

# The Flower Lounge

## Case study

THE  
FLOWER  
LOUNGE



Textlocal is now  
part of Webex

## The Flower Lounge improves customer service and reduces queries using SMS

### Overview

The Flower Lounge is an award-winning boutique shop, located in leafy Didsbury, South Manchester. The services include everything from heartfelt sympathy arrangements to stunning wedding bouquets.

### Challenge

Before consulting with Textlocal, The Flower Lounge didn't have a process in place to confirm deliveries had been made. With calls being generated to the shop, the team found themselves spending a lot of the time answering the phone and chasing the status of orders.



*"We're all about going the extra mile and customers love the real-time update as its one less thing for them to worry about. They feel like they are receiving great customer service which brings them back to order again and again"*

Steve,  
The Flower Lounge



 TEXT  
Text GO to 62277

 CALL  
01244 752299

 EMAIL  
sales@textlocal.com

 VISIT  
www.textlocal.com



## Solution

Using Textlocal's SMS platform, customers are sent text messages confirming the orders have been delivered. On occasions where the recipient is not home, they are able use the SMS system to make them aware of the safe place where the delivery has been left.

## Results

Nowadays, most people have a mobile phone and a big win for the business is the advantage of sending a text in real-time from The Flower Lounge this way the customer knows the details the moment the order has been delivered.

The new process has significantly reduced the number of calls made to the shop. As well as providing a better service to the customer and offering peace of mind, they also take the opportunity to thank them for the order in a more personal manner.

