

\$44 Billion Retailer Chooses Signal for Targeted Mobile Offers and Customer Service

Solution Summary



Challenge | Lauded for its progressive digital marketing and online business channel efforts, a top-10 retailer sought to add mobile channel marketing and customer service to the mix.

Solution | After a thorough evaluation process involving multiple vendors, the retailer selected Signal to power the company's wide-ranging mobile offers, couponing and customer service programs.

Results | The flexibility of the Signal platform was a key consideration in its selection. Today the retailer uses Signal to obtain mobile opt in permission from its customers and send them personalized text message offers. In parallel, Signal is being utilized to connect customers with store staff via text messaging to facilitate timelier customer service.

About the Retailer | With sales in excess of \$44 billion and greater than 3,500 locations nationwide, this retailer is among the top 10 in its category, according to STORES.org.

Summary

The retailer's success is due in large part to its progressive digital marketing efforts, spanning e-commerce, email, social and mobile channels. With consumers increasingly mobile, the retailer knows it needed to work with a specialist technology provider such as Signal, which offers flexible cross channel marketing software optimized for mobile channel interactions.

Problem

The retailer's mobile product manager was tasked with identifying a platform provider that could accommodate large scale mobile interactions such as text message coupons, but with personalization and targeting capabilities to present more relevant offers to customers over time—a proven best practice to improve response rates and the overall customer relationship.

Moreover, the retailer was determined to take a true CRM approach to mobile, employing the channel in parallel fashion with in-store customer service.

Solution

After a thorough evaluation, Signal was chosen to power the mobile pillar of the retailer's digital marketing strategy. Signal's platform not only fully covered the functional requirements; it was rapidly implemented due to its availability as a service (software-as-a-service).

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Customers are also encouraged via in-store display to text comments and questions to store staff. Applications are numerous, and include connecting customers to "hard to find" merchandise to drive sales, inform store design and product location, correlate comments and feedback with store performance to pre-empt problems before they escalate and build a database of text comments which can later be mined for actionable insights.

Additional benefits include:

- An intuitive, easy to use campaign management interface, lowering the training hurdle for local store staff and corporate marketers alike.
- The ability to configure the application interface and access to functions by role, again mitigating training requirements while also focusing users on targeted tasks.
- An offer content management system, or repository of approved offers, messages and incentives that could be defined by corporate marketing staff and accessed by individual stores for local execution if desired.
- Pre-packaged campaign workflows, offering the retailer the opportunity to execute engaging and creative programs such as coupons, sweepstakes, contests and polls across text messaging, the web and social media.
- A Unified Customer Profile database, containing segmentable, identifying customer data such as opt in permissions, channel preferences, campaign data and any demographics obtained during campaign execution.

About Signal | Signal develops and provides innovative marketing solutions designed to help companies acquire, retain and develop customer relationships via mobile and other marketing channels. The company's easy-to-use software-as-a-service cross channel campaign management platform (Signal) enables marketers to rapidly develop, execute and analyze campaigns using multiple channels, all feeding a common customer database embracing the concept of a universal profile. Used by many leading brands, retailers, online services, agencies, and broadcast media, Signal processes millions of customer interactions each month. For more information, call 866-683-9863, go to signalhq.com or send email to info@signalhq.com.

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