

MALOUF FURNITURE & DESIGN

An eXperience Management Customer Story

How Malouf Furniture Boosted Sales & Customer Experience Using PerformNOW CXM



Executive Summary

Furniture retail now spans websites, chat, phone, text, social media, design consultations, and extended post-order timelines yet many retailers still rely on disconnected tools, resulting in missed leads and inconsistent service.

Malouf Furniture & Design modernized its operations by adopting PerformNOW CXM, centralizing leads, automating communication, and improving service workflows to deliver more consistent follow-up across the entire customer journey.

About Malouf Furniture & Design



Left: Jeremy Brock, Sale Manager
Right: Courtney and Gardner Malouf, Owner

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, chat 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

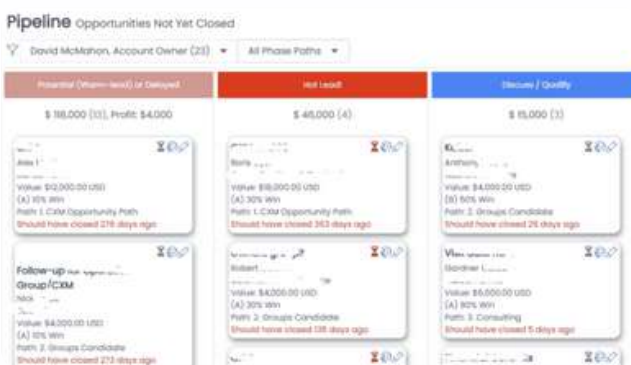


“We have seen that about 20% of our business come directly from our lead management and CXM systems.”

Gardner Malouf

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 from ALL lead sources, not just new in-store prospects.
- Prioritize follow-ups with pipeline stages that lead to greater success rates.
- Give leadership full visibility into potential revenue
- Build and organize more leads from past customers as well as new in-process prospects (digital and in-store).

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

Jeremy Brock

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

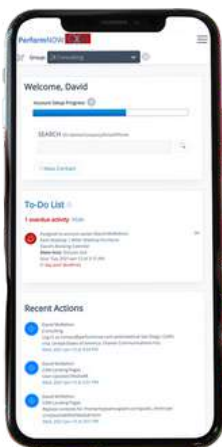
3. Service Ticketing & Order Status Automation

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 (Mobile & 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.

5. Automated Delivery Scheduling

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%.

Your delivery is scheduled for Friday

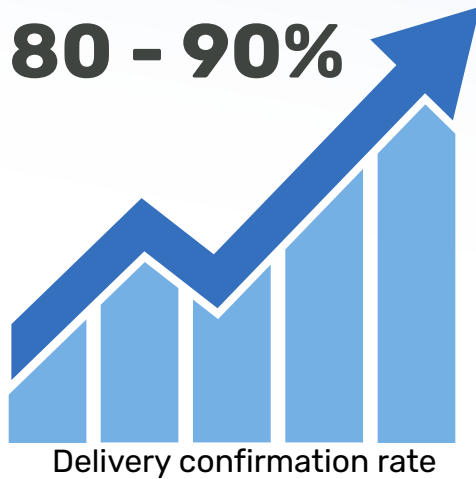
YES to confirm.

“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.

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

👉 Visit [performnow.com](https://www.performnow.com)

👉 Book a demo, email david@performnow.com

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

PerformNOW CXM