



CASE STUDY: CHEQUE EXCHANGE

THE CHALLENGE

We are constantly reviewing our business and recently highlighted a potential problem with our ability to communicate with customers in a timely fashion. We have large volumes of customers and we need to communicate with them all as soon as possible. We have a steady stream of information, which we need to get out to clients from retail closures and openings to the favourable rates through our systems.

THE SOLUTION

We decided to go ahead with a number of Diva's solutions including the text messaging service, management of 0800/0844 numbers and automated switchboard answering system. We are also using audio conferencing.

THE RESULT

We have had a good response rate to our new text marketing campaigns and increased customer retention following retailer closures.

