

ABOUT:

Client: Orlebar Brown
 Site: Orlebarbrown.com
 Sector: Mens & Boys apparel

Intrinsically British but ultimately international. Orlebar Brown are a clothing brand specialising in tailored men's swim shorts. The company was founded in 2007 after a gap in the market for smart men's swimwear, was identified.

FAST FACTS

All Customer Revenue +3%
 New Customer Repeat rate +7%
 New Customer Revenue + 4%
 8.6 x Return on Investment (ROAS)

Q&A: WITH THE HEAD OF CRM & CUSTOMER INSIGHTS

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

Our current delivery note was outdated and impersonal. SMARTSlip® allowed us to present the brand in a more visual and tailored way. Being able to personalise the content for each customer was a big step forward.

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

There was an expectation that the customer experience would be improved. For new customers, a better introduction to the brand, and for existing customers, updated content that included our most recent campaigns and new styles. There was also an expectation that customers would be more likely to come back and shop in the future. We measured this by split-testing, half of orders received a SMARTSlip®, and the other half did not.

Did the solution meet these expectations and how?

Using the SMARTSlip® ensures we are able to personalise every customer's experience with relevant content. We were also pleased to see that customers responded positively, both in terms of feedback, and through a 2% increase in returning customer orders.

Is it still meeting these expectations?

100%!

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

Integrating with our warehouse system was quite straightforward. Both technical teams were able to find solutions for any problems quickly."

COMMENTS: FROM THE CONSUMER

“**Quickest delivery ever experienced and best product ever owned! ...Well packaged and even had a printed thank you card with my name on.** Exceptional. Product itself is the most stylish, functional swimshort ever! Will be buying more...”

“**Excellent and Excellent Service. Great product and nice little personal touches in the packaging.**”

“**Love it... First @OrlebarBrown purchase and it's been a great experience. The packaging, it was personalised and love what I've ordered!**”

“**Fab Service... will order again! Great Service... items were received, within a few days (even in Jersey) in nice packaging with personalised info inside... nice touch!**”

ORLEBAR BROWN

21 MAR 2019
13 FEB 2019

ORDER NUMBER: 407856941
ORDER DATE: 13 FEB 2019
DELIVERY ADDRESS: 45 THE ORLEBAR STORES

EXCHANGE	RETURN	REFUND
BY DATE	BY DATE	BY DATE
REASON	REASON	REASON
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9

DESCRIPTION: BUCKLE LAIN SWIM SHORTS NAVY

RECEIVED BY: [Signature]

DATE: 13 FEB 2019

TIME: 14:30

LOCATION: 45 THE ORLEBAR STORES

ORLEBAR BROWN

45 THE ORLEBAR STORES
13 FEB 2019

HELLO DOUGLAS
Founder

Welcome to Orlebar Brown.

Ever since I launched Orlebar Brown in 2007, the most exciting moment is when someone chooses to buy something from OB. Not just a sign of commitment, it is also a chance for us to make a new friend.

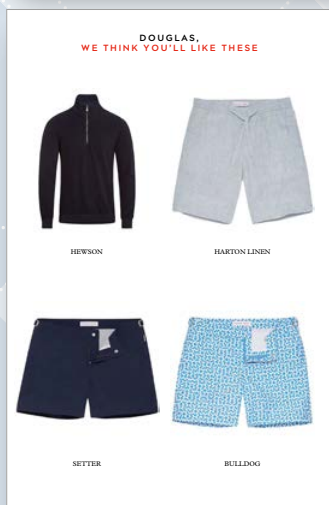
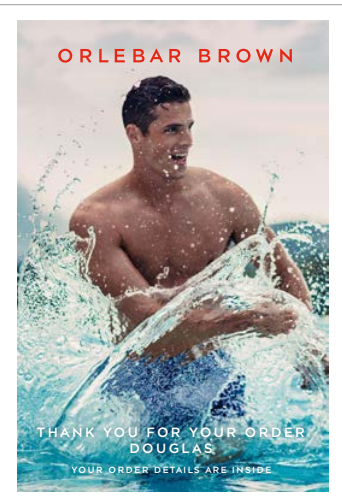
Quality is paramount to us so if you have any feedback, please do let us know—and remember all our swim shorts are covered by our unique Five-Year Guarantee.

Your first point of contact is our friendly and professional concierge service, details of which you can find within this delivery note, or alternatively visit any of our stores (orlebarbrown.com/stores) or chat to our staff.

We love to see where your OBs have been on holiday. To join the OB community, share your photos on Instagram with #OBsAroundTheWorld and @orlebarbrown.

It's great to have you on board. Stay in touch.

Adam Brown
Founder
founder@orlebarbrown.com



#SnapShorts
GIVE THE GIFT OF CHOICE WITH A #SNAPSHORTS GIFT VOUCHER

Enclosed in a presentation box with a card to include your own personal message, the voucher enables the recipient to use our Design Your Own service to turn their favourite photograph or print into a truly unique pair of swim shorts.

AVAILABLE TO PURCHASE IN-STORE AND VIA OUR CONCIERGE TEAM

HOW TO REDEEM:

Once the recipient has chosen the photo to be printed on their #SnapShorts, they need to get in touch with our concierge team, quoting their gift voucher code, who will get the design process started.

UK: +44 (0) 20 7785 6941
ROW: +1 (248) 8200491 (toll free)
obconcierge@orlebarbrown.com
Monday to Friday 9am to 11pm (GMT)

ORLEBARBROWN.COM

EXCHANGE / REFUND

IF YOU'VE CHANGED YOUR MIND OR THE ITEM WASN'T QUITE RIGHT, SEND IT BACK WITH OUR EASY RETURNS SYSTEM

Send us back your items in their original condition within 28 days of receipt for an exchange or a refund.

1. Complete the returns form and specify if you want an exchange or a refund.
2. Specify the reason(s) by entering the corresponding number(s) from the list below.
3. For an exchange, please specify the replacement item's style, size, and colour.
4. Post off the returns label (right) and place it on the package. Returns for UK orders are pre-paid.
5. Detach the returns form (on reverse of returns label) and include it in the package (keep a copy for your own reference).
6. Take the package to your local post office and please retain your proof of purchase.
7. Orders can take up to two days to be delivered to us. We will process your return within five working days of receipt and will email you to confirm.

REASON CODES

- 1: ORDERED MORE THAN ONE SIZE / COLOUR / STYLE
- 2: ORDERED EXCHANGE SEPARATELY
- 3: TOO BIG 4: TOO SMALL 5: STYLE DID NOT SUIT ME
- 6: COLOUR DID NOT SUIT ME 7: INCORRECT ITEM RECEIVED
- 8: FAULTY 9: OTHER (PLEASE SPECIFY)

RETURNS & EXCHANGES POLICY

We are happy to accept items back to us within 28 days of you receiving the items. The items need to be in their original condition with the tags still attached. If you discover that your product is faulty (even after the first 28 days), please contact our Concierge Team who will be able to help.

We provide a free returns label for all UK orders. Please use this if you want to return your product or cancel your order. We will refund the original shipping cost if your order is incorrect or faulty or if you are cancelling your order. For more information, see our delivery and returns policy.

All exchanges are sent out free of charge.
You can find out more about our returns policy on our website.

Still have a question? Please contact the OB Concierge team:
obconcierge@orlebarbrown.com
+44 207 778 6941

Our concierge team is available Monday to Friday from 9am to 11pm (GMT).
If you need to cancel your order, you can complete the cancellation form at www.orlebarbrown.com/delivery-and-returns.html

PEEL OFF HERE

ORLEBAR BROWN

Returns Department
c/o Torque
Wortley Moor Road
Wortley
Leeds, LS12 4JH
United Kingdom