

DFS Case Study



Textlocal is now part of Webex



DFS doubles survey completion rates by switching to SMS

Overview

DFS is one of the UK's leading sofa and furniture experts specialising in high quality and stylish sofas. With decades of experience and continued investment in British craftsmanship, DFS offer a wide range of quality sofa sets in the UK and Europe.

Challenge

Following a delivery, emails were sent to customers requesting that they complete an online survey so DFS could measure customer satisfaction scores. Email open and completion rates were low, which meant that follow up emails needed to be sent, not only doubling the workload but also the costs. There was also a high number of undelivered emails due to incorrect contact details.

The solution

DFS determined email wasn't the correct channel to meet their objectives. As mobile numbers are a requirement on all orders to share delivery updates, SMS was a better fit as the customer details are more accurate.

Using more reliable mobile numbers reduced the number of undeliverable messages as well as ensuring real-time delivery of key messages, including feedback requests.

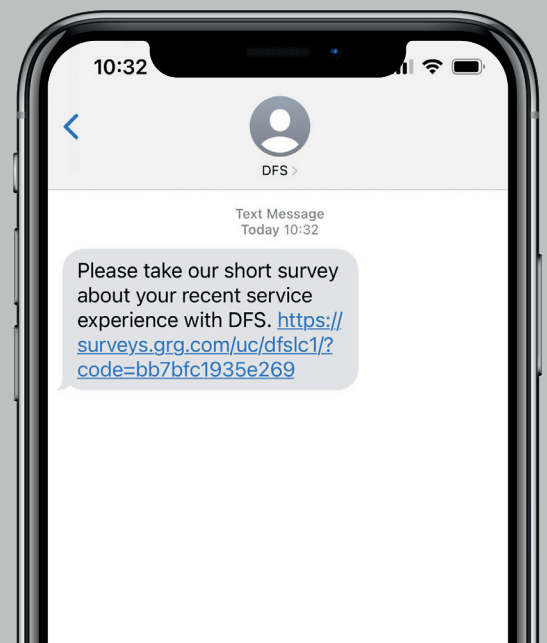
The results

By switching from email to SMS, DFS generated:

- A 45% increase in delivered messages
- 4.9% increase in open rates
- 106% increase in survey completion rates



“SMS has delivered a 106% increase on completion rates on our customers surveys, far outperforming email.”



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