

Case Study

Large Furniture Retail Chain Increases Answers and Decreases Declines with a Branded Calling Solution

A major furniture retail chain provides not only top-tier furniture products but top-tier delivery services. With the help of branded calling, the furniture chain was able to connect with customers at a higher rate and confirm deliveries that were often missed due to unknown calls.

Product
INFORM

Industry
Retail

Use Case
Delivery Confirmation

Country
United States

18% ↑
Answer Rate

46% ↓
Decline Rate

22% ↑
Engagement Rate

Overview

When customers are expecting a delivery, they want to know when to expect a call and who's making the call

When a customer finally finds that dream bedroom set or the perfect, comfy couch, then getting it from the showroom floor to their doorstep should be a seamless process. For a large furniture retail chain, their delivery drivers must have clear contact with customers to confirm delivery windows.

Problem

Even when customers were expecting a delivery, drivers had difficulty confirming delivery times

Despite customers anticipating deliveries, drivers had difficulty getting customers to pick up the phone when calling from an unknown number. The result? Wasted time and costly missed deliveries.

Solution

With Branded Communication, the retail chain saw more successful deliveries and happier customers

By utilizing INFORM, declined calls dropped off, and more people were picking up the phone the first time to confirm deliveries. The retail chain saw an 18% answer rate boost along with a 22% lift in customer engagement.