

**Location**

Fayetteville, AR

**Orders per customer**

14

**Avg pickup ready time**

9 mins

**Pct of orders re-order**

96.91%

**Avg daily orders on Leafly**

317

How Arkansas medical dispensary, Acanza Health Group, maintains a sky-high reorder rate with Leafly



If you're not using Leafly, you're wasting an opportunity. There are so many customers who maybe don't order online, but still say 'Hey, I saw this online - do you still have it?' Having that online presence and a well known platform behind you is so important. It's silly to not have the security of using Leafly."

Customer loyalty you can measure

Acanza Health Group is one of Leafly's best performing clients for customer retention. The majority female-owned medical dispensary stands out from the crowd for having patients that come back time and time again, and the numbers prove it. The average Acanza patient on Leafly has placed 14 orders, and a staggering 97% of orders are reorders. The store's sky-high customer retention translates to equally high order volume. Since enabling Leafly pickup, Acanza has processed over 200k orders.

So what's their secret? How does Acanza achieve such impressive results and how do their methods differ from other dispensaries? The team at Leafly wanted to investigate so we spoke to General Manager of Operations, Eric, and Compliance Manager, Kelsie to find out.

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Speedy pickup fulfilment times

For Acanza, completing orders quickly has played an important role in their success, especially at the start of the pandemic. "We would see reports of other dispensaries with two and a half hour waits or just cancelling orders for the day, whereas we were 30 minutes max on our orders." More recently, their average ready for pickup time is only 9 minutes.

"Completing orders quickly with Leafly set us apart from the rest of the state even, and helped us adapt, move and succeed."

To maintain such fast service, the team's pickup operations run like clockwork, with a dedicated staff member to manage each step in the process. This means there is someone who manages their Leafly menu and messages patients as orders come in, someone who bags the orders to be ready when the customer shows up, and finally a third person to run the register and check people out as they pickup their orders.

Using Leafly Biz to its full potential

Having employees focused on each part of the process not only results in smoother pickup workflows, but also more engagement inside Leafly. The more time the team spends posting updates and engaging with customers, the more this behaviour pays off. Currently, Acanza boasts over 700 reviews and 2,700 followers.

In addition to activities that directly drive traffic and orders, the team also uses Leafly to inform their broad pricing strategy. "Leafly Insights make it easy to get very competitive with certain products. We're getting honey for the first time this week and have no clue what everybody else is charging for it, but if I jump on Leafly, I can find it."

By fully embracing Leafly as a tool to grow their customer base, Acanza has solidified itself as the go-to medical dispensary for many patients in the region. Today, the store receives over 300 orders on Leafly each day, and continues to grow its legion of loyal fans with fast pickup times and savvy platform management.