

CASE STUDY

CENTRICITY

One of the nations' leading flooring providers, America's Floor Source (AFS) operates 12 locations across Ohio, Indiana, Kentucky and Illinois.

AFS decided to enhance their flooring sales by integrating Centricity's accidental damage protection plans, driving revenue growth without the need for additional traffic or inventory.

The partnership marks a significant step forward in providing homeowners with exceptional flooring protection, underscoring a commitment to customer service and innovation.



Challenge

AFS is deeply committed to customer satisfaction, often going above and beyond to maintain their reputation for service excellence. A recurring challenge emerged when customers would call after their flooring installations to report accidental damage. With no protection plan in place, AFS faced a difficult choice: absorb the cost of repairs to preserve the customer relationship or deny coverage and risk dissatisfaction. This ongoing dilemma placed a financial strain on the company and they grappled with balancing customer happiness and operational costs. AFS needed a solution that would protect their margins while prioritizing the homeowner experience.

Resolution

Centricity's protection plans covers a wide range of flooring types, including carpet, laminate, hardwood, luxury vinyl plank and tile against accidents that cause scratches, dents, gouges, cracks, stains, pulls, rips, burns and more.

America's Floor Source embraced Centricity's protection as a valuable upgrade to offer their customers. The five years of protection is an added layer of assurance and peace of mind.

Centricity offers unparalleled value to our partners.

Real Results

Residential Sales and Design experts Karen Khe and Jennifer Difilippo recommend accidental damage protection to all of their customers, saying it gives AFS a competitive advantage.

"I think it really does set you apart! It makes you look like you care more about your customers because you care about their investment," Khe said. "It brings more repeat business."

"Make sure protection is on all of your quotes," Difilippo said. "Be as confident in the service plan as you are in the product you are selling."

60%
expected
attachment
rate when
added to
every quote