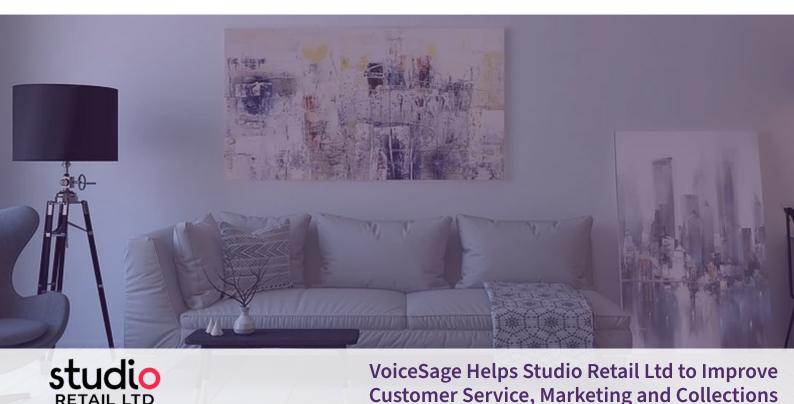


Collections, Marketing and Customer Service Solutions for Retailers



About Studio Retail Ltd

Studio Retail Ltd (formerly Express Gifts) provides a personal and successful online shopping service to **over 1.6m customers** annually. Though its roots lie firmly in the traditional home shopping catalogue world, the business is now a **digital retailer.**

The Challenge

The key challenge for Studio Retail Ltd was to make it easier for customers to **make frequent payments** and **address any credit issues and opportunities.** Their goal was to improve their communications with customers, and gain feedback to not only **discover user preferences**, but also to **address any performance issues**. They also wanted to keep frontline staff focused on **customer contact** as opposed to admin.

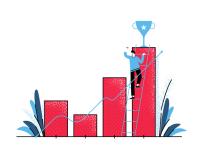


The Solution

VoiceSage worked with Studio Retail Ltd to provide SMS and Rich Media Messaging (RMM) solutions. The company can send tailored SMS messages to customers to alert them of credit issues and opportunities, giving them a convenient way of actioning their next steps. The solution also allows Studio Retail Ltd to send automated surveys to customers after any interactions to gain their valuable feedback and make improvements. With RMM payment reminders, customers can quickly and conveniently make secure payments through their message. The messages are received two days before a payment is due so that customers can easily avoid going into arrears.



The Results



Higher Conversion Rates



Optimized Staff's Time



90% Retention Rate on Rich Media Messaging

Around **90% of customers** who have used RMM solutions have continued to use it to make their payments, as they find it more convenient. This has **freed up staff time**, so that they are able to handle other queries. The surveys have also **enhanced customer experience**, as the company can quickly address any issues. This has also resulted in an **uplift in conversion rates** of over 12 months, amounting to **£1m worth of revenue**.

66 This has proven to be a very big win for. We estimate the extra conversion rate since using this has been at least £1 m per twelve months. ??

- Dawn Crewe, Head of Customer Service

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