ROOM & BOARD ENHANCES CUSTOMER EXPERIENCE WITH PERSONALIZED APPOINTMENTS

CUSTOMER PROFILE

Room & Board, known for its high-quality, timeless furniture, faced a growing challenge in delivering a personalized shopping experience to its diverse customer base.

CHALLENGE

Reduce showroom overcrowding during peak times.

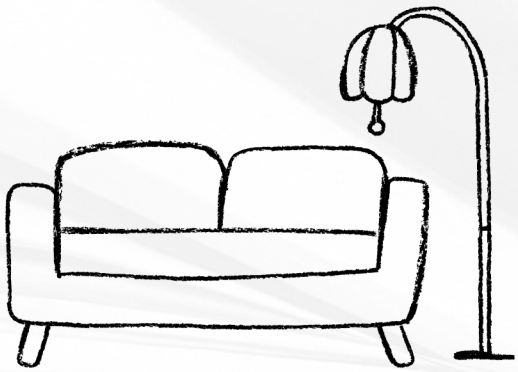
Improve staff allocation to ensure personalized service for each customer.

Boost conversion rates by ensuring well-prepared, one-on-one appointments.

THE SOLUTION

Room & Board partnered with JRNI to implement a comprehensive virtual and in-person appointment scheduling platform that integrates seamlessly into their omnichannel strategy. The platform empowers customers to:

- **Schedule in-store consultations** tailored to their needs, whether for interior design advice or detailed product discussions.
- **Book virtual consultations with design experts** for a personalized shopping experience from home.
- **Coordinate furniture pickups** or delivery consultations.



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THE RESULTS

Customer Engagement	Conversion Rates	Operational Efficiency	Customer Satisfaction
+45%	**+30%**	**+25%**	**92%**
A 45% increase in customers booking appointments, reflecting growing demand.	Customers who booked appointments were 30% more likely to complete purchases.	Optimized staffing schedules during high-demand periods, reducing customer wait times by 25%.	Post-appointment surveys revealed a 92% satisfaction rate.

IMPLEMENTATION HIGHLIGHTS

Custom Appointment Types:
Tailored services such as "Interior Design Consultations," "In-Store Product Tours," and "Furniture Care Advice."

Seamless Integration:
Integration with Room & Board's website, CRM, and point-of-sale systems for a unified experience.

Enhanced Reporting:
JRNI's analytics allowed Room & Board to track appointment success, including attendance rates and conversion to sales.

Only **JRNI** enables furniture and home brands like yours to build and staff personalized customer journeys across appointments, local events and queuing using **a single connected platform.**

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