



## Company Background

Erik Organic is in the custom furniture business. They create solid wood furniture to impeccable quality standards for customers in North America. Erik Organic is owned and operated by Erik Schimek. He has been offering custom furniture via the Internet for over a decade.

The company offers a design service to help customers visualize what their furniture will look like. Customers send a sketch or a photograph with a description of what they want the piece to look like and Erik Organic's graphic designer will create a photorealistic mockup. This helps customers see how it will look before placing an order. The custom design process incorporates any combination of design aesthetics; type of wood, wood stain color, size, as well as virtually any customer requested feature. This process assures that each piece is handcrafted to individual needs.

Whether you're looking for furniture for the home or office, Erik Organic can create a custom, handcrafted piece that is sure to please. They are so confident that you'll love their furniture; Erik Organic offers a 100% satisfaction guarantee on every piece they make.

## Target Market

Erik Organic targets businesses and consumers who are looking for high quality custom furniture in North America. It's a challenge for them to target a specific demographic because customers, whether business or consumer, are typically looking for a custom piece of furniture to fill a particular space.

# Case Study



Once their order has been fulfilled they may not need another piece for many years. That means the target market is anyone who is looking for high quality custom furniture. Erik Organic also works with interior designers to craft custom pieces of furniture.

## Business Challenge

Before LeadMaster Erik Organic used email and spreadsheets to keep track of interactions with customers and prospects. As the business grew it became apparent they needed a better method. They wanted to enter information from past customers as well as capture information from people who were calling or visiting the website. They wanted the information to flow into the LeadMaster system automatically when people visited the website and filled out forms to request additional information. There is a long lead-time for custom furniture with many details that need to be tracked and monitored; like type of wood, color of the stain, type of finish and hardware etc. Keeping all of this information manually was a challenge and so they wanted to have the system keep track of that as well.

## Solution

Erik Organic uses LeadMaster to keep track of all customers, old and new. Old customers were entered into the system manually. The Erik Organic website captures new customer data from the 'contact us' page on the website, enters it into the LeadMaster system and sends an email to the customer service people with the information from the website form letting them know someone needs assistance. Designs, photos and images are attached to the customer record in LeadMaster along with notes of conversations with the customer. The LeadMaster opportunity management section is used to track the customer's requirements and progress on selection of type of wood, color of the stain, type of finish and hardware etc.

# Case Study



## Results

Erik Organic is growing rapidly. Searching and reporting on opportunities has helped them stay on top of their business. LeadMaster helps to keep their custom built furniture projects moving along by tracking the decisions customers need to make on their orders like wood type and finish. LeadMaster has also made handling customer requests for wood samples easier by sending customer service email reminders. Future plans including using LeadMaster's email marketing function to produce an electronic newsletter and using the marketing ROI reports to determine the effectiveness of online ad campaigns with multiple landing pages.