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Challenge presented

Claudio Miceli is one of Italy’s top boutiques, with 5 stores selling the most prestigious Italian fashion brands. It also has its own e-boutique, www.claudiomichelishop.com, which allows customers who are physically remote to purchase their favourite labels with no hassle. Claudio Miceli was seeking a channel for communicating with its customers in real time.

Actions undertaken

Claudio Miceli created its own customer database, containing sales figures, sensitive data, and buying habits for each individual customer along with their mobile phone number. The database was uploaded to the SMS Messenger web application in order to send text messages on offers, discounts or events being run at the boutiques. What’s more, when organising an event or promotion directed at a particular target group of customers, Claudio Miceli was able to diversify its Skebby contact list by grouping together, for example, all the customers of its Men’s boutique, or all customers with children, so that they could send text messages only to those customers with an interest in the promotion.

Benefits delivered

“Customers are rapidly informed about our commercial projects, our events and marketing campaigns. This way they can interact with the company and make the most of promotions. The company has also achieved 40% savings on its contact costs”, explains **Daide Sorbello**, **Marketing and Communications Manager at Claudio Miceli**.

How can consumer businesses benefit from SMS Marketing

✓ Improve customer service

Allow your clients to send texts to ask for help, information or to automatically complete processes.

✓ Announce promotions

Promote your business by sending promotional messages with specific calls to action in the message to stimulate customer response.

✓ Announce news, updates, useful information

Send useful information on new products that you’ve developed, new services or company’s news.

✓ Mobile brochure

Customers can send a message with their email address to receive the PDF of the brochure.

✓ Internal communication

Integrate SMS into your systems to remind staff of deadlines, appointments, etc.