

# CONSUMER AFFAIRS

---

## BCI Acrylic

Creating fresh solutions to bathroom remodeling

Luxury  
  
Bath  
Technologies

 BathPlanet®

# About BCI Acrylic



BCI Acrylic Bath Systems is one of the largest independent manufacturers of acrylic bath liners, shower liners, wall surrounds, and related products for the bathroom remodeling industry.

- ★ Partnered with ConsumerAffairs in 2017
- ★ 571 combined customer reviews on ConsumerAffairs
- ★ Average 4.4 star rating among customers

## CREATING A FRESH SOLUTION TO BATHROOM REMODELING

BCI Acrylic Bath was founded to address the concerns of many bathroom remodeling companies in the areas of quality and service. BCI Acrylic and flagship brands Bath Planet and Luxury Bath, provide a total commitment to the quality of their products, customer relationships, and customer service through the integration of people, technology, and business systems. Creating a fresh solution to bath remodeling, BCI Acrylic offers a stylish, cost-effective, low-maintenance bath improvement to homeowners, commercial customers, and consumers with accessibility needs.

“ BCI Acrylic was founded because we wanted to provide superior products to bathroom remodeling companies, homeowners, and business owners. From the beginning, our mission statement has included commitments to manufacture the best products and to provide outstanding customer service. We go the extra mile to ensure that we exceed customers’ expectations in every way.



**Eric Peschke**  
Director of Marketing,  
BCI Acrylic



# Challenge: Selling Peace of Mind and Quality



BCI Acrylic prides itself on providing quality products and workmanship in a marketplace looming with dissatisfied consumers from experiences with other companies.

## SOLUTION: CREDIBILITY THROUGH AN UNRIVALED REPUTATION AND REVIEWS

BCI Acrylic developed an unrivaled reputation for quality and workmanship as a manufacturer of acrylic bath and shower solutions. They extend that level of quality into all of their products to provide the optimal customer experience. BCI Acrylic ensures that their many dealers of Bath Planet and Luxury Bath products share the same expectations of customer service and quality workmanship. Customer reviews prove to be extremely important for brands like BCI Acrylic, who operate with many dealers across the country. Making sure existing customers receive the best possible customer service and quality products are critical to stand out from the crowd.

“ We educate our dealers and give them background about our review collection efforts with ConsumerAffairs. They know that we will reach out to customers to get feedback and if there is a dispute, our customer care team and the dealer will resolve the dispute with the customer. It is handled at the corporate and dealer level so that everyone is on the same page



## Exceptional Customer Experience Through Collaboration

BCI Acrylic knows that 50% of their potential customers are doing research on a mobile device and their online reputation is of utmost importance. With the ability to collect reviews and provide direct support to customers who share feedback on ConsumerAffairs, BCI Acrylic has access to a wealth of data and customer experiences to share with their dealers across the country to ensure the highest quality product and service is being delivered to their customers.

# Success: Gaining Visibility and Earning Trust



Visibility on the ConsumerAffairs platform gives BCI Acrylic a distinct advantage in organic search. Customer stories provide the social proof to back up their marketing message of total commitment to quality and service.

“

**With ConsumerAffairs, we are able to get an email when a new review comes in. This allows us to respond quickly to every review and sets things in motion immediately if there is a negative review so the issue can be resolved as quickly as possible.**

”

## BCI ACRYLIC BUILDS AUTHORITY AND TRUST WITH CONSUMERAFFAIRS

Armed with real-life experiences that are shared through verified customer reviews, leads that filter through trusted third-party review sites such as ConsumerAffairs are more informed. This information not only enables consumers to make smart decisions, but it provides BCI Acrylic and its brand's more qualified leads that are further in the sales funnel.

With real-time review notifications, BCI Acrylic is able to view and respond to reviews quickly. These reviews also provide BCI Acrylic the opportunity to see potential areas of improvement. They take any issues that may come up, resolve them and work with the dealers to see where improvements may be needed. This arms BCI Acrylic with the advantage of being in-the-know and the ability to stay ahead of the game to ensure superior customer service at every level.

# Key Findings: Engaging to grow

## Engagement and visibility plays a critical role in marketing to consumers in organic search

Big ticket purchases take longer for consumers to decide on, and consumers research online before buying

**65** average number of DAYS from start of research to making purchase\*



ConsumerAffairs lead paths shorten this cycle for brands



**6** average number of HOURS from first touch to brand contact



**48** average number of HOURS from first touch to brand contact

Great customer stories and early visibility work to deliver high conversion leads

## Outstanding customer experience delivery by BCI Acrylic and driven by ConsumerAffairs

Build a trusted brand reputation and source high conversion leads with a ConsumerAffairs partnership:

- Collect verified customer feedback with review paths geared toward your customers
- Monitor reviews and engage customers with our streamlined review management system
- Use consumer insights to make data-driven decisions
- Multiple lead generation paths connect your brand with ready-to-buy consumers
- Our Client Success team helps you unlock the key to a new revenue stream

Visit [www.consumeraffairs.com/brands](http://www.consumeraffairs.com/brands) to learn more