

EXPERIENCE MANAGEMENT SERIES

WHITE PAPER

HOW **MALOUF FURNITURE** BOOSTED SALES
& CUSTOMER EXPERIENCE USING
PERFORMNOW CXM

*A real retail case study in lead management,
automation, and customer journey transformation.*



Executive Summary

Furniture retail has become more complex than ever. Customers now move across websites, chat, phone, text, social media, design consultations, and long post-order wait times. Most retailers still manage these touchpoints with disconnected systems—leading to missed leads, delayed responses, service confusion, and customer frustration.

Malouf Furniture & Design—an 80-year, third-generation retailer—set out to modernize how they managed leads, orders, service, and customer communication. As the business expanded and digital leads increased, their traditional tools could no longer keep up.

By adopting PerformNOW CXM, Malouf centralized leads, automated communication, improved service workflows, and strengthened follow-up across the entire customer journey.

Key Outcomes:

- 15–20% of all leads convert into appointments
- 98% of appointments convert into sales with a greater average ticket
- 80–90% delivery confirmations automated via text
- ~90% reduction in delivery scheduler workload
- Full visibility into leads, service, and follow-up activity
- Consistent, human-feeling communication at scale



About Malouf Furniture

Malouf Furniture operates a major design-driven retail destination in Foley, Alabama, offering:

- 60,000 square feet of retail space
- Furniture and store, mattress store, outlet center, and flooring store
- In-home design services
- Medium to high-end furnishings
- Purpose built distribution center

Their philosophy is built on in-home consultation, long-term customer relationships, and personalized services.

The Challenge

Malouf identified three major friction points:

1. Leads Scattered Across Multiple Systems

Website forms, webchat inquiries, phone calls, and digital ads created many leads — but no unified system existed to manage them. Follow-up consistency varied, and leadership had limited visibility.

2. Long Delivery Delays

Lead times stretched from 4–6 weeks to 6–12 months. Without structured updates, customers felt uninformed and anxious.

3. Service Issues Hard to Track

Service tickets, order updates, and delivery communication lived across emails, spreadsheets, and POS notes. The team needed a centralized way to track issues and respond quickly.

The Solution: PerformNOW CXM

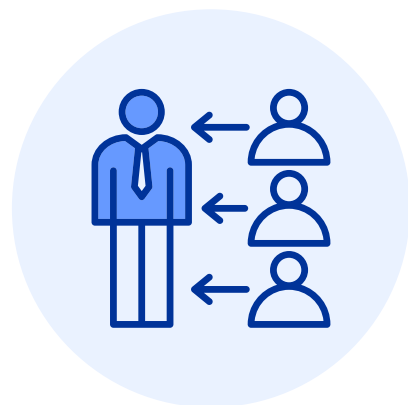
Malouf implemented CXM in phases, focusing first on areas that moved the needle fastest.

1. Centralized Lead Management

All incoming leads were routed into a single Lead Pipeline, managed by a trained Lead Specialist.

Results:

- Uniform follow-up process
- Better appointment setting
- 15–20% of all leads convert into appointments
- 98% of appointments convert into sales with a greater average ticket



2. Sales Pipelines for the Entire Design Team

Every designer now has a personal pipeline automatically populated from DoorCount and other channels. This helps:

- Track all opportunities (big + small)
- Prioritize follow-ups
- Give leadership full visibility into potential revenue

“It creates an organized approach. I can analyze activity and improve the team.”

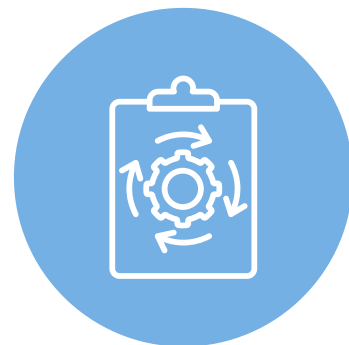
Jeremy Brock

3. Service Ticketing & Order Status Automation

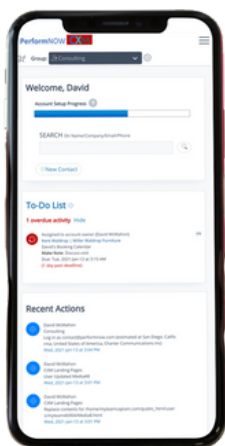
PerformNOW CXM created automated, structured workflows for:

- Customer-submitted service issues
- Delivery photos/notes
- Multi-step internal communication
- Automated reminders and follow-ups

This eliminated guesswork and lost issues, created clear communication and improved response time .



4. Mobile Sales Assistant (iPhone/ Android / Tablet Selling Tool)



Associates can:

- Look-up inventory on any mobile phone or internet enabled device
- Capture customer info on the floor
- Build a cart or wish list by scanning items
- Create quotes and submit sales without leaving the customer

This makes selling quicker and easier, improving close rates and customer experience.

👉 Watch the full video: <https://www.performnow.com/experience-management-maloufs/>

5. Automated Delivery Scheduling

Your delivery is scheduled for Friday

YES to confirm.

A major time-saver: PerformNOW CXM sends a text to customers with a proposed delivery date.

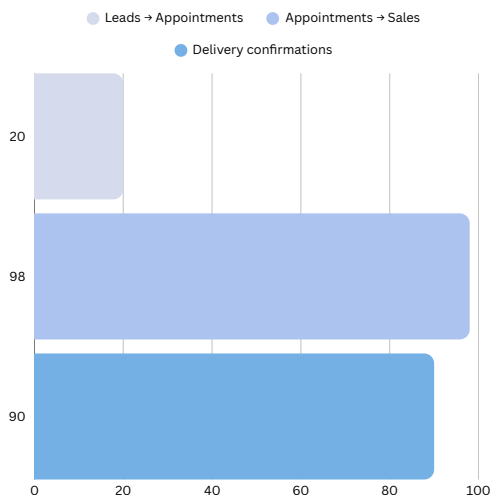
80-90% confirm automatically, reducing manual calls by ~90%.

“We’ve been shocked at how many customers just confirm. It cut her job down by 90%.”

Gardner Malouf

Results

Malouf’s CXM adoption produced measurable improvements:



- 15–20% appointment conversion from digital/phone leads
- 80–90% delivery confirmation rate via automated text
- Service tickets tracked in a unified view
- Associates stay with customers longer using Sales Assistant
- Leadership visibility into real-time sales & service pipelines
- Consistent customer updates during long delivery cycles

Takeaways for Retailers from Malouf’s

- Start with lead management — it delivers immediate ROI.
- Adopt service ticketing early to eliminate chaos.
- Automate delivery scheduling to save hours every week.
- Use automation to feel more human, not less.
- Assign a PerformNOW CXM champion to experiment, test, and refine.

PerformNOW CXM

See how PerformNOW CXM can transform your sales and customer journey.

👉 Visit performnow.com

👉 Book a demo, email david@performnow.com

👉 Watch the full video: <https://www.performnow.com/experience-management-maloufs/>