



## Stage Stores Builds Its Mobile Database to Create Customer Engagement

### STAGE STORES

"Our collaboration with Genesys Cloud Communications provides us with the technology and mobile marketing expertise required for more efficient, measurable contact with customers. Back-to-school shoppers have benefitted from the convenience of our mobile microsite and a number of instant-win prizes from Stage Stores and the USPA."

Tom Kail  
Vice President Marketing  
Stage Stores

### Business Opportunity

One of the nation's top retail chains with 800 stores sought to leverage the back-to-school shopping season to engage with its target customers, increase sales, promote brand loyalty, and understand customer communication preferences.

### Genesys Cloud Solution

The "Gotta Get Soul" sweepstakes, held in conjunction with the U.S. Polo Association, was aimed at Mom shoppers. The ad campaign in-store and online prompted shoppers to text USPA to 38228 for a chance to win a new Kia Soul or instant prizes such as gas cards, iPods, and Stage Store gift cards. While opting in, customers were able to indicate the channel (SMS, voice, or email) and the type of offers they preferred to receive from Stage Stores, paving the way for more relevant mobile communications during the back-to-school season and beyond. Genesys Cloud technology managed the contest entries via SMS and mobile web, stored opt-ins in a compliant fashion, and recorded communications preferences.

### Results

- Customer participation rate was high, with nearly 2,000 entries per day throughout the program's 5-week run
- 39% of sweepstakes participants opted in to future mobile alerts and only 0.1% of those subscribers opted out once the sweepstakes had ended
- Stage Stores can now communicate with on-the-go consumers using a marketing channel that cuts through the clutter and engages its best customers

#### About Genesys

Genesys, the world's #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 24 billion contact center interactions per year in the cloud and on premises.

Visit us at [www.genesys.com](http://www.genesys.com) or call us at +1.888.436.3797

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