

Case Study: Retailer Adopts Best Practices for Preference Management



Typing your opt-in strategy to a positive brand experience can yield higher opt-in rates

Situation:

- Retailer seeks to increase revenue and customer loyalty with service reminders delivered via customer-selected channels
- Presentation of offers based on prior service satisfaction levels

Strategy:

- Thank customers for recent patronage and survey them to determine satisfaction level
- Obtain opt-in and customer communication preferences from satisfied customers
- Identify dissatisfied customers and target with future win-back campaigns

Results:

- 89% of survey respondents were satisfied with service – this segment was presented with the opt-in message
- 51% opted-in to receive future promotional offers
- Communication channel preferences varied:
 - 26% Text, 32% Voice, 42% Email

Demonstrated the importance of a multi-channel strategy