

# Enhancing Pool Care Customer Education with Scanova QR Code Generator

## Challenge

Hy-Clor struggled to communicate complex educational content related to pool and spa care products, especially at the point of sale. Limited product packaging space restricted the amount of information and printing detailed guides was expensive, uneditable, and not interactive for customers.

## Outcome

Hy-Clor increased traffic to educational tools, learning centers, videos, and apps using Scanova QR Codes, enabling better consumer engagement and increasing customers' access to DIY pool and spa care guidance.



### COMPANY SIZE

11-50 employees



### COMPANY WEBSITE

<https://hyclor.com.au/>



### INDUSTRY

Retail/Consumer Goods



### LOCATION

Glendenning, New South Wales, Australia

Total QR Codes Created

**300+**

Total Scans

**180,000+**

# INTRODUCTION



Hy-Clor is a well-established supplier of pool and spa chemicals, equipment, and accessories distributed through major retailers. The company's goal is to make pool care easy and more affordable, enabling customers to maintain their pools independently with the right knowledge, tools, and products.

Since pool and spa maintenance can be a complex niche for customers, education is a key component of the customer experience strategy of Hy-Clor.

From water balance tips to product usage instructions, the company has invested heavily in developing knowledge repositories that help customers understand how to maintain their pools and spas effectively.

Hy-Clor partnered with Scanova to connect the physical retail space with digital educational content, educating consumers about pool and spa maintenance in detail in retail stores. This helped them to improve consumer education, increase accessibility to pool care knowledge, and drive engagement with digital resources.



# SOLVING THE PROBLEM WITH SCANOVA QR CODES

Hy-Chlor's partnership with Scanova introduced innovative solutions that addressed these challenges:

## 1. Increasing access to educational tools

Scanova's QR Codes were incorporated in the products' packaging, enabling customers to access detailed information, instructions, and educational tools instantaneously through scanners on their smart devices.

## 2. Directing consumers to key digital assets

Hy-Chlor leveraged Scanova's QR Codes to direct consumers to their primary digital assets and tools from the packages using a smart device, without needing to invest in expensive printed media. These include Quick.

Selection Charts, Learning Centre, How-To Video Guides, Water Testing App, and Pool Care AI Assistant. An efficient bridge was established between Hy-Chlor's products and their digital learning assets for their customers.

## 3. Easy management of QR Code campaigns

Hy-Chlor could easily manage the QR Codes using Scanova's intuitive dashboard, without going through complex processes or challenges. The QR Codes' flexibility allowed the team to keep their educational content strategy updated. Moreover, the codes didn't occupy a lot of space on the product packaging.



# RESULTS

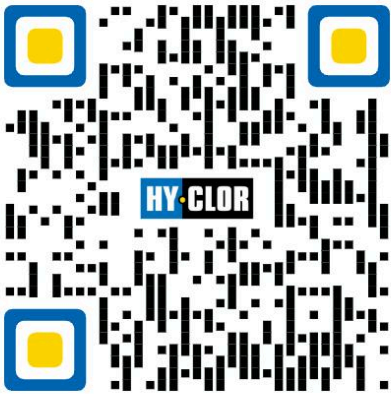
The implementation of Scanova's QR Code Generator had a significant impact on Hy-Clor's operations and customer engagement. Using Scanova's QR Code, they received **180,000+ scans** from the **300+ codes** that were created — and the count is only going up!



There has been an increase in traffic to Hy-Clor's digital education resources, as QR Codes offer a quick and uncomplicated way for consumers to access Hy-Clor's most relevant educational tools.

Having QR Codes in place gave Hy-Clor the confidence to create more digital tools and invest more in creating valuable educational content. This helped Hy-Clor strengthen their mission in promoting DIY pool and spa care.

# THE FUTURE



Hy-Chlor intends to continue using Scanova as an integral component of their customer education and engagement initiatives.

The system is working well for the organization, enabling them to consistently connect their customers with valuable educational resources.

# CONCLUSION



Hy-Chlor Australia's use of Scanova QR Code Generator is a clear example of how QR Code technology can greatly improve customer education and engagement.

By utilizing QR Codes in their packaging and marketing communications, Hy-Chlor eliminated the gap between physical retail spaces and digital content. They could drive more traffic to their educational offerings and expand their range of digital tools, furthering their mission of helping consumers take ownership of their pools and spas.

With the continued support of Scanova in their endeavors, Hy-Chlor is all set to improve their educational content strategy and provide even greater value to their customers in the long run.

# About Scanova

Scanova is a leading online SaaS tool that helps businesses create, design, manage, and track QR Codes for promotional and operational use cases.

Marketers and businesses across industries and company size use Scanova to run end-to-end high-performance QR Code campaigns. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova, a product of Trycon Technologies, is compliant with ISO 27001:2013, SOC2, and GDPR, and is used by the best global brands and institutions across 100+ countries.

Scan Me



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Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at [contact@trycon.io](mailto:contact@trycon.io)