

**studio**
RETAIL LTDVoiceSage Helps Studio Retail Ltd to Improve
Customer Service, Marketing and Collections

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**.

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

- Dawn Crewe, Head of Customer Service