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## **World Floor Covering Association** **Helps Retailers ‘Bring Their Brand to Life’**

### ***WFCA Offers a Practical Guide to Designing a Positive Consumer Experience at Every Touch Point***

Anaheim, CA - March 22, 2011 – Are retailers in control of each and every interaction their customers have with their businesses? Can they ever feel confident that every ‘touch point’ is engaging and effective? The World Floor Covering Association investigates these questions – and the answers may be surprising.

Consider all the different ways that a brand makes an impression upon its customers, associates, employees and other critical partners. The days of focusing solely on the product have gone the way of the dinosaurs and maintaining a price centric strategy will surely drive a business into the ground, as who can compete with the big box retailers?

Today’s business is about creating a compelling and positive experience for the customer that will bring them back, as well as encourage them to sing praises to their friends and families. For the independent retailer, this is a key differentiator from the competition. It is not just a business strategy, it’s a survival skill.

Surprisingly, recent WFCA-sponsored research demonstrates that most member companies do not stop to consider their customer’s experience. Many evaluate their products, their prices, their marketing and advertising and how their company interacts with the customer, but very few focus on how the customer interacts with their company.

Did you know that only 12-14% of customers leave a store for inventory reasons while 68% leave because of poor customer service? Or that only 4% of unhappy customers ever complain? Ninety-percent do not bother to complain — they simply shop the competition. How do companies treat that 4% that takes the time to let them know that they were unhappy? And what are companies doing about the other 96%?

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WFCA Direct — a program provided by Torus Marketing, an independently owned marketing firm, offers a practical, hands-on comprehensive guide to consistent, high quality service. Entitled “There is Only One Boss, A Practical Guide to Designing a Positive Consumer Experience at Every Touch Point,” this easy-to-master roadmap helps retailers design a relevant and engaging customer experience.

To illustrate the guide’s approach, a touch point wheel was created indicating every interaction customers have with a company, from the way that phones are answered and customers are greeted to website designs and advertising messages. It’s in the form of a circle because the cycle never ends. The customer experience fuels initial sales, word-of-mouth and loyalty. Cumulatively, touch point experiences form the foundation of a customer’s relationship with a company and are the basis of a brand.

The new 13-part series, slated to begin airing on in March, will highlight one touch point per month and provide a clear path to optimize each one of them. The series will be featured on [TalkFloor.com](http://TalkFloor.com) and will be archived on the WFCA-pro site for member access, with exclusive supplemental questionnaires, worksheets and guidelines.

### **About WFCA**

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces trade show, is the floor covering industry's largest advocacy organization representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research and industry certification programs and operates the premier consumer flooring website, [wfca.org](http://wfca.org), providing unbiased information about every type of floor covering and connecting customers to member retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [wfca.org](http://wfca.org) and [wfca-pro.org](http://wfca-pro.org).

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