



Complete Nutrition®

Vitamin & nutritional supplement retail store



The Organization

Complete Nutrition is a network of high-quality nutritional supplement retail stores whose mission is to create safe and effective weight management, sports nutrition, fitness and general health programs to help customers look better, feel better and perform better.

Motivation for Change

Founded in 2004, Complete Nutrition is focused on providing personal service, inviting store environments, and truly great products to help people reach their health and fitness goals. Since 2011 Complete Nutrition experienced 250% growth with 153 stores in 37 states. With this explosive growth the company was reaching new markets and enjoying sales success. However, Complete Nutrition's communication strategy and capabilities did not keep pace as the chain grew and added new franchisees. The corporate office was producing high-quality marketing content and product information updates, but was lacking an effective delivery channel to reach their franchisees in a timely and effective manner. Complete Nutrition was primarily using email to share content and information, but due to the emails often being too large and too frequent, important information was getting lost or ignored in franchisee inboxes. From the corporate standpoint this was resulting in the support team spending valuable time fielding questions from individual franchisees looking for marketing campaigns and basic product information. On the other hand, franchisees were missing promotions they needed to opt-in to, training information and other corporate updates.



“With the demographic of our business owners being on average 25 years old and employing 18-22 year olds we found that email was no longer an effective way for the company to reach them. As a result, we needed to find a better means of engagement”

– Dana Burkey, Director of Strategic Business Planning, Complete Nutrition

Desired Solution

After talking with their franchisees at their annual leadership council, Complete Nutrition® knew that they wanted to invest in a robust portal (The Hub) where all marketing campaigns, trainings, and product information, i.e. pricing, nutrition, availability, and shipping details, could live. Essentially, The Hub would serve as a single and central resource for everything a franchisee would need. Single-sign on capabilities and a social feature were critical to the success of the portal.

Why Aspect

Complete Nutrition knew that SharePoint was an option for their Hub but they were hesitant because a previous SharePoint site they had was never fully accepted by franchisees due to a poorly designed user experience.

Once Complete Nutrition started talking to Aspect they realized that THE COMMUNITY of Aspect Professional Services could deliver a Modern Portal Framework on Office 365 that met all their needs and had an exceptional user experience. Aspect helped Complete Nutrition figure out what they needed and how to get a high user acceptance from their franchisees and the team was impressed with the amount of time Aspect spent on discovery to ensure success.

The Results

The Hub was created to align with Complete Nutrition's core value 'To Simplify'. After a thorough discovery, Aspect delivered a complete Modern Portal Framework that is simple, intuitive and easy to use, with the look and feel of a website. Two years ago it would have taken Complete Nutrition six months to roll out a new business initiative, today they can do it with one click on The Hub.

Franchisees have been quick to adopt the new system. Since introducing The Hub, IT Helpdesk has seen a 50 percent reduction in support tickets and they anticipate even greater reduction as more users become more familiar with The Hub.

“One of the nice things about looking ahead with The Hub is that we can spend more time on other business priorities as we no longer have to worry about managing the server, we don't have to do a lot software updates and we can easily add pages and subsites as we need to.”

– Zach Hettenbaugh, Director of IT, Complete Nutrition

Other benefits the company has experienced from their continuing investment in their franchisees:

- Higher product penetration as franchisees can see and order products as they need to.
 - Higher franchisee engagement as business owners engage with one another through the social feature on The Hub.
 - A continual growth in NPS (Net Promoter Score of 87)
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Complete Nutrition® prides themselves on the customer experience they deliver to their franchise owners and The Hub has become the hot spot to deliver training and knowledge to the franchisees to prepare them for success.

When the franchise Hub was implemented it also improved some areas the company hadn't expected. For example, previously the process for requesting a specialized mailer, apparel item or an email was ad-hoc. Franchisees would send an email, but they were often lacking necessary information taking up additional time and resources. With The Hub, Complete Nutrition created forms that make it easy for a franchisee to request items and easy for the corporate office to fulfill the request. In addition, Complete Nutrition expanded their training program. To accommodate all learning styles they created three dimensional training with videos, documents and processes to appeal to every type of learner.

“Our franchisees are buying more than the Complete Nutrition name and products, they are investing in the existing resources that prepare them for success and The Hub is built to make their lives easier and their businesses successful.”

– Mike Boler, CFO, Complete Nutrition

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About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, empowering organizations to unite around the customer journey. Our customer engagement center offers native **interaction management, workforce optimization** and **self-service** capabilities that drive dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging all the benefits of the cloud and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

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