

GAME

Case Study

Textlocal & GAME Chorley



www.textlocal.com

Key challenge solved:

GAME were spending a great deal of time contacting their customers over the phone and needed a faster communication method.

GAME

GAME Chorley

Challenge

For a long time, GAME Chorley were contacting their customers with information regarding gaming releases via telephone. Feedback from both GAME customers and staff was that phone calls were not only time consuming and expensive in terms of staff wages but were also considered sometimes intrusive.

'Text messaging is much less intrusive and much more effective when getting customers in-store'

Overview

GAME, the renowned high street and online retailer, sell and trade games and gaming products from numerous leading gaming brands.

Solution

With the Textlocal Messenger platform, GAME now contact their customers by text message to inform them of game release information, updates, reminders and order confirmations.

Result

Text messages are now sent in a matter of minutes to large groups of relevant contacts who are contacted instantly in a non-intrusive manner.

GAME have seen a noticeable increase in the amount of customers' in the store during game release periods and have received positive customer feedback about their text service reminders and updates.



www.textlocal.com

Telephone: 01244 752 299



Chester: Aldford House, Park Lane, Pulford, Chester CH4 9EP

Malvern: Malvern Hills Science Park, Geraldine Road, Malvern, WR14 3SZ

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Do you work in the Retail industry?

Send out delivery alerts

Let your customers know when their order will arrive with a text. Good customer service always helps to increase loyalty and sales.

Increase sales with targeted offers

By providing 'SMS exclusives' and targeting your customers based on previous purchasing activity you can increase sales from existing customers.

Lead generation

Encourage potential customers to respond to your adverts by featuring a Short Code they can text for more information on new product launches or promotions, allowing you to build up a database of contacts at the same time.

Reduce abandoned online shopping carts

When a customer leaves your website without checking out, send them a quick text reminder with a link to their basket embedded. Texts are opened quicker and more frequently than marketing emails, presenting a greater opportunity to close the sale.

We work with over 100,000 UK businesses in your industry, including

TalkTalk

 The Entertainer
TheToyShop.com

L'ORÉAL

Sainsbury's

kitbag®

 Blacks

[Find out more](#)



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