edge FACE FOUNDRIÉ®

Case Study

Enhancing Customer Experience through Employee Driven Growth



Background

FACE FOUNDRIÉ aimed to increase its online visibility, improve its Google reviews, and enhance staff motivation across 16 facial bar locations. By leveraging Edge, the brand sought to boost its Google reviews, improve its online reputation, and streamline its feedback and incentive system.

Challenges

1. **Low Review Count:** Several locations struggled to gather enough reviews to improve credibility.
2. **Inconsistent Star Ratings:** Variability in Google ratings across locations affected the brand's overall online presence.
3. **Employee Motivation:** There was no scalable system for rewarding employees for their contributions to customer satisfaction.
4. **Customer Retention:** Several locations had challenges in retaining customers post-negative feedback.

Solution

1. **Boosting Google Reviews:** Through Edge's proactive review management, FACE FOUNDRIÉ saw significant growth in online reviews, particularly with new, diverse content to improve their SEO performance.
2. **Customer Feedback and Retention:** The chat functionality allowed FACE FOUNDRIÉ to respond to customer complaints in real-time, improving customer satisfaction and retention rates.
3. **Employee Incentives:** Edge implemented a system that incentivized staff for positive reviews and created a culture of competition and recognition across locations.
4. **Streamlined Processes:** The Edge platform reduced administrative workload by automating many aspects of the review and incentive management, saving time for managers and staff.

> We've seen a noticeable increase in clients referencing reviews when reaching out—many are even asking for specific team members by name, which is incredibly rewarding. It's also had a big impact internally; our team feels seen and appreciated, and it's sparked a deeper sense of pride and motivation in their work. The whole process has created a stronger, more engaged environment all around.
>
> **Skylar Wix, Texas District Manager**

118%

Review volume increased by 118% across the 16 Locations.

BEFORE **4.2** › AFTER **4.9**

Google reviews increased from a 4.2 (2078 reviews) to a 4.9 (4534 reviews)

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> Since implementing the Edge Review system, our store, FACE FOUNDRIÉ Maple Grove, has experienced a significant improvement in both the quality of our reviews and the overall morale of our team. The system has streamlined our review process, making it easier to gather valuable feedback from customers while ensuring we consistently provide high-quality service. The insights from Edge have helped us pinpoint areas for improvement, allowing us to enhance our operations and build a stronger connection with our customers.
>
> **Catherine Gevers, Minnesota Operations Manager**

$0.65

In just 8 months, FACE FOUNDRIÉ generated 2,456 new reviews using Edge at $0.65 per review.

Implementation

Edge's platform was rolled out across 16 locations. The platform's integration included:

1. **Regular Review Collection:** Reviews were continuously gathered and analyzed to identify trends and pain points.
2. **Employee Rewards:** Locations were equipped with a scalable reward system that recognized employees for positive reviews and customer satisfaction, with bonuses tied to performance.
3. **Real-Time Customer Interaction:** Unresolved customer complaints were addressed immediately through Edge's direct communication tools.

Results

Review Growth: FACE FOUNDRIÉ total **reviews increased by 118%**, from 2,078 to 4,534 reviews across all locations on Edge.
Improved Ratings: Average Google ratings improved from **4.2 to 4.9**.
Increased Review Frequency: Monthly review frequency jumped by over 45%, from an average of 14 reviews per month to **20 reviews per month.**
Employee Earnings: Employees across all locations earned over **$6,800 in bonuses** tied to mentions in positive reviews.
SEO Rankings: Since partnering with Edge, FACE FOUNDRIÉ locations have seen a significant lift in their visibility on Google. With a consistent stream of new, high-quality reviews, locations are now showing up higher in local search results— right where potential customers are looking.

As a direct result, 15 out of the 16 locations on Edge now appear in the top 10 search results when customers look for "Best facials in [City]." **8 of those 16 locations rank in the top 5**, placing them ahead of local competitors and driving more organic traffic. This increased visibility has translated into more walk-ins, higher booking volume, and stronger brand awareness across markets—just by improving what customers are saying online. Edge's system helped position FACE FOUNDRIÉ front and center during customers' decision-making moments.

Conclusion

The collaboration with Edge helped FACE FOUNDRIÉ significantly improve its online presence, with substantial growth in both reviews and ratings. The introduction of a scalable employee incentive program further motivated staff and fostered a positive work environment. This comprehensive strategy led to greater customer retention, enhanced brand visibility, and a more motivated team.