part of its commitment to its franchises, Jenny Craig provides a wide variety of comprehensive resources to its local centers, including local store marketing programs. In addition to being a destination site for visitors seeking recipes, menu plans, and fitness products, Jenny Craig's Web site serves as a venue for prospective clients to locate and contact their nearest weight loss consultants.

Business Challenge

In compliance with New Year's resolutions to get into shape, Jenny Craig sees a significant lift in inquiries following the holiday season. With the goal of being responsive, the company used a variety of contact methods to put prospective clients in touch with local consultants, including live chat, and most recently, an email form. While these contact methods were delivering a large number of leads to local centers, delayed response times often resulted in low conversion rates.

Additionally, because email forms did not involve immediate contact, some of the prospects were less qualified, and not quite ready to begin their weight loss journey. According to Ted Sindzinski, who heads Jenny Craig's Internet Marketing initiatives, "With an emotional decision like deciding to seek help from a weight loss consultant, an immediate response from the center is key to signing up a new client. It helps our brand and the local center's ability to get a new customer if they are connected immediately"

With the holiday season looming, the company had less than one month to implement a new, customized solution that would extend its brand message to consumers and, hopefully, increase conversion rates from its Web site.

Solution

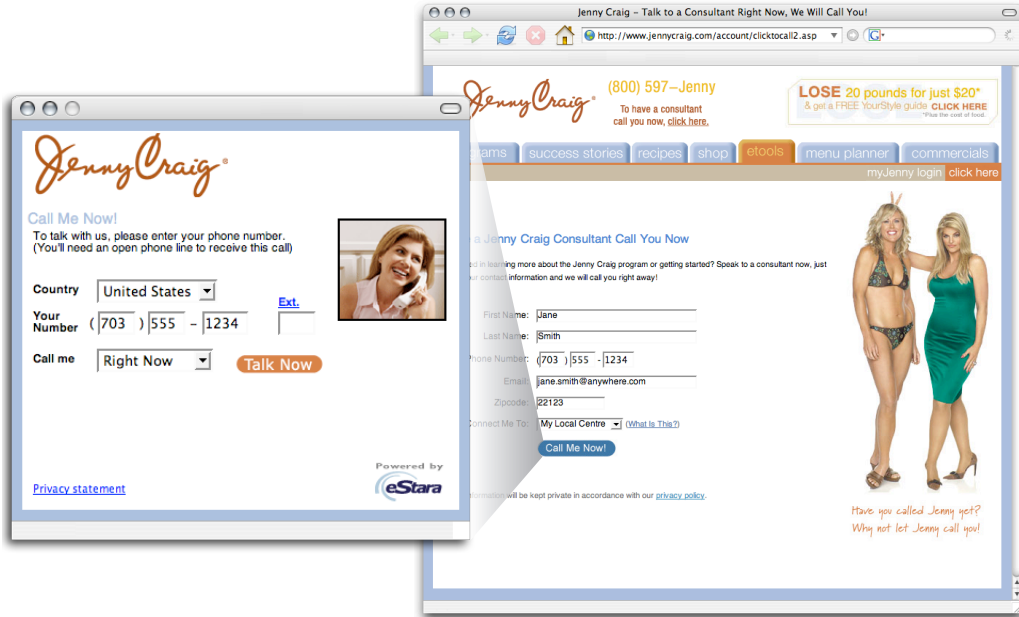
With little time until their peak season, Jenny Craig worked with eStara's development team to create a Click to Call solution designed to deliver more qualified leads from its Web site to the local Jenny Craig centers. Requirements from the local centers included the origin of each lead, so the solution was built with a whisper tone to inform local agents when a call was initiated from the Jenny Craig Web site.

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eStara Click to Call in use on jennycraig.com

The company also wanted to use the power of voice to extend its current branding to prospective clients. Using a customized recording from Jenny Craig's spokesperson, Kirstie Alley, prospective customers were greeted with a message congratulating them on taking the first step towards achieving their weight loss goals.

Jenny Craig wanted to pre-qualify as many prospective clients as possible using Click to Call, so they offered serious prospects the opportunity to contact a consultant through its home page, landing pages, registration pages, monthly emails and banner ads.

Results

"Most of our centers love Click to Call," according to Sindzinski. "It really helps us to understand our phone calls and to distribute qualified leads to our local franchises." Using Click to Call, Jenny

Craig has witnessed conversion rates that are twice those of their previous online contact methods.

And Jenny Craig customers are happy as well. "I loved how my phone rang right away and it was Kirstie Alley who called me," proclaimed one client. According to client surveys, more than 55 percent of those who spoke with a Jenny Craig consultant booked a meeting.

Today, Click to Call accounts for 15 to 20 percent of the company's total call volume.

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