

Moneris  ^{®/MD}

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Healthy  Planet [™]

Healthy Planet™

- Healthy Planet is a health store selling natural products with locations across Ontario
- Healthy Planet is striving to be an inspiration to “Live Life Healthy”
- The company is using Moneris for it’s Data Solutions

Healthy Planet



Line of business: Retail

Products used:

- IPP320 Integrated
- Moneris data services – Consumer Location Data



The data Moneris provides gives us a deeper understanding of buying behaviour and where consumers live in relation to the stores and therefore allows Healthy Planet to tailor the products and services offered to the specific needs of the customer.



– Syed Rizvi, Director of Sales & Marketing at Healthy Planet



Healthy Planet: “Live Life Healthy”

Healthy Planet is a retail chain with locations across Ontario, in addition to having an ecommerce site. The company sells products from vitamins and supplements to cosmetics with a focus on alternative medicine. Healthy Planet employs experts to help customers find products that align with their personal health needs.



Each day, Healthy Planet employees come together to build meaningful and life-long relationships with customers who trust that we are here to support them along their health journey.



- Syed Rizvi,
Director of Sales & Marketing at Healthy Planet

Background

There is one aspect of our life that has a constant 'domino effect' on all of the others. If something is not right with it, virtually all aspects of our life are affected in some shape or form. What is it that holds so much power over everything? Personal health. More than ever, there are many stories in the media that talk to health improvement. But, where does a consumer turn without going too deep into their wallet to achieve a healthy lifestyle each day? Healthy Planet has the answers.

Healthy Planet is a one-stop health shop offering natural health-focused products at affordable prices. In 1995, a family who was very passionate about alternative and holistic medicine opened the very first Healthy Planet location. The store was situated in a small strip mall on Danforth Ave in Toronto, ON and offered items in bulk. From there, the company has grown to be a retailer that is well known throughout Ontario and has an ecommerce site selling products such as vitamins, herbs, supplements, cosmetics and groceries. Each item is placed on the shelves of healthy planet because it has proven it can maintain or improve health in some form. The company shares health-related articles on their website to give customers tips on how to prioritize their health.





Syed Rizvi, the Director of Sales and Marketing at Healthy Planet shares more about the day-to-day operations of the business. Rizvi joined Healthy Planet in 2012. He brought a diverse marketing background to the company and was excited to combine his passion for marketing and promoting a healthy lifestyle. During his time at Healthy Planet, the business has expanded to 28 locations across Ontario, in addition to having an ecommerce site. His focus as leader in the business has been to put the motto, "Live Life Healthy" at the forefront of any idea inside the company. Healthy Planet has used their social media platforms to raise awareness about the positive outcomes of leading a healthy lifestyle and have grown to have a following of over 20,000 people on Instagram alone.

The company continues to grow because of staying true to their original mission of sourcing quality products to sell at reasonable prices. Healthy Planet selects well-known and proven brands throughout the natural health, vegetarian and body building community. The company has undergone several changes throughout the years such as growth and aesthetic, but providing excellent customer service is a daily commitment from Healthy Planet employees. They use their wide array of knowledge to educate customers and help them find products that are tailored to their specific health conditions.

Purpose

“Each day, Healthy Planet employees come together to build meaningful and life-long relationships with customers who trust that we are here to support them along their health journey,” Rizvi says.

Day-to-day, the company values the associations they build with their partners to help customers become aware of the importance of leading a healthy lifestyle and the implications of reverting from it. He says, “The mission of Healthy Planet is simply offering leading supplements on the market at an affordable price and simultaneously inspiring clients to make a healthy lifestyle a daily habit.”

Rizvi says that the Healthy Planet evolution would not be possible without the hardworking and dedicated team coming together each day with eagerness to help customer’s live full lives. “The success of the company can really be attributed to a team who understands the critical triangle of customer service, data and technology that pieces into the daily goals of the business,” he added.

As a result of the COVID-19 pandemic, the company noticed that its customers have been increasingly taking extra time to reflect on their health and to research products, in order to help enhance their health.





Why Moneris?

Healthy Planet chose Moneris® to be their data services provider and payment processor because of Moneris' recognition as a national leader in the payment space. The consumer spending and location data provided by Moneris allows Healthy Planet to understand where their customers live and further analyze consumer spending in detail.

"The data Moneris provides gives us a deeper understanding of buying behaviour and where consumers live in relation to the stores and therefore allows Healthy Planet to tailor the products and services offered to the specific needs of the customer," says Rizvi.

Rizvi says he knew it was critical for his team to have Moneris as a data services provider because it was crucial for the business to analyze consumer-spending habits at the various locations to ensure continued growth of the business. Rizvi and his team were curious to know more about where their customers live to gain a better understanding about spending habits and traffic patterns at locations across Canada. Having access to extensive unbiased consumer spending and location data assists Healthy Planet in better understanding and planning what further expansion will look like. The data has shown the business what types of investments may help increase sales, including, among other things, matching the aesthetic within its various stores. Furthermore, having data has allowed Healthy Planet to seek specific customer feedback. "Access to accurate and concise data helps us to continuously elevate our services each day and expand our stores in Canada," Rizvi says. The data has helped him understand where his clients are and where there should be additional locations.

Looking forward

As Rizvi looks into the future, he emphasizes the company goal of opening many more stores over the next decade. He says Healthy Planet will continue to invest in data because of the company's plans to grow at a fast, but sensible pace.

"For us, it's really about ensuring the customer finds it convenient to purchase Healthy Planet products."



Having accurate and concise data helps us to continuously elevate our services each day and expand our stores in Canada



- Syed Rizvi, Director of Sales & Marketing at Healthy Planet





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