

Case Study

Rocky Valley Bike Snow Sports  
**Strong reliable branding improves customer experiences**



Mount Beauty retail, café and hire business Rocky Valley - Bike Snow Sport offers a range of products and services. They are a family business who specialise in making your ski or cycle holiday run smoothly.

Primarily they hire snow gear in Winter and cycle equipment in Summer while complimenting this with sales of the latest brands and equipment on the market. Once equipped customers can enjoy the comforts of the café before continuing their journey.

Purchased in 2010 Brian's and Glenyse's goal was to offer their customers great service both online and off, while keeping up to date with the ski and cycle industry. Their website and branding were hindering this vision.

Now over 18 months on Glenyse finds she has more time to focus on other aspects of the business and is not stressing about the brand integrity and website updates. There has been a significant increase in online bookings allowing staff to be more organised when customers arrive providing them the opportunity to offer better in-house customer service.



"Business marketing is not my strong point and this process has been a great learning experience, and the business has only benefited from it.  
Looking forward to seeing what the future brings, thank you Fiona and Jayden for all your support and professional service."

Glenyse Peacock • Rocky Valley



## ✓ The Challenge

With 9 years of operation under their belt and strengths in finance and customer service, business owners Brian and Glenyse were finding it difficult to focus on exactly what their brand needed to say and what they wanted to achieve.

They were finding their website was hard work, in need of a fresh look and was potentially turning customers away. There was no solid branding in place and a lack of a consistent look and feel across marketing assets.

The challenge was to develop a strong brand that engaged the end user and to offer a better online booking experience that could be easily managed by staff. This would then enable staff to focus on customer needs prior to their arrival, offering them a more organised, faster instore experience, thus ensuring more time for them on the ski slopes.

## ✓ The Approach

Feeling frustrated with the functionality of their website, a friend mentioned WWWART had developed her business website. During our initial meeting Glenyse found a “friendly environment in which she could discuss her business goals and set ideas about how to achieve them”.

When evaluating who to work with Glenyse was looking for someone to give her ideas about what was possible and where the business could go. Like all businesses being time poor she also required an easy way to make changes to website, a professional approach and for it all to be cost effective.

Upon the completion of our initial consultation Glenyse was more focused on what her product was. We had a solid plan in place as to how we would proceed, and the elements required to meet the business goal of developing a brand and a better online experience for the customer.

## The Results

“I feel we may have been losing customers during those peak times as we now find that the peak customer times are easier to manage as we are able to prepare earlier. This creates a less stressful working environment, which flows through to our customer service improving.”

**Glenyse Peacock** • Rocky Valley Bikes Snow Sports

## ✓ 12 Month Stats

