ABOUT:

Client: PRESS London
Site: press-london.com
Sector: Health Foods

Press London are an online Health Food delivery service, who also work with over 700 independent stockists in the UK.

The company was founded in 2014 selling Cold Pressed Juices from a bathtub in Old Street station, London.

Their mission is to become the biggest health food brand globally, whilst delivering positive, tangible change to more people's lives everyday.

Although Press London originally intended to use SMARTSlip solely for solving their packing issues, they soon realised that it could also add value in numerous other ways- increasing their Customer Retention and raising the lifetime value of their Customers .

CHALLENGES

Press London's juice cleanse products require their customers to consume the juices in a specific order, at specific times. Before SMARTSlip, the instructions for each cleanse were printed off in bulk and manually inserted into each order. Not only did this take a long time, it also lead to a lot of wastage if the products were changed or unsold.

With SMARTSlip, this process was streamlined. The information about the cleanses is now printed in real time on the SMARTSlip when the order is placed.

With each SMARTSlip being 1:1 personalised for each order, there is no longer any waste in the process. There is also now the opportunity for Press to offer their customers offers based on what they have purchased, and make recommendations of what they might wish to purchase in the future.

Q&A: WITH HEAD OF OPERATIONS

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

We wanted to be able to give personalised 'guides' and information to customers based on their chosen products. Previously we had 7 different pieces of printed material that depending on the product bought, one would be added to the order. Retain.me eliminated this problem, whilst giving a slick, personalised customer experience.

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

Hard to rationalise our use of smart slip with KPIs, however better use of SMARTSlip® with product recommendations/discounts would be able to be measured.

Did the solution meet these expectations and how?

Yes it provided all the customised slips and info for customers based off product ordered.

Is it still meeting these expectations?

Yes!

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

Yes, we run a successful 'second order' discount code to all first time customers, along with discounts for encouraging customers to upgrade to a longer juice cleanse/plan

Are there any future campaigns planned for the SMARTSlip®?

Definitely - more customer focused and personalised campaigns, especially for product launches.