

## Providing Home Comfort to the Digital Customer Journey for a Large, Regional Electronic & Home Goods Retailer

Faced with a changing retail climate & a small digital team, the retailer recognized survival depended on understanding and adapting to the digital customer journey.



DGTLsuite's client is a publicly-traded organization and one of the top consumer goods retailers in the country. With more than \$1 billion in revenue, 4,500 employees, and operating in more than 140 retail locations across 14 southern states, it's mission is to provide everyone the possibility to purchase high-quality, long-lasting products for their home. Together, DGTLsuite and the client's social media, customer service, and creative departments developed a "digital-first" customer experience with 24x7x365 messaging, real-time engagement, and targeted content to improve the brand's online perception and grow their digital audience.

**69% of U.S. adults shop more with online retailers that offer consistent customer service**



*"SPS DGTL helped spearhead the social media efforts of our brand. They handled our negative & positive digital engagement with a steady hand and lead the charge with grace"*

- DIGITAL MARKETING MANAGER

### CHALLENGES

- The brand had a small team managing multiple digital channels with 24-hour customer expectations. This led to an over-dependence on manual and native community management.
- A rise in overall negative brand sentiment, and the need to improve the brand's ability to nurture current and potential customer relationships as digital engagement grew.

### OBJECTIVES

- Manage digital customer service, engagement, and social media marketing from a centralized platform in order to provide organization transparency and maintain cohesive brand messaging across all of the client's digital assets.
- Build and grow lasting relationships with potential and current customers by shifting the perception of the brand to more positive and friendly with quick and consistent online responses across all locations.

AUDIENCE GROWTH

**20%**

ENGAGEMENT INCREASE

**86%**





AVERAGE RESPONSE RATE

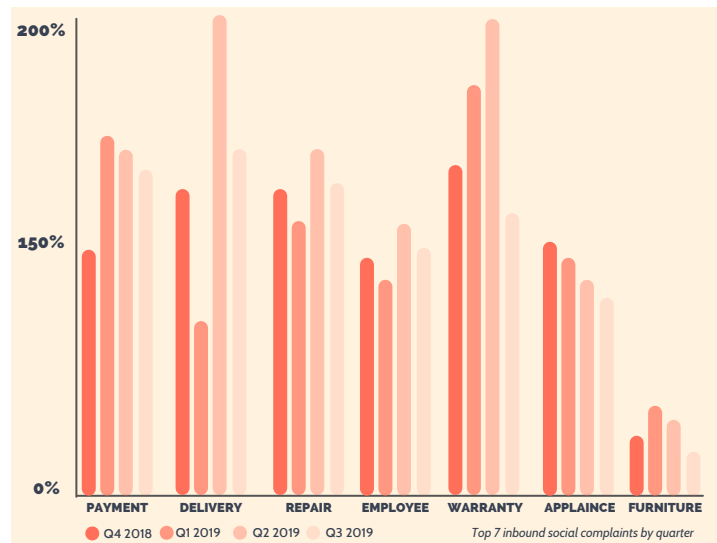
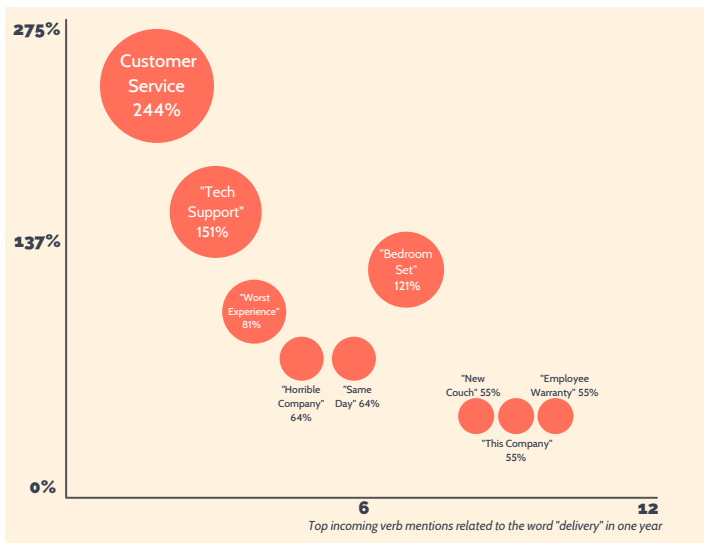
**68%**

RESPONSE TIME IMPROVEMENT

**80%**

**SOLUTION** Implement DGTLsuite's proprietary SaaS platform to provide streamlined processes, humanization of social media responses, and actionable insights from analytics to the retailer's digital and customer service teams. The data collected by the DGTLsuite yielded consistent details of which channels, content, and strategies resonated best with the brand's customers online and improved overall brand sentiment.

DGTL Engage	SPS DGTL: BPO Service Powered by DGTLsuite	DGTL Create	DGTL Analyze
 <p><b>Engage</b></p> <p>As one part of the DGTLsuite, Engage allowed the client to manage all inbound and outbound digital engagements from a centralized hub and bridged the gap between the digital, marketing, and customer service teams to work cross-functionally.</p>	 <p>SPS DGTL's agents, managed the client's online brand 24x7x365 on a unified platform, Engage. By increasing overall message replies, lowering response time, building a customer profile database, and developing a customized Knowledge Base of protocols for each online interaction, SPS DGTL was able to provide omnichannel customer support across every department and location--no matter the time of day.</p>	 <p><b>Create</b></p> <p>Having content development, creation, approval, publication, and amplification together in one place allowed the client to build brand symmetry and visual identity across all social platforms. Being able to analyze results in real time allowed the marketing team to have a deeper understanding of which content was working best and see which channels were driving the most engagement.</p>	 <p><b>Analyze</b></p> <p>With increased responses and human eyes on each digital engagement came increased visibility and actionable data insights. Analyze allowed reporting to become simplified and consolidated all relevant information in one place. Analyze provided reporting on keywords, tags, progress toward KPIs, trends indication on both positive and negative topics, and a roadmap to digital success.</p>



AVERAGE POST IMPRESSION GROWTH

**204%**

AVERAGE REACH PER POST GROWTH

**192%**

AVERAGE ENGAGE USER GROWTH

**191%**