WEAVER'S FINE FURNITURE OF SUGARCREEK

An eXperience Management Customer Story

How Weaver Furniture uses PerformNOW CXM to unify sales, marketing, and post-sale operations

The Challenge: Standing Out in a Crowded Market

For Weaver Furniture, a family-owned custom Amish furniture retailer in Sugarcreek, Ohio, the competition is extensive. The company started in 1992 on an open lot selling outdoor furniture, but today it operates a 25,000 square foot showroom featuring completely custom pieces for every room in the house, in the heat of Amish country.

In this specific region of Ohio, high-quality craftsmanship is the baseline, not the differentiator. Kevin Yoder, who has been with Weaver for 27 years, describes the competitive landscape:

> 66
>
> **We have 35 retailers in a 50 mile radius that offer similar... high quality Amish furniture. So we have to make sure that we are the best and on top of our game in everything we do, including customer experience**
>
> 99

Operating a custom business model means dealing with extreme complexity. About 90% of what Weaver sells is custom-made, many times requiring full-scale CAD drawings and specialized finishing. These are not quick sales; they are high-touch projects that often span a six-month process.

To lead the market, Weaver recognized that customer experience (CX) had to be their primary competitive advantage. However, after 30 years in business, they faced a growing internal hurdle: *"Tool Sprawl."* The business had accumulated a fragmented stack of "little tools and subscriptions" for email, QR codes, forms, and lead tracking.

This resulted in:

- **Data Silos:** Sales and marketing information lived in separate worlds.
- **Operational Friction:** Staff were burdened by manual double-entry between systems.
- **Inconsistency:** Long-term follow-ups were difficult to maintain without a unified view of the customer.

👉 Watch the full video: https://www.performnow.com/experience-management-with-weavers-furniture/

The Solution: Moving "Behind the Pipeline"

Weaver chose PerformNOW CXM because it offered much more than just a sales board. While many companies focus only on the front-end sales funnel, Weaver found the real value in the full customer journey: marketing, lead-generation, sales, operations, and service.

> **Over the last year, we decided we wanted to bring everything under one umbrella. That's where we started using the CXM software from PerformNOW.**
>
> – Kevin noted.

Real-time data without the double entry

The first big win was connecting the CXM to their Point of Sale (POS) system via an API. This meant that customer info, sales orders, and delivery details started talking to each other automatically.

- **No more double entry:** Information flows in real time.
- **Full visibility:** The team doesn't have to jump between programs to see an order status.

Personalizing the marketing at scale

Weaver moved email and web marketing into PerformNOW CXM to give sales teams a real-time "dashboard" of customer behavior. Salespeople see exactly when a customer opens an email or visits a specific webpage, allowing for informed follow-ups. To keep automation human, every message includes the salesperson's photo and direct line so the customer knows who they are dealing with.

Automations: "Favorite" Feature

The goal was to stay in front of the customer without hiring more office staff. Weaver built "trigger points" where emails and/or texts go out automatically based on where the customer is in the process.

> **"I think the biggest thing that everyone likes the most is the automation. It really takes away the manual tasks."**
>
> – Kevin

👉 Watch the full video: https://www.performnow.com/experience-management-with-weavers-furniture/

# The Results: A System that Pays for Itself

The transition to a unified PerformNow CXM wasn't just an operational upgrade; it was a financial one. By auditing their "little tools and subscriptions" and moving them all into one platform, the savings added up quickly.

> **With all the services that we canceled and subscriptions that we got rid of... it paid for the CXM monthly,**
>
> – Kevin

Beyond the cost savings, Weaver now has a platform they can continue to grow with. Even after a year of use, they feel they have "only scratched the surface" of what the automation engine can do for their customer experience.

Weaver's Playbook for Success
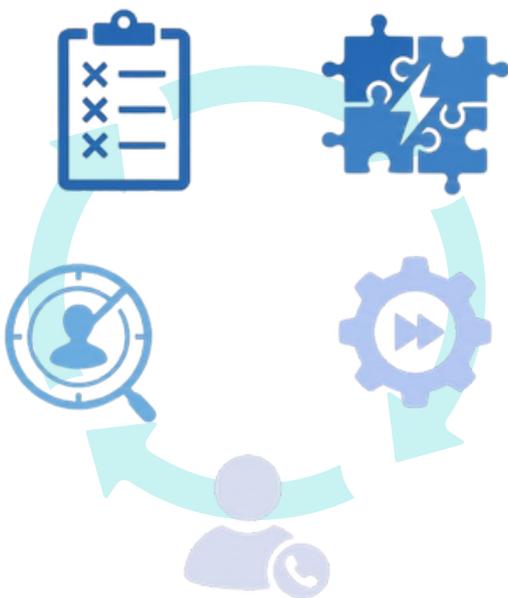
☑ **Audit your tools:** See what you can cancel by moving to a unified platform.

☑ **Connect your data:** Use an API to stop manual data entry between your POS and CRM. (PerformNOW are "MASTERS" in this).

☑ **Use "Known Contacts":** Watch web traffic and email clicks to guide your sales follow-ups.

☑ **Automate the routine:** Use triggers for post-sale surveys and delivery updates.

☑ **Keep it personal:** Ensure every automated message includes a real person's name, photo, and direct line.

Is Your Experience Differentiating You?

If your customer journey and selling process relies on disconnected tools or manual memory, it may be time to modernize. Weaver Furniture proved that you can simplify operations while keeping the personal service your store is known for.

👉 Visit performnow.com
👉 Book a demo, email david@performnow.com
👉 Watch the full video: https://www.performnow.com/experience-management-with-weavers-furniture/

PerformNOW CXM