Case Study

Diamond Store recaptured an average of £500 from abandoned baskets

Client:
The Diamond Store

Industry:
Retail

Objective:
• **To implement an effective abandoned basket email solution**

• **To encourage customers to purchase via email instead of phone to avoid draining team resources**

The Result:
3.5
telesales hours per week saved

£500
Average basket value recaptured

THE DIAMOND STORE
LONDON

The Diamond Store needed a resource-effective way of increasing sales from their online store. They wanted an automated method of gently reminding customers of the high value products they'd considered purchasing on their website.

> "Adestra really helped us with an intelligent and sophisticated solution. They helped to increase our conversions whilst managing to remain loyal to our brand image and sensitivity to a positive customer experience."
>
> **Chavi Spitzer,** Online Marketing, The Diamond Store

The challenge
The Diamond Store's commitment to customer service meant the marketing team manually followed-up on basket abandoners by phone. However, they weren't able to reach online shoppers in a timely fashion, and this was putting pressure on their use of human resources. They needed a more effective solution that would encourage the consumer to purchase, rather than pressure them, and keep true to the company's dedication to positive customer service.

The solution
The Diamond Store worked with Adestra's Project Management team to implement Conversion Capture, our abandoned basket technology. This would send an automated email to customers who didn't complete the checkout process.

Because the Adestra team worked closely with The Diamond Store throughout the implementation process, Conversion Capture was up and running quickly, and the process of connecting it to their online store went smoothly. Also, The Diamond Store were involved in the design and copy of the automated email to make sure it aligned with their brand promise.
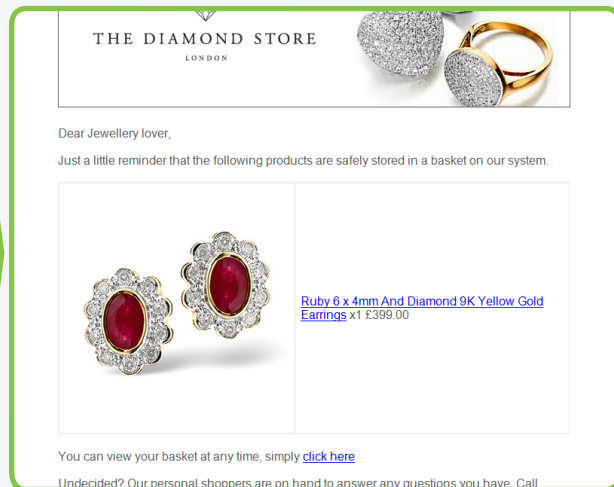
The remarketing process
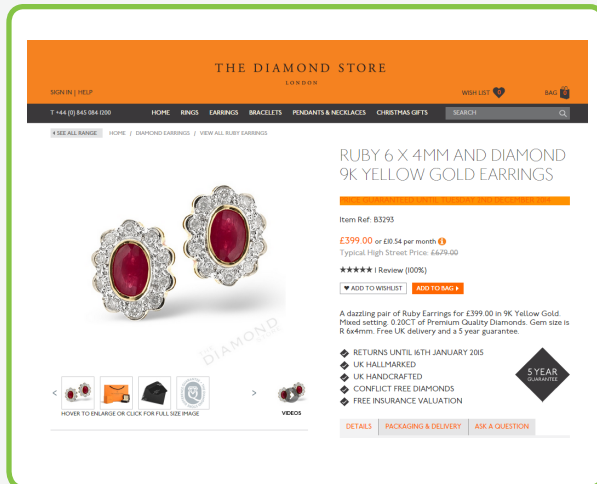
Customers who add a product to their basket, but abandon it during the checkout process...

...receive an automated email encouraging them to complete the purchase, with an image of their product and a direct link to checkout

The result

Because customers received a follow-up with an email automatically, rather than by phone, timeliness has also increased the impact of the message. The Diamond Store are now recovering an average basket value of £500.

Their marketing team now dedicate those resources to other activities, as they saved 3.5 hours every week, which would have otherwise been spent on telesales.

About Adestra

We have been empowering our clients to maximize marketing ROI through email-driven technology for over 10 years. Our flexible account structure, obsession with customer success, and award-winning service have gained the trust of global and growing brands alike.

We were founded on the principle that marketing success takes more than technology, and that's why customer service is at the heart of our business. We're not just Software as a Service, we're Software AND a Service.

Would you benefit from a more efficient use of resources?

Get in touch today to find out what automation could do for your business.

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