

ProSource, a member of Luxury Product Group’s network of showrooms, is dedicated to surpassing their customer expectations throughout their five showroom locations in North Carolina and South Carolina. One unique way they do this is through the power of scent marketing, from ScentAir, to provide a showroom environment that both enhances their overall showroom luxury, and reduces clients decision making stress levels.

Challenge

- Engage ALL of the customers’ senses
- An easy to manage scent solution
- A consistent scent solution throughout their showrooms
- A scent solution that relaxes customers while shopping
- A scent solution that enhances their luxury showroom feel

Solution

- Partnered with ScentAir to meet their challenge needs
- Installed new scent delivery systems from ScentAir
- Introduced the subtle scent of Bamboo Tea to relax customers and enhance their luxury showroom ambience

Result

- Engages all five of their customer’s senses
- Sets their showrooms apart from competition
- Raises their showrooms to the higher level of luxury
- Happy and more relaxed customers!

CHALLENGE

ProSource was confident that its home improvement showrooms engaged all of its customers’ senses—except for smell. Searching for a scenting solution, ProSource experimented with oil diffusers and other devices, but found nothing to be easily manageable or replicable across locations. Many scent products were confusing, complicated, and inconsistent.

ProSource customers spend up to four hours in its showrooms, often making difficult and stressful home decorating decisions. ProSource wanted to find a way to create an enjoyable, stress-free ambience for clients, while subtly imparting a luxury feel. The desired solution also needed to be low-maintenance and consistent across all five of their locations.

SOLUTION

ScentAir consulted with ProSource to first understand their business challenges. Together a relaxing Bamboo Tea scent solution was selected for its engaging, luxurious, yet subtle feel. Using the multi-event setting features of the ScentDirect and ScentWave delivery systems, ProSource was able to customize their scent intensity to perfectly enhance both small and larger showroom spaces. Thus ensuring a cohesive customer experience that requires very little ongoing work or maintenance—allowing employees to remain focused on the needs of their showroom customers.



RESULT

ProSource is pleasantly surprised with how easy it is to manage their scent devices, and with the uniformity that they have been able to achieve across showrooms. They credit the addition of ScentAir with noticeably setting their customer experience apart from that of competitors. They feel that ProSource showrooms have attained the higher level of luxury that ProSource strives to deliver to clients.

ProSource plans to share its scent experience with corporate visitors and manufacturers as an example of the luxury they offer. Thrilled with their results, ProSource wholeheartedly recommends ScentAir to other businesses and Luxury Product Group showrooms as an effective way to instill a welcoming, enjoyable, and relaxing environment—ultimately enhancing the customer experience.



About ScentAir: ScentAir Technologies, LLC., privately held and founded in 1994, provides best-in-class ambient scent marketing solutions to many of the world's most recognized brands. As the global leader in olfactory marketing, the Company creates memorable impressions for both small businesses and global enterprises, elevating their customer experience through the power of scent. Based in Charlotte, NC, USA, and corporate offices in the United Kingdom, France, Netherlands, China, Hong Kong, and Australia. The Company's 425+ global team members service customers in 119 countries through its dedicated global supply chain and manufacturing operations in North America, Europe, and Asia. ScentAir is committed to the creation of customized scent strategies that boost clients' brand sentiments, customer loyalty, and sales. To learn more, go to [ScentAir.com](https://www.scentair.com).