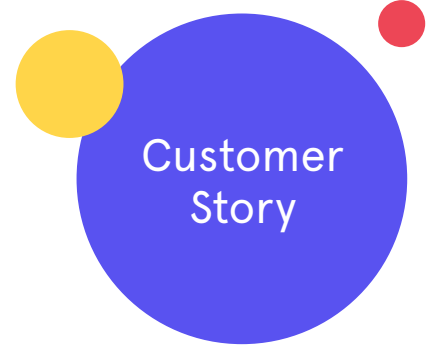


signpost



# The Red Door by Elizabeth Arden

## The Challenge

With 29 day and resort spa locations across the country, The Red Door Salon & Spa is a national destination for clients looking for the best in beauty and wellness. Ever on the industry cutting edge, The Red Door wanted an efficient way to ensure their online presence matched their exceptional quality of service across locations. The Red Door partnered with Signpost to achieve that goal.

## Signpost Solution

Signpost was able to deliver on The Red Door's objectives due to its robust AI-driven CRM. Unlike other customer relationship management (CRM) platforms, Signpost automatically collects incoming phone and email information on-site to create detailed contact records. Signpost then uses these records and machine learning to generate reviews, NPS, feedback, and loyalty offers to the right prospects at the right time. This all-in-one solution ensures that brands are always in front of the right consumers and have their finger on the pulse of customer sentiment.

Find out how Signpost can help grow your business.  
Visit [signpost.com](https://signpost.com) or call (855) 606-4900.

"Signpost's AI has delivered above and beyond our expectations for managing our online reputation. Signpost was incredibly easy to work with and they delivered results for us in just 30 days."

ELIZABETH R. WHITMAN, CMO  
THE RED DOOR BY ELIZABETH ARDEN

## The Results

**Reviews:** In just 2 months, Signpost's automated emails generated [97 positive online reviews](#) for 8 Red Door locations, increasing their average Google star-rating by [18.4%](#).

**Feedback:** The Red Door locations using Signpost received [4,469 Net Promoter Responses](#) in the first 2 months, with an average score of 62, providing the business with valuable and actionable insights into customer sentiment.

**Customer Records:** Signpost helped The Red Door to build and maintain over [17,000](#) customer contact records, allowing The Red Door to generate even more results across locations with best in class automated campaigns.

Get started