



THE VERY GROUP

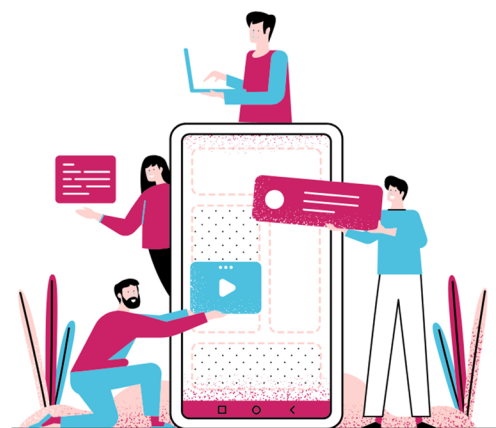
VoiceSage Helps the Very Group  
Gain Feedback Within Tight Timeframes

## About The Very Group

The Very Group (formerly Shop Direct) is the **UK's largest integrated digital retailer and financial services provider**. It's multi-brand online retail stores including **Very.co.uk**, **Littlewoods.com** and **Littlewoods.ie** are now household names. In 2017/18 the business reported **annual sales of £1.96bn**.

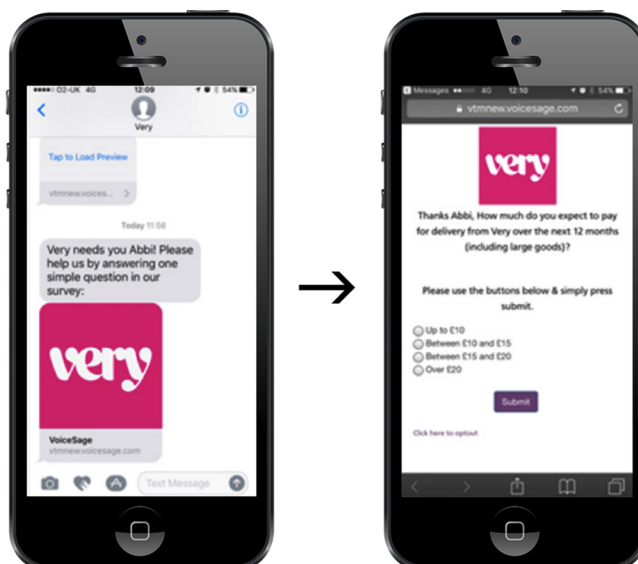
## The Challenge

The key challenge for The Very Group was that they needed to consistently **adapt to new consumer behaviour and technology trends**. They wanted to give customers access anytime and anywhere to the latest brands, and have unique ways to spread the cost of purchases. The constant focus was on innovating by trialling new propositions to customers. One of their main goals was to **launch a new delivery charge proposition** in the run up to Christmas, and ask as many people as possible in a short amount of time what price points would be motivating.

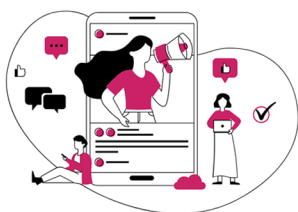


## The Solution

VoiceSage worked with The Very Group to provide a **Rich Media Messaging (RMM)** solution. This is used across the business, including **customer service, marketing, finance, internal communications**, and more. It also allows The Very Group to create and send **simple RMM surveys** to customers in a short amount of time, to gain **feedback on their preferred price points**.



## The Results



**8.5%  
Response Rate**



**Improved  
Customer Experience**



**Enhanced Customer  
Engagement**

**RMM** proved to be highly successful in **enhancing customer experience and engagement**. In less than a week, The Very Group were able to make an informed decision on their delivery proposition project, based on the customer feedback they received from the surveys. As the **response rate was 8.5%**, it more than met the requirements for the sample size in an **exceptionally tight timeframe**. It proved the value of RMM and demonstrated the importance of communicating with customers through **easily accessible channels**.

*“The main objective was to drive a significant level of response from our customers and Rich Media Messaging worked. We were truly impressed by the level of engagement we saw.”*

**- Helen Wakefield, CRM Lead**