

ABOUT:

Client: Figleaves
 Site: Figleaves.com
 Sector: Lingerie & Swimwear (Women)

Figleaves.com is a lingerie & swimwear retailer launched in the UK in 1999. One of the first online fashion businesses, it recognised that there was little choice of lingerie styles and sizes on the high street, and even less knowledge of bra fitting. Figleaves were determined to change this.



100% fit guarantee

We are committed to giving you a great fit experience. With our professional size and style selection, we are confident you will find what you are looking for. And if you are unsure of your size or what best suits your shape, our expert advisers are available to help in whatever way is most convenient for you.

UK - 0345 431 2014
 US - 1 866 751 2689

Go to figleaves.com and click 'chat now' for an instant response.

TRUSTPILOT
 Trust score 9.5/10 Independent reviews you can trust

help@figleaves.com

CLARA, YOUR ITEMS FOR THIS DISPATCH

ITEM	QTY	RETURN CODE	REUNDO EXCHANGE	NEW SIZE
SEAFOLLY ANNEKE KATTAN NECTARINE £30.00	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size: ONE SIZE BORN BORN PROSEE TIGHTS £30.00	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size: SMALL				
ALBADE Exotic De First Half Cup Bra £71.00	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size: 32 D				
ALBADE Exotic De First Tanga £26.00	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size: 3				
FIGLEAVES Anika Cami & Short Set £35.00	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size: SMALL				

Order Number: 96558
 Order Date: 20th April 2017
 Delivery Type: DPD
 Customer Name: Clara Jones

ORDERED MORE THAN ONE SIZE
 DOESN'T SUIT ME
 NOT AS SEEN AS ON SITE
 UNWANTED GIFT
 FAULTY OR DAMAGED

FIGLEAVES.COM

SHIPMENT: 12553831/1

CUSTOMER RETENTION : DELIVERED

Q&A: WITH CAMPAIGN & WAREHOUSE MANAGER

What was the rationale behind choosing Retain.me and the SMARTSlip® solution?

As a lingerie and swimwear retailer, we have a relatively slow repeat purchase cycle. To combat this, we wanted to extend our brand messaging and personalised marketing efforts to in-parcel, as we understood that engagement is relatively strong with transactional inserts/pack notes. Retain.me was another way in which we could show the depth and breadth of our product and offer an incentive for customers to make their next purchase.

What expectation was there from the implementation of SMARTSlip® and how was this expectation measured? e.g. KPI's

Supplementary messaging to our email campaigns - 100% of consumers receive these messages - the same is not the case for our email subscriptions.

Did the solution meet these expectations and how?

We have seen a high number of Retain.me code redemptions, which is great – especially when a customer hasn't opted-in to our email program.

Is it still meeting these expectations?

100%

Have you run any campaigns through the SMARTSlip®? e.g. discount or friend referral campaigns. If so what were they and were they successful?

We always include a discount for next purchase. We have seen a high number of code redemptions

Are there any future campaigns planned for the SMARTSlip®?

We use Mention Me as our refer-a-friend platform, so this will be what we look into next. We are also keen to run cross-category campaigns; i.e. lingerie to swim shopper.

Have you run similar email campaigns simultaneously? if so how did the results compare?

We run different campaigns for customers who have opted-in to email.

Could you explain how the experience of implementing and integrating SMARTSLIP® was?

From the fulfilment side, I would say that testing and full implementation were done at the perfect time for us as we were low on orders during this period. We planned to conduct testing and implementation earlier in the year to ensure that the new system was mature and bugs ironed-out well advance of peak. Any issues were responded to and resolved quickly by the Retain.me team.

We also have a SMARTReturns product that provides an easy to use returns portal for the consumer, that seamlessly integrates into the SMARTSlip®. Is this something you be interested in implementing and why

We're interested in any returns mechanism that reduces process friction for both our customers and ourselves - so yes.

