



**WORLD FLOOR COVERING  
ASSOCIATION**

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## **World Floor Covering Association Partners with Podium to Help Members Redefine the Way Customers Interact with Their Businesses**

### ***Podium voted Forbes' Next Billion-Dollar Startups***

July 15, 2019 – Dalton, GA – Today Freida Staten, Vice President, Marketing and Communications, World Floor Covering Association, announced the organization's new business partnership with Podium, the leading customer interaction management company.

Podium is used by over 35,000 businesses worldwide and is redefining the way customers interact with local businesses. Through their Interaction Management platform, businesses can message leads and customers, get reviews and feedback, and communicate easily with their teams. Podium was named as one of Forbes' Next Billion-Dollar Startups in 2018 and Fast Company's prestigious annual list of the World's Most Innovative Companies in 2019. This platform allows retailers the opportunity to turn online prospects into offline buyers by not only standing out where they're searching, but also by providing a convenient way to get in touch – no matter where they're looking.

“Podium is a great interaction management platform that redefines a relationship between local businesses and their customers,” says Deb DeGraaf, co-owner of DeGraaf Interiors in Grand Rapids, Michigan. “Podium makes it easy to manage all your customer messages; Google, Facebook, and inbound texts from one location. You can also generate more and manage all your Google and Facebook reviews and other sites to quickly reply to reviews and report on locations. Podium gives you a quick and simple way to reach out to your customers before and after the sale. Text messaging to our customers makes the process easier for both them and our team.”

Podium’s Interaction Management solutions manages internal and external communications using messaging to make every touchpoint with leads and customers efficient, responsive, and convenient. They have broken these solutions into three categories: lead interaction, customer interaction, and team interaction.

“Podium brings a new platform for us to communicate with our clients and team by text,” says Dean Howell, owner of Moda Floors and Interiors in Atlanta, Georgia. “We have used this tool to allow existing and new clients to communicate with us 24/7. Examples include requests for information, appointment confirmation, and review requests. We are also using Podium to communicate with our installers. We could not be happier with this new and exciting communication tool.”

For WFCA members interested in more information on Podium please go to <https://wfca.org/page/podium> or contact: Kaye Whitener, WFCA’s national manager of member relations at 615.972.7541, [kwhitener@wfca.org](mailto:kwhitener@wfca.org).

## ABOUT WFCA

The World Floor Covering Association (WFCA), the official sponsor of The International Surface Event (TISE), is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America. The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, WFCA publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. As part of its mission to enhance the business environment for the independent flooring retailer the WFCA acquired the Certified Floorcovering Installers Association (CFI) in an effort to resolve the industry's largest issue – the shortage of qualified installers. The WFCA oversees the Floor Covering Business to Business (fcB2B) program, helping companies in the industry transition to an e-commerce platform for all business transactions. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [WFCA.org](http://WFCA.org).

## ABOUT PODIUM

Podium is redefining the way customers interact with local businesses. Through its Interaction Management platform, businesses can message leads and customers, get reviews and feedback and communicate easily with their teams. Podium was named as one of Forbes' Next Billion-Dollar Startups, Fast Company's prestigious annual list of the World's Most Innovative Companies for 2019 and powers over 30,000 businesses.

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