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CASE STUDY

EVERYDAY NUTRITION

Everyday Brings a New Reason to Come Back

A Personal Journey Paid Forward

Everyday Nutrition sprang out of a success story. Owner and founder Amy Day started visiting Patriot Nutrition, an Herbalife club in Pace, FL as part of her weight loss journey. On her way to losing over 100lbs, she quickly became a daily regular and their number one customer as she visited and became friends with the employees there. One day, the club needed an extra hand and Day jumped in to offer her assistance. "When I was a customer," she recalls, "I had decided that I was going to stop eating out and lose some weight. But there was a part of me that really missed the social culture of going out, and that's what kept bringing me back to the club. As I became part of this community I was like, 'You know what? More people need this.' And that's how Everyday was born." Seeing the ins and outs of the business, as well as the combination of effective products and vibrant community, led Day to open up her own club in Pensacola where she lived. With a knack for getting people excited about nutrition and a major dose of determination, Day has turned Everyday Nutrition into a model for success in the personal nutrition sector.



Solid Products, Solid Results

As part of the Herbalife family of supplements and dietary programs, Everyday Nutrition offers meal replacement shakes and energizing teas. Clients come in each day for their favorite beverage as part of a regimented way to get healthy and make improvements in their lives. Day encourages her customers to return again and again not only for the nutritional benefits but for the sense of community she's built at her location. She's even had the words "See You Tomorrow" painted on the wall of her club as both a reminder and an invitation to everyone that comes in.

With many different flavor options to choose from, each customer is able to find the program that suits their needs best. Day notes, "We serve smoothies. It's healthy fast food, and we get results." Acting as a meal replacement in tasty flavors like Banana Bread, Almond Joy, and Strawberry Shortcake, the Herbalife products emphasize calorie balance and smart choices in each client's nutrition journey. And Amy's personal favorite shake? She admits with a laugh that it used to be Birthday Cake, but she's recently switched to Sea Salt Caramel.



Part of the Community

At the heart of Everyday Nutrition's success is Day's commitment to her community both in-store and out. As the face of her business, Amy is constantly attending and sponsoring local events from art festivals, fundraisers, the local Big Green Egg grill fest, and other places where she can actively connect with new and current clients. "Like anything in the marketplace," she explains, "you have to go out and earn." Besides actively seeking business at regional functions, Day also sits on the board for the local college and often hosts sports teams at the club. Some of her staff is made up of high school and college students that she works with to instill the same drive and passion for people that have made her such a vibrant member of her community.

“We really take the time to get to know our customers. It's kind of like walking into Cheers!”

- Amy Day, Owner and Founder

Where Everybody Knows Your Name

Connecting on a personal level is paramount at Everyday Nutrition. "We really take the time to get to know our customers," Day says, laughing, "It's kind of like walking into Cheers!" On top of products that help people feel their best, the culture is a top selling point. The owner is present and knows everyone's name, working behind the bar with her employees to get things done and create a jovial, positive atmosphere. Everyday Nutrition thrives on a winning combination of caring, knowledgeable staff and easy interactions that make getting healthy and staying healthy less of a chore and more of a social outing.



Research and Rewards

Before joining Spark Loyalty, Day made sure that she did her due diligence. "I'd done a lot of research and I knew what I was looking for," she admits. She'd had a lot of success using text-based communications with clients, but many of the services she looked at were based more around email. Prior to Spark, Day would ask for a customer's phone number and then manually follow up via text to check in and see how their experience went. If they were receptive, she'd send along a coupon and invite them back. But with her busy schedule behind the bar everyday, working events, and connecting with her community, the time-consuming task of customer follow up didn't always get done.

Knowing she needed to simplify her process, Day mentioned her issue to Chad St. Aubin, the Herbalife head she'd met when she was getting Everyday Nutrition up and running. Chad was already in talks with Brittany Schmidt, his local Spark representative, so he enthusiastically suggested Everyday Nutrition be one of the pilot clubs for this new partnership. Still, Day was hesitant, and she was quick to point out that the program as pitched centered around email, not texting. Brittany was able to custom build a personalized service for Everyday Nutrition that harnessed both modes of communication, and Day hasn't looked back since. "Spark has over delivered for less than half the price," she beams.



Spark Loyalty in Action

Since partnering with Spark Loyalty, Everyday Nutrition has become a model for other clubs in the area. The cleanly-designed interface is easy to learn and customers have quickly jumped on board. Day and her employees teach new clients to check in on the iPad with their name and phone number, and they instantly receive a stamp. Even when she's busy with other customers, or working multiple blenders at once, Day proudly notes that her loyal regulars will take up the mantle and show newcomers the ropes. They've become so enamored that visitors will say, "Oh hold on, I have to put my number in!" before an employee even prompts them.

On the business side, Day has seen a significant increase in her ability to connect, follow up, and communicate while also prioritizing person-to-person interactions behind the counter. "It's about what you can do faster and what you can eliminate so that you can get back to doing the things you love to do. And that's one thing that I love about Spark Loyalty, when I get off work in the afternoon I don't have to worry about texting those customers or following up because I already have that built in and then I have the opportunity to ramp it up if I want to do more." The backend system is easy to read as well, and client numbers, names, and preferences are all easily accessible.

“The system is built to follow up for me, and I think that's beautiful. So I can get back to doing what I'm really great at doing.”

– Amy Day



See You Tomorrow!

Even when a small business owner works hard and is determined to succeed, there are still roadblocks to overcome. By creating ways for Everyday Nutrition to streamline business processes and communicate with customers more effectively, Spark Loyalty assists Amy Day in helping people to lose weight and get healthy. "In our business model, I think it's a no-brainer," she quips. In an industry where client retention is key to not only the success of the company but also the customers' personal health goals, creating an easy way for people to return day after day helps everyone involved. "Spark Loyalty has saved me a lot of time," Day acknowledges, and because it lets her get back to helping people face-to-face, her customers are now the first ones to say "Hey! I'll see you tomorrow!"

Ready to Try Spark Loyalty?

Call or email the SnowShoe team to book your 30-day free trial.

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Contact us to get started

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