

**Location**

Bentonville, AR

**Orders per Customer**

13

**Avg pickup ready time**

9 mins

**% of orders re-order**

96.24%

**Orders per day**

375

How a commitment to the patient experience made Leafly an ideal fit for the ReLeaf Center



When people ask me, "Who's your patient base, who needs relief?" I say, "Everyone." With that philosophy, we focus on which vendors and software platforms we work with - whether it's from a business ethics or educational standpoint, we are very selective. And we felt that we aligned more with the approaches that Leafly was taking versus others.

Shared goals and values with Leafly

When Matt Shanksy and his family opened the ReLeaf Center in 2019, they set out to develop a retail experience that was welcoming, educational and catered to patients from all walks of life. The store is now one of the top dispensaries in the region, processing over 375 orders each day on Leafly alone.

The secret to their success is simple: the team is committed to focusing on the health of each customer as individuals. "We want to highlight education, knowledge, expertise and offer a more comprehensive approach to your overall wellness". For Matt, this commitment means partnering with other businesses that share the same guiding principles and look to empower consumers through easily accessible information. That's why the decision to sign up to Leafly felt like a no brainer. "With the approach to education Leafly was taking and the consumer experience that Leafly's continuing to upgrade, it became apparent that we align well, not just from an experiential standpoint but from a values standpoint as well."

A seamless shopping experience

Partnering with Leafly gave the ReLeaf Center the tools they needed to offer a seamless customer journey from start to finish. Leafly pickup allows shoppers to browse a menu online and place orders in just a few clicks. From there, the store offers a lightning-fast checkout process for online orders. This includes maintaining an excellent ready-for-pickup time (the store's average is less than 9 minutes!) and also prioritizing pickup customers at checkout.

"Other platforms that are available offer the same services but just didn't offer the same experience that we were looking for."

"We have designated online order stations so those patients can get a more expedited experience". Once in the separate line for online orders, patients can join an express queue if they are happy to grab their order and go. "Our goal with those interactions is, whether it's 60 seconds or less, to get them in the door, process their order, and get them out."

The region's best retention rate

The ReLeaf Center combines the Leafly experience with an optimized in-store process to produce efficient service that's tailored to each individual. Whether you're a new patient looking for expert advice or a seasoned online shopper on the go, the ReLeaf Center is ready to meet your needs.

This customer-centric strategy results in satisfied patients who come back time and time again. The store is one of the top dispensaries in the region, boasting a sky-high retention rate on Leafly. **The average patient places 13 Leafly orders and 96.24% of orders are reorders.**

Today, the ReLeaf Center continues to thrive as a business, fulfilling 37 Leafly orders every hour they're open. With the right approach and the right tools to succeed, the ReLeaf Center has secured its place as the go-to medical dispensary for every type of patient.

Ready to get started with Leafly Biz?

[book a demo](#)