



BUTCHERBOX

RTA OUTDOOR LIVING CASE STUDY

AT BUTCHERBOX, WE BELIEVE THAT BETTER MEALS FORGE LASTING BONDS.

Overview

ButcherBox, a premier online purveyor of high-quality, responsibly-sourced meat and protein, partnered with RTA Outdoor Living, an eCommerce leader in "ready-to-assemble" outdoor kitchens. This unique collaboration has not only strengthened customer relationships for RTA but also created memorable brand experiences for both companies' clients.

Challenge

RTA Outdoor Living aimed to enhance its customer experience by offering an added layer of hospitality and customer care. They wanted to:

Surprise and delight new customers during grill demonstrations.

Provide a high-touch solution to retain customer satisfaction when issues arose.

Encourage post-purchase survey participation to continuously improve the customer experience.

Solution

The partnership with ButcherBox allowed RTA Outdoor Living to provide curated gift boxes of premium meats for various customer touchpoints. These gift boxes were designed to:



ENHANCE THE GRILL DEMONSTRATION EXPERIENCE

During new grill setups, customers receive a demonstration using ButcherBox meats. This not only allows customers to enjoy their grills with high-quality products but also introduces them to ButcherBox's offerings.



CUSTOMER SATISFACTION AND RETENTION

If there's a delay or issue with an order, RTA sends a ButcherBox gift box as an "I'm sorry" gesture, elevating the overall customer service experience and helping to rebuild trust.



ENCOURAGE FEEDBACK

ButcherBox gift boxes are offered as incentives for survey completion, making the feedback process feel valued and appreciated by RTA customers.



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Results

This strategic gifting approach has had a significant impact on RTA Outdoor Living's customer satisfaction and brand loyalty. Key results included:

ENHANCED BRAND PERCEPTION

Customers appreciated the premium ButcherBox gift boxes, associating both brands with quality and attentiveness.

INCREASED SURVEY PARTICIPATION

The incentive of ButcherBox products led to a measurable increase in survey responses, giving RTA valuable insights to improve their offerings.

IMPROVED CUSTOMER RETENTION

The gesture of sending ButcherBox gift boxes as an apology for service issues helped to smooth over challenging situations, ultimately boosting customer retention.

Conclusion

The ButcherBox and RTA Outdoor Living partnership illustrates the power of strategic corporate gifting to enhance the customer experience. By integrating ButcherBox into their customer touchpoints, RTA has strengthened customer relationships, improved brand loyalty, and created a unique experience that keeps customers engaged and satisfied. This partnership serves as a model for businesses looking to use corporate gifting as a tool for customer satisfaction and brand differentiation.



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