



CASE STUDY ON HOLD REWARD MARKETING

THE PROBLEM:

A LANDSCAPE AND GARDEN CENTER, HAD BEEN USING AN ON-HOLD MARKETING SOLUTION FOR SEVERAL YEARS BUT NEVER HAD A WAY TO MEASURE THE RETURN ON THEIR INVESTMENT OR THE EFFECTIVENESS OF THE PROGRAM. THEY WANTED TO SEE IF THEY COULD TURN CALLERS INTO CUSTOMERS WHO WOULD COME INTO THE STORE AFTER THE PHONE CALL.

THE SOLUTION:

BRANDT & SONS™ RECOMMENDED IMPLEMENTING AN ONHOLDREWARD.COM PROGRAM THAT WOULD ENCOURAGE CALLERS TO VISIT A WEBSITE AND ENTER A UNIQUE KEYWORD THEY HEARD WHILE ON-HOLD TO CLAIM A COUPON THAT COULD BE USED DURING THEIR NEXT VISIT TO THE STORE.

THE RESULTS:

IN A 2.5 MONTH PERIOD THEY HAD 25 CALLERS ENTER THEIR CODE ON THE WEBSITE AND 15 COUPONS DOWNLOADED. ACCORDING TO THE CLIENT THE COUPON REDEMPTION WAS AN ASTOUNDING 100%. DURING THIS SHORT PERIOD OF TIME ALMOST 50% OF THE CALLERS WHO REQUESTED A COUPON ALSO REQUESTED TO RECEIVE THEIR E-NEWSLETTER. SEVERAL CALLERS PROVIDED FEEDBACK ON THE SYSTEM SUCH AS: “ I AM BUYING A GIFT AND HAVE BEEN PUT ON HOLD MANY TIMES, BUT THIS IS A REFRESHING TREAT THAT A COMPANY RECOGNIZES THAT I WAS WILLING TO HOLD. I HAVE BOUGHT MY TREE, BUT I WILL CERTAINLY BUY SOMETHING HERE AGAIN!” AND “I WAS PLACED ON HOLD FOR A REASONABLE AMOUNT OF TIME TO RESEARCH THE QUESTION I ASKED. THE PERSON WAS VERY POLITE AND HELPFUL.”