



CASE STUDY:

Frenchy's Pedal Steel Guitar Shop

HOW NETWORK SOLUTIONS
STEPPED IN TO PROVIDE
PERSONALIZED ASSISTANCE

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Frenchy Messier, the owner of Frenchy's Pedal Steel Guitar Shop, needed a new website provider. Read about how Network Solutions stepped in to provide personalized assistance.

THE SITUATION

Changing Website Providers Helps Guitar Seller Strum Up New Business

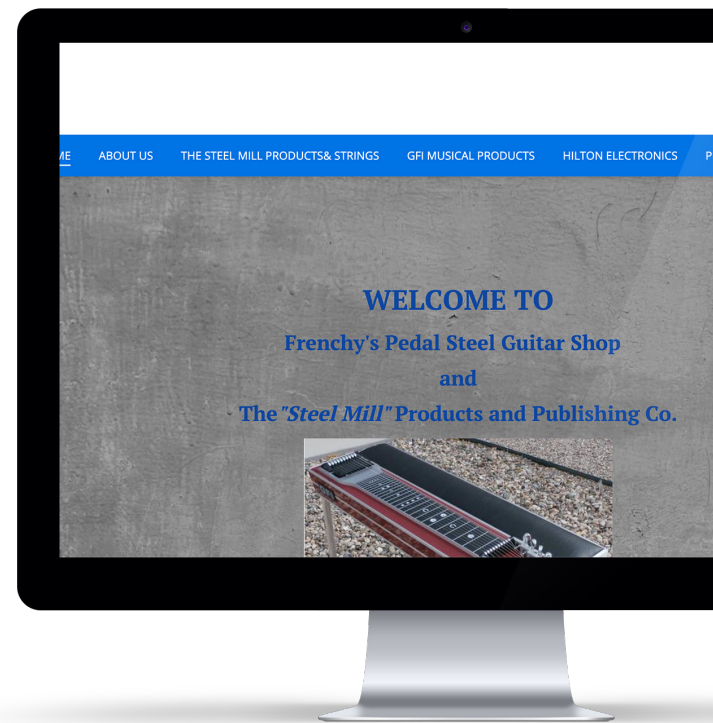
Frenchy Messier, the owner of **Frenchy's Pedal Steel Guitar Shop**, has been immersed in the world of pedal steel guitars his whole life. As he says, it's in his blood — and, in his experience, the business is all about getting to know people. A natural salesman, Frenchy has found success through relationships with customers who have, over the years, become friends.

Frenchy had built his own website before and wanted to do it again, but he hit a wall with his website provider. After being told he didn't know enough to design his own site, Frenchy started looking for other options.

That's when he found Network Solutions and recognized a kindred spirit: a partner who wanted to understand his needs and form a lasting business relationship.

Company Overview

Frenchy started playing pedal steel guitars in 1957. In 1974, he opened Frenchy's Pedal Steel Guitar Shop with a two-page printed catalog. In the years since, Frenchy "went to a lot of conventions and shook a lot of hands." He said, "I've always had this blessing of being able to cultivate customers as well as friends. And because of the time I spent in the industry, I made friends with a lot of the greats, most of whom aren't with us anymore. My wife keeps telling me it's time to hang it up, but when you have something in your blood, you just can't imagine your life without it."



THE SITUATION *(continued)*

Frenchy has updated his business model several times over the years. He's made catalog sales, run a brick-and-mortar store and, most recently, operated Frenchy's as a home-based business where he designs and sells pedal steel guitars and proprietary custom-made products. While the relationships he's built have led to a thriving word-of-mouth business, he's keenly aware that a website is critical to helping people learn about his offerings.

The Frenchy's Pedal Steel Guitar Shop Website

Frenchy's Pedal Steel Guitar Shop launched its first website back in 2003 when a customer put together a page for the business. As Frenchy said, "It was just a shot in the dark at that point, but I figured what the heck. It was worth a try!" Around 2008, he switched to another national website provider and, as a staunch do-it-yourselfer, decided to build his own site. He explained, "I like to do as much as I can myself because I know the business and I know my customers. I know the language and how I want to describe products. If someone doesn't understand the needs and wants of your customer base, they might build a more generic website — and I wanted to have my own thumbprint on the site. I was flying by the seat of my pants, but it did what I needed it to do."

Frenchy was happy enough with his website — until the service changed its website builder. On the new platform, he said, "It became impossible for me to do what I'd done with the original. Then the provider told me, you know, you need to get someone computer-literate to build your site. I said I did build this. They said I didn't know what I was doing. But hey, my son is in the computer business, and he couldn't figure it out, either! I decided I didn't want to play around with these people anymore."



THE NETWORK SOLUTION

Enter Network Solutions

Frenchy started researching other website providers, and that's when he hit on Network Solutions. He said, "I called and bingo, I get on the line with Gina Giroux. I've been in the people business for a long time, and I knew immediately that this lady understands what sales are all about. She asked the right questions, and she really listened to what I said. She was building a relationship with me just like I do with my customers. I decided right then and there that I was going to give Network Solutions a shot because their people get it."

Frenchy quickly figured out how to use Network Solutions' website builder. On the few occasions that he needed help answering a question, he found a rapid response. And the result was exactly what he wanted. "Just the whole appearance is better than my old website. It's more professional-looking than what I had before, but it's not cut and dried or generic. The star of the website should be the product, and that's what I think I've got."

More important for Frenchy is the connection he's made with the team at Network Solutions. "With my old provider, I was always just another customer. Now I'm working with someone who treats people the way I do. Gina took a personal interest in me and my business. It's not every day that you get to build a rapport with people, and I really value the relationship we have."