

JENNY CRAIG

JENNY CRAIG OVERCOMES COMPLEX STORE-LOCATOR NEEDS

National Phone Number Creates Opportunities, Burdens

Jenny Craig, Inc. is one of the world's largest weight-management service companies, with over 452 company-owned and 75 franchised Centres in the United States.

A major focus of its marketing effort is to generate leads through a nationally advertised, toll-free number that enables customers to be routed to the closest Centre nationwide.

Like many companies, Jenny Craig maintained area code and exchange tables to route callers. But the company found this method labor intensive, vastly inaccurate and a drag on revenues.

Maintaining assignment tables for a store-locator program has many downfalls. The most troublesome for Jenny Craig were customer and franchise complaints about locator inaccuracy.

Jenny Craig also faced the burden of incorporating two routing logics into its system because the company-owned Centres required callers to be routed based on radius while the franchise Centres routed calls by DMA. The company's assignment-table solution left this unachievable.

The inability to identify caller location also meant that Jenny Craig was unable to check the hours of operation for the nearest Centre and determine if a call should be routed to an after-hours call center.

The Problems

- *Maintenance nightmare with standard locator solution.*
- *Inaccurate locator program that led to lost sales*

The Solution

TARGUSinfo On-Demand LocationSM services

The Result

- *Improved customer satisfaction and increased revenue from correctly routed calls*
- *Reduced internal maintenance and overall costs*
- *Increased value to franchise owners*

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'TARGUSinfo was the only vendor that was able to meet all of our store locator needs for all of our locations. TARGUSinfo's store locator product provides unmatched accuracy, which has a major impact on our bottom line.'

— Jerilyn Wiech, Information Analyst and Project Manager for Jenny Craig

Meeting All of Jenny Craig's Needs

Jenny Craig knew it had to adopt a new technology that would end the sales-hindering inefficiency of maintaining area code and exchange tables. And it recognized that the company needed a routing solution that would satisfy its complex locator requirements.

Jenny Craig chose TARGUSinfo On-Demand Location services because they would enable Jenny Craig to meet all of its special requirements.

TARGUSinfo's comprehensive store locator solution pinpoints a caller's location within feet. By using a complete 10-digit telephone number, TARGUSinfo is able to route callers to the correct Centre as defined by Jenny Craig, incorporating both radius territories and franchise territories.

With the new technology in place, Jenny Craig is able to use the TARGUSinfo Mapping Tools to incorporate each Centre's hours of operation.

The solution also includes TARGUSinfo On-Demand IdentificationSM services, which enables Jenny Craig to account for the caller's time zone and determine if the call should go to the corporate call center. What's more, the Mapping Tools allow Jenny Craig to manage all of its store attributes, including custom-defined territories down to the street level.

Accurate Solution Leads To Increased Profits

Jenny Craig immediately realized a dramatic decrease in customer complaints about faulty call routing. The solution also substantially increased revenue while reducing costs.

By using On-Demand Identification to identify the caller based on a complete 10-digit number, rather than just the first six digits, Jenny Craig is now able to gain more valuable insight on its callers.

With TARGUSinfo On-Demand Identification, Jenny Craig can instantly see if the caller's phone is commercial or residential and whether it's a cell phone. The company can even see the mail-deliverable address for that phone.

"We have great mapping tools, which help improve our customer service as well as increase revenue so we can see exactly who and where the callers are," says Jerilyn Wiech, Information Analyst and Project Manager at Jenny Craig.