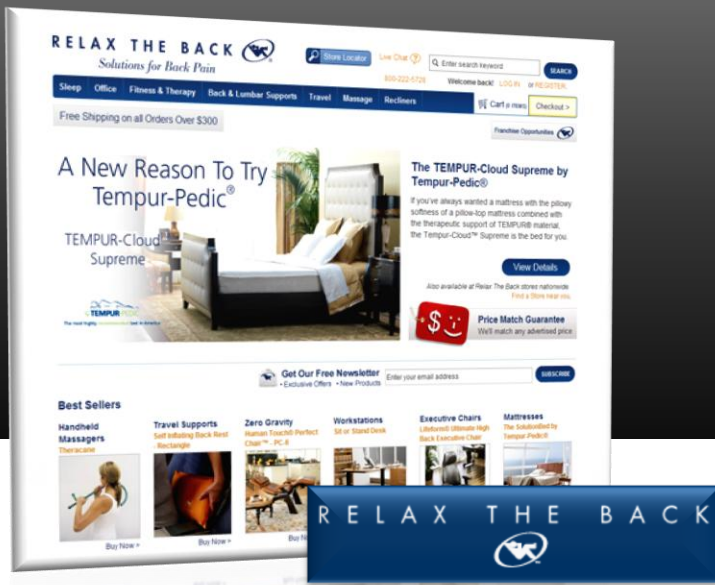


Relax the Back finds the support it needs to improve its online posture

Health & Fitness
www.relaxtheback.com

Case Study by
 **guidance**



Overview

- The premiere retailer of back and neck care products, with over 100 stores nationwide
- Relax The Back was looking to increase its online sales by enhancing the site's user experience and integrating a multichannel strategy
- In addition to development services, Guidance provided Information Architecture and User Interface Analysis services, resulting in a more usable site with easier navigation
- Product catalog features a configurator module that lets users customize items to meet their specifications
- Administrative functionality was added to manage and update products, categories, promotions and other site attributes
- Guidance also provides on-going hosting and maintenance services

Service/Solution Area

- eCommerce
- Managed Services & Maintenance

Software

- Magento Enterprise
- Drupal CMS

Client Quote

"Guidance actively supports and manages our eCommerce solution. They provide us with excellent service and innovative technical solutions which consistently advance our Web presence and online conversions."

Leanne Mattes
VP Marketing
Relax The Back