



COOKING UP A TAILORED PRINT AND SMS SOLUTION

INTRODUCTION

Magnet wanted to allow each of their 140 branch managers to autonomously create and send on-brand, personalised print and SMS communications directly to their customers via a single platform.

Their goal was also to tailor their messages to local areas to avoid mass centralised, generic communications. Magnet therefore required their data to be assigned to each store so that location-specific communications were sent to the correct assigned customers. To do this successfully, Magnet needed a bespoke web portal that would allow each of their store managers to send out targeted special offers and information new services using their local knowledge and expertise.

WHAT WE DID

Rapidity worked with Magnet to understand their precise requirements, and whilst print and SMS broadcast systems already exist 'off the shelf', there was nothing on the market that would allow users to execute both mediums from a single system.

Magnet
part of the family

“The challenge of creating a site that could be easily used whilst being very complex in the background was not to be underestimated. What looks simple at first glance is very complicated which reflects the tailored approach needed to achieve the client’s goals.”

Our challenge was to produce a simple and easy to use solution that would enable users to seamlessly execute their marketing without the need for training. Using our industry-leading internal software development skills, we configured a completely bespoke web portal that enables each store manager to log in using their own credentials and independently choose their promotional materials. To safeguard the aesthetics of Magnet's collateral, editable and intuitive templates allow any user to send on-brand products easily. To ensure the correct customers are reached, Rapidity also manages Magnet's consumer data centrally and segments it securely in accordance with Data Protection laws.

RESULTS

Each of Magnet's 140 stores now have the capability to autonomously broadcast instant multi-channel, personalised communications across SMS, print and mail from a single, customised portal. The system also allows them to send relevant targeted brand promotions to different segments of their database, enabling them to appeal to different customer profiles.

"The system is used daily by all stores of the Magnet chain and the use of SMS in particular has been astounding. Hundreds of thousands of messages are sent throughout the year and the instore users are able to create and target their marketing to their local area to drive a better response from their customers."

