



radian6

GNC – Building healthier online communities

THE CHALLENGE

GNC is the world's largest vitamin & supplement retailer, devoted exclusively to helping its customers live healthy and meet their fitness goals. They understand that their customers are looking to them for the most recent scientific research and new product developments. GNC knew that many of their customers and consumers in general were using social media to get answers to their health and wellness questions, make product recommendations and share their experiences.

“Social media has given consumers the power to get answers and recommendations long before they step foot in the store to make a purchase,” explains Chris James, GNC's Director of Social Media. Customers no longer have to come into the physical store to get information and answers to their questions. GNC knew that conversations were happening online and they wanted to find a way to bring these people together and help them find the right information at the right time.

THE APPROACH

GNC has started creating an online community where consumers can get answers, share feedback and receive encouragement on their journey to adopt a healthier lifestyle. Using the Radian6 platform, the team at GNC listens for questions or concerns that relate to the products GNC carries or people who are chatting online about looking for help to start a health and wellness plan. The team engages with people who have questions about products they should be using, or which brand to try. GNC will even offer customers who are having issues with a product the chance to try a similar product or receive store credit (via a gift card) to try something else if they choose. GNC wants to ensure customers who have had a challenging experience give them a second or third look before they approach the competition. Listening for that point-of-need is critical for customer retention.



radian6

THE RESULTS

GNC has built a strong and healthy online presence. They have allowed consumers to gain access to resources and experts, without ever leaving their computer. It has also allowed GNC to connect with their customers who take to social media to share their inspirational stories. "It is truly amazing to have customers thank us for helping them lose 150 pounds", says James, "I think it's amazing that we have a chance to connect with our customers on this level, that we are a part of helping them changes their lives for the better, and that we can share in the journey with them."

Thanks to their ability to connect with their audience, GNC has created a community of people who are not only interested in their products, but also invested in a lifetime of better health & wellness. And that makes it a big win for everyone.

