



CREATING LOYAL CUSTOMERS

Chatterspot and TEAM Wireless Team Up

In 2013, TEAM Wireless, then a 27-location Verizon Wireless dealer with locations throughout Michigan and Wisconsin, was aware its customer was changing. The old ways of reaching their market were falling short and the growth the company had experienced over the years had made it increasingly difficult to build relationships between TEAM Wireless' expanding number of stores and the customers around them.

The Problem

TEAM Wireless needed a new way to reach and stay connected with its customers. They wanted to build loyalty while maintaining an authentic brand that was true to their stores' common goal: "To make our customers happy."



Solution

TEAM Wireless enlisted the services of Chatterspot, a multi-channel targeted marketing service. Through text and email solutions, Chatterspot allows retailers to give their customers personal attention in a way that's fast and easy for management and staff.

Evaluating the Options

TEAM Wireless first met Chatterspot at the 2012 iQmetrix Retail Summit. TEAM's Charlie Kariainen (Director of Sales) and Justin Burford (Vice President of Operations) had some initial reservations. "With marketing via text being a relatively new concept, we were a little leery of it to say the least," Charlie recalled. They were concerned it wasn't the right fit for them but after meeting with the Chatterspot team and seeing the product at the Summit, they changed their mind.

TEAM had evaluated other options such as direct mailing and email services but realized the need to go beyond these methods.

According to the Mobile Marketing Association and Frost & Sullivan, 90% of emails are considered spam compared to 1% of texts and 98% of texts are opened, typically within four minutes of delivery, as opposed to just 22% of emails.

In the end, TEAM was impressed by Chatterspot's approach. Although email is still an important part of their marketing strategy, adding Chatterspot's text features became a natural synergy. After all, TEAM Wireless is selling the very devices that connect them to their customers!

TEAM WIRELESS AT-A-GLANCE

- ▶ 2007: TEAM Electronics becomes an iQmetrix client.
- ▶ 2009: TEAM Electronics rebrands as TEAM Wireless.
- ▶ 2011: New stores open in Crystal Falls, Iron River & Houghton, Mich.
- ▶ 2012: Chatterspot partners with iQmetrix on its RQ Retail Management Software.
- ▶ 2012: 6 new locations acquired in Wis.
- ▶ 2013: TEAM Wireless partners with Chatterspot for marketing automation.
- ▶ 2013: Expansion in Wisconsin continues with 11 new stores, bringing the total for TEAM Wireless to 27.
- ▶ 2014: TEAM Wireless adds 5 more locations for a total of 32 stores.

Going Live

One year after launching their loyalty/rewards program, branded "TEAM VIP Rewards," TEAM Wireless feels their partnership with Chatterspot has worked very well. According to Charlie and Justin, getting the stores on board has been a breeze. "It's simple and easy to explain to our customers. I can't think of a negative to it," says Charlie. TEAM Wireless has been creative with sales team adoption, tying Chatterspot sign-up to certain product discounts – making it mandatory for a customer to sign up to redeem those special promotions. These types of incentives make it easy to grasp as it's an ongoing issue to ensure staff keep the rewards program top of



**TEAM Wireless
customers save up to \$55!**

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– **Charlie Kariainen, Director of Sales, TEAM Wireless**

mind at the POS. TEAM Wireless has also added digital business cards that go out via customer emails; sales reps no longer have physical business cards. This allows TEAM to send the customer that business card along with other important information, for easier correspondence.

Chatterspot Integration with iQmetrix's RQ Retail Management System

Charlie and Justin stated the clincher in their decision to go with Chatterspot was iQmetrix announcing they had integrated Chatterspot's services with the RQ Retail Management system. For TEAM Wireless, this confirmed an ease of use. "It's not something you have to remember to do -- it's right there and very present with the pop-up reminder," said

Justin. "The presale information is there and it's very quick to finalize sign-up, which is a great benefit." Charlie agreed 100 percent. "The ease is right there. If it was another program that had to be brought up, it would take much more training or reminding for our staff. It's perfectly integrated right there in RQ."

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– **Charlie Kariainen**

We really liked the Chatterspot branding. They really did a good job of keeping it simple and explaining how the customer would be contacted and how their process worked. So once we realized it wasn't text messages going out every two weeks, it seemed very reasonable.

– **Justin Burford, Vice President of Operations, TEAM Wireless**

Measuring ROI

TEAM Wireless is experimenting with different types of Chatterspot campaigns. They've had some success with prize draws for free tablets, but Justin and Charlie agree there's room to improve in this area.

TEAM sets a goal of achieving 70% subscriptions of the attempts made every month. The company is happy to report they are surpassing that with a success rate of 73%. If TEAM Wireless' sales staff made an enrollment attempt on every purchase, the company would be able to communicate directly with 73% of its customer. In addition, TEAM sees 478 coupons redeemed on average per month. That's a direct call to action upon which the company can see a return.



James Ellis, Chatterspot's Director of Client Services, created a timeline for TEAM's customer communications, focusing on different milestones. For example, on day 50, the customer will get a special promotion communication, likewise when it's time for an upgrade, or it's the customer's birthday, and so on.

With Chatterspot, TEAM can track these campaigns, and see how many customers received a given coupon, and then how many of those coupons were redeemed. They can easily see the success and response rate for any given communication. For example, TEAM ran a coupon promotion sent to 7,685 customers offering \$20 off any purchase of \$100 or more. Through Chatterspot, TEAM was able to track the success of that campaign, which resulted in over \$2,250 in additional sales in a single weekend. Justin and Charlie say TEAM Wireless has definitely had a positive ROI from Chatterspot. Customer awareness, upgrade notices, and birthday messages are all bringing people back to the store. Charlie says there's an immediate impact. "A customer was just in the store as a result of the text message they got on their phone about a relevant promotion. I'm pleased with that type of ROI."

"The direct marketing has been invaluable. It turned our customers from Verizon customers to TEAM Wireless customers."

– Brian Boucher, President & CEO, TEAM Wireless

Justin and Charlie also wanted to make special mention of how great the people at Chatterspot have been over the last year, especially Chatterspot's President, Kelly Dresch, who in their words has been "excellent" and "really great" to TEAM Wireless.

"Chatterspot has always had a great team and have really gone above and beyond with the relationship with us," says Justin. "They are a great company with happy, fun people. They are a blast to work with!"

Challenges

TEAM Wireless went all in upon launching Chatterspot company-wide. The company has grown a lot since the launch, going from 16-18 stores to their current total of 32. A lot of that growth has been through acquisitions of stores that already used Chatterspot, so training wasn't much of a challenge.

Charlie and Justin admitted there was a bit of a ramp-up period, but they got into the swing of things right away. Five of their most recently acquired stores were already very strong with Chatterspot but TEAM Wireless continues to struggle with some of their lower-gross-profit stores and those with lower staffing (about two on-staff at a time) – ensuring they keep the loyalty program top of mind. Because these stores already drive fewer sales than larger stores, it's even more important for them to drive TEAM Wireless' brand of marketing and build relationships.

With this in mind, Charlie and Justin are pleased to report daily increases in consistency. "We're always looking to improve," Charlie explained. "We had a goal of 100 attempts per day. We reached that the other day. We are getting there and looking towards getting our percentage into the high 80s with our response. We talk about this in our training and our calls to keep it top of mind, always improving and to get the most of the service that we have here."

TEAM Wireless measures the previous day's attempts with an automated report delivered by Chatterspot every morning at 6 a.m. It's a great, user friendly report broken down by location. It's also one of the first communications Charlie reads every day. "I could see that we had 10 stores with no attempts. They know who they are, as they get the email too. So that's not good but we see that. We had others with great numbers though, too. When the manager is not there to drive those attempts, we struggle. So this helps us with accountability."



Chatterspot is a whole lot more than a text message marketing company. They are a team of seasoned (yet humble) marketing gurus, wireless aficionados and software connoisseurs who have joined forces just in time to offer targeted marketing solutions, closing tools and reclaimed revenue streams to forward-thinking wireless retailers who have been feeling the pinch of decreased carrier commissions. Built on the belief that wireless stores should be utilizing products and services they sell to promote products and services they sell, Chatterspot has emerged to offer Wireless Retailers a new evolution of multi-channel targeted marketing services through text and email solutions.



TEAM Wireless, originally TEAM Electronics, is a 32-location Verizon dealer with stores in Wisconsin and Michigan founded in 2001. TEAM Wireless' head office is located in Escanaba, Michigan. At TEAM Wireless, it's all about people. From the employees they hire to the customers they serve, it's their goal to create a fun, welcoming environment for all. Each store brings its own unique personality, but together they strive towards one common goal: To make their customers happy.



iQmetrix is a leading provider of end-to-end retail solutions. Enhance front-end experiences with XQ Interactive Retail and streamline back-end operations with RQ Retail Management. iQmetrix gives retailers what they need, so customers can get what they want.
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