

# CONSUMER AFFAIRS

---

## Independent Home



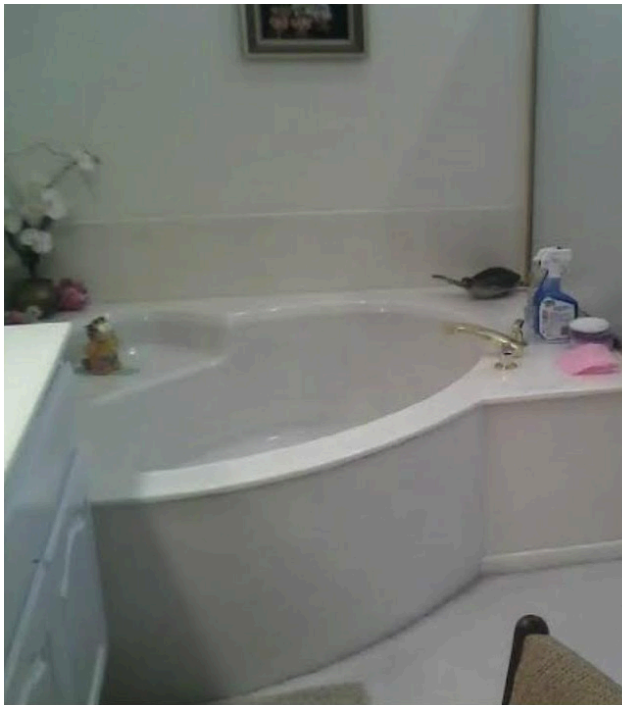
Investing in the  
well-being of customers

# Independent Home: Your walk-in tub experts

In business for the last 10+ years, Independent Home manufactures, sells and installs some of the highest-grade walk-in bathtubs available on the market today. They provide turnkey solutions to people looking to bathe safely in the comfort of their own home.



“ It is the mission of Independent Home to help customers combat their challenges and improve their quality of life.” - Jake Holman, CMO



## Customer engagement at the forefront

With multiple customer touch-points, quality of communication is key for Independent Home. Customers view walk-in tubs as an investment in their well-being, and Independent Home focuses on offering an engaging experience to make the customer journey that much more special.

*Pictured: Happy Independent Home customer, before and after installation photos.*

## A GROWING CUSTOMER BASE WITH UNIQUE NEEDS

The aging population is increasing. The Center for Disease Control and the National Council on Aging report frequently on fall prevention and the associated cost of these fall-related injuries. With the knowledge that many of these accidents occur in the bathroom, coupled with the growing lifestyle choice of *aging in place* or *living in place*, the market for Independent Home's services is certainly a growing one.

Independent Home's customers are people that are having challenges getting in and out of a traditional bathtub. Walk-In Tubs are designed for safety and therapeutic relief. Some customers are more mobility impaired, some are planning for the future, some have disabilities, and some just want to stay in their home longer. Others are folks looking to manage aches and pains, arthritis, and other medical conditions with hydrotherapy massage. Although the senior demographic is the group that most often purchases walk-in tubs, the benefits are not specific to this age group and Independent Home sees a wide variety of consumers, all with unique needs.

## THE CUSTOMER JOURNEY

As one of the most long-standing walk-in tub companies, Independent Home is well known for quality products and quality installation. Customers, who come from all over the United States, might find the company through the Better Business Bureau, on an accredited site like ConsumerAffairs.com, or from a past customer referral.

Consumers visiting Independent Home's website will find a great knowledge base resource with product-specific information and easily downloadable brochures to help them make informed, smart decisions about their product needs.

The company prides itself on providing a personalized experience for each customer. After an inquiry is submitted, an on-site consultation is scheduled to take measurements, share offerings, recommend the best solution for the client's unique needs and provide a no-obligation quote that includes installation. If the homeowner chooses to move forward with the project, installation is typically scheduled for two weeks from that initial consultation.

## AN ALL-STAR APPROACH TO CUSTOMER SERVICE

Buyers understandably have a lot of questions when approaching the purchase of products like those offered by Independent Home, they're looking for a life-changing investment. That's why Independent Home takes extra time with each customer to make sure they have a complete understanding of everything during each step of a project.

Installation is where the process really shines. As Independent Home CMO, Jake Holman explained, "a customer could have the greatest walk-in bathtub in the universe, but without the right installation team, things can go wrong fast." That's why Independent Home works with a small number of trusted installers that are paid well because they are highly skilled in multiple trades: plumbing, electrical, demolition, finish work, and more. Many offer a personal touch, as evident in this thank you letter for a walk-in tub installation completed in Washington in July, 2016.



“Dear Scott,

We want to thank you for having such a qualified and talented man as Matthew C. on your staff. We feel so fortunate to have gotten him for our installer. His job was done to perfection and we appreciate that very much.

Often times professionals have abilities but not personality or communication skills, Matthew surely has both and was a joy to have in our home. We look forward to enjoying our new tub.

Thank you again.”

**Roger and Patty T.**  
Independent Home Customers



## A GUIDED TOUR ALLEVIATES CUSTOMER APPREHENSION OF THE UNKNOWN

Customers often have questions about what will take place during their installation, so Independent Home prepared a time-lapse video of a complete walk-in tub installation to help their customers visualize the transformation that will take place in their bathroom.



## CUSTOMER FEEDBACK TO MONITOR QUALITY

In addition to a quality installation, Independent Home requires its installers take ample time to explain to the customer how to use the tub. Each customer must sign a completion certificate to ensure they are happy with the project in order for it to be officially complete. This is paramount for managing quality. The installer is, in many cases, the last person that visits with the customer before the project is complete. This type of customer-focused service and engagement is a pillar of success for Independent Home.

To identify opportunities to improve their businesses and the customer journey, Independent Homes uses ConsumerAffairs review collection resources so their team captures the entire customer story. With the ability to collect, listen and engage with customer feedback, Independent Home has access to rich customer insights while building on their trusted brand reputation as a top provider of walk-in tub solutions.

- ★ **Leave-behind review postcards encourage customer feedback on-site**
- ★ **Customer analytics help pinpoint trends at the state, regional, and national level**
- ★ **Feedback helps maintain quality across every facet of operations and engagement**
- ★ **Verified customer reviews give prospects a complete view into the customer experience**

## EARNED TRUST THROUGH QUALITY PRODUCTS AND SUPERIOR SERVICE

Independent Home manufactures their own walk-in tubs and maintains a strict quality-assurance policy. Every tub is rigorously tested during construction with checkpoints on functionality, craftsmanship, electrical components, and to ensure a watertight seal, allowing the company to confidently provide a lifetime warranty with installation of their walk-in tubs.

As a factory direct company, Independent Home has single-source accountability for sales, installation and service and 10 years of experience has allowed the company to perfect each aspect of their business for the betterment of the product and consumer.

“ Our company reputation is the result of doing the right thing, day-in-and-day-out. We are in servitude to our customers and that philosophy shows throughout your project. Our primary goal is to help people. We’d recommend checking reviews and prospective customers to make their own determination about us.” - Jake Holman

## THE SMALLEST DETAILS MAKE THE BIGGEST DIFFERENCE

From being on time to making sure the customer doesn’t feel pressured by the in-home consultation, Independent Home offers a concierge service to support customers through the entire process and help them make an educated decision. Solving customer feedback issues helps Independent Home provide a customer experience reflecting their commitment to treat customers like family.

- ★ Partnered with ConsumerAffairs in early 2015
- ★ 238 customer reviews on ConsumerAffairs
- ★ Average 4.6 star rating among customers
- ★ A+ rating on Better Business Bureau



Visibility on the ConsumerAffairs platform gives Independent Home a distinct advantage in organic search. Customer stories provide the social proof to back up their marketing message.



A complex customer journey requires close attention to customer engagement from the first touch to successful installation ... and beyond.

“Hindsight is 20/20. ConsumerAffairs gives us a 360-degree view of the customer journey from first call to completed installation through their platform.”

## REVIEW MANAGEMENT A CLEAR WIN FOR INDEPENDENT HOME

Like many companies, with each new inquiry Independent Home receives, they are always sure to ask how the homeowner heard about their services. The oft-repeated response? “We found you online and see that you are highly reviewed.”

Independent Home saw the importance to maximize and centralize this feedback from their existing customers, and chose to partner with ConsumerAffairs to better capture these authentic customer stories. Reviews build trust, and that trust is why customers end up buying from Independent Home.

- ★ An authentic star rating adds credibility to reviews
- ★ Buyer’s Guide ranks #1 for best walk-in tubs and walk-in tub reviews\*
- ★ Buyer’s Guide visibility on the first page of SERPs for 50 keywords

### Feedback builds momentum among employees at Independent Home

Reviews play an additional role within the growing organization: When any Independent Home team member receives positive feedback, the company shares the story with the entire team to celebrate team successes. The practice of sharing great customer stories aligns with their company culture and keeps the team focused on their mission.

\* As of July 2016

## DEDICATION BRINGS RESULTS

Just take a look at this customer review left on Independent Home's accredited brand page on ConsumerAffairs.



Ann Marie of Randolph,  
MA

July 26, 2016

Verified Reviewer ✓



Satisfaction Rating

"As an educated consumer I have been accused of being obsessive about "doing my research". The fact that this purchase of a walk-in tub was for my mom made me be even more diligent. That's when I came across Independent Home online. From my initial call with Ari I felt at ease with his concern and desire to accommodate us with whatever we would need. He visited her home and I must say that this is where he belongs... In your home.

As a nurse I am sensitive to the fact that those in the "home care" world must have empathy... He listened intently to the details of mom's latest fall. He picked up right away on my anxiety given the fact that I live out of town and am trying to do whatever I can to make her home as safe as possible. His calm, caring demeanor allowed me to be able to hear all the information he was sharing with me. After a few minutes with his tape measure he laid out a plan for us. I never felt pressured or uncomfortable with the decisions I needed to make regarding the tub model that we chose.

On installation day my "crew", Riaz, Roberto and Brian, showed up at the door ready and prepared for the day. I was taken back by their care and respect for my mother's home... not the usual with my experience with contractors/installers. They listened to me, listened to Ari who had spoken with them before they came and did not stop working for the entire time they were here!! The ancillary concerns I had when I initially met with Ari were carried out by the crew to a T. Roberto went over everything with me during the demonstration of the tub operation and I was thrilled with the entire experience. If you don't choose Independent Home for your tub purchase and installation I wish you luck. 5 stars does not say enough. Thank you so much IH... Please consider this review a verbal hug!!!"



# 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

**79** 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 Independent Home 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 teams helps you unlock the key to a new revenue stream

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