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## Challenge presented

QVC Italia is a television channel offering shopping and entertainment 24 hours a day, and is part of the international group QVC Inc. which is owned by Liberty Media Corporation - Liberty Interactive Group (NASDAQ: LINTA). QVC was seeking an effective communication method in order to quickly update its customers on the shipping status of products ordered, and to allow it to rapidly develop new services using SMS.

## Actions undertaken

By integrating the Skebby SMS Gateway into its systems, QVC Italia was able to quickly offer its customers an SMS alert service regarding the delivery of their orders.

## Benefits delivered

*“By using SMS alerts as a dispatch note, which therefore allows customers to get in touch with QVC Customer Care immediately, the number of failed deliveries is falling constantly, allowing the company to making savings across the entire distribution process. What’s more, QVC Italia is now able to develop innovative new services involving SMS sending and receiving”* explains **Claudio Rivabene, New Technology, E-commerce Platform & Infrastructure Manager, QVC Italia.**

### How can retailers benefit from SMS mobile marketing?

#### ✓ Announce promotions

Send messages to your customers, letting them know about special promotions or exclusive offers.

#### ✓ Announce news, updates

Keep your contacts in the know with news, useful information, special opening times or new product launches..

#### ✓ Generate new contacts

Create your shop's SMS Club: customers can sign up to the service by sending a text to receive info on the product or service they're interested in.

#### ✓ Stock availability

If a client is looking for a product that's sold out: when the product comes into stock, you can simply text the customer to let them know.

#### ✓ Improve customer service

You can let customers know when a product has been dispatched, or if there are any delays in delivery.

#### ✓ E-commerce

Send messages to confirm online purchases, or details for picking up goods.