

Providing Home Comfort to the Digital Customer Journey for Conn's HomePlus

Faced with a changing retail climate & a small digital team, Conn's HomePlus recognized survival depended on understanding and adapting to the digital customer journey.



69% of U.S. adults shop more with online retailers that offer consistent customer service

"SPS DGTL helped spearhead the social media efforts of our brand. They handled our negative & positive digital engagement with a steady hand and lead the charge with grace"

-CONN'S DIGITAL MARKETING MANAGER

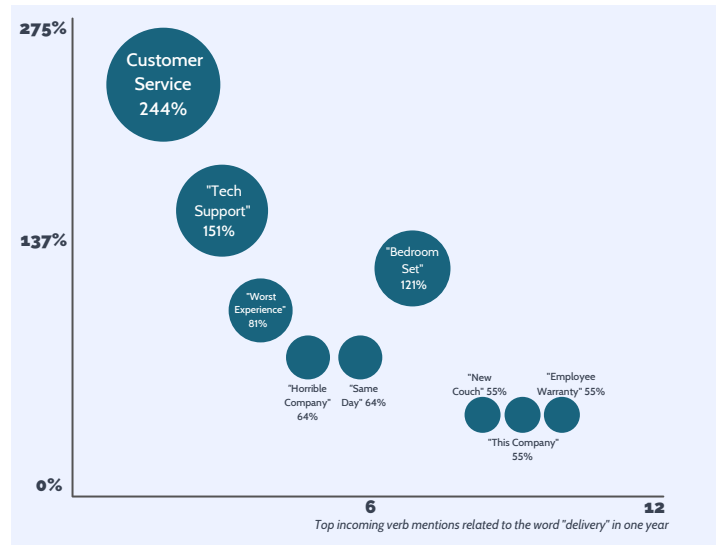
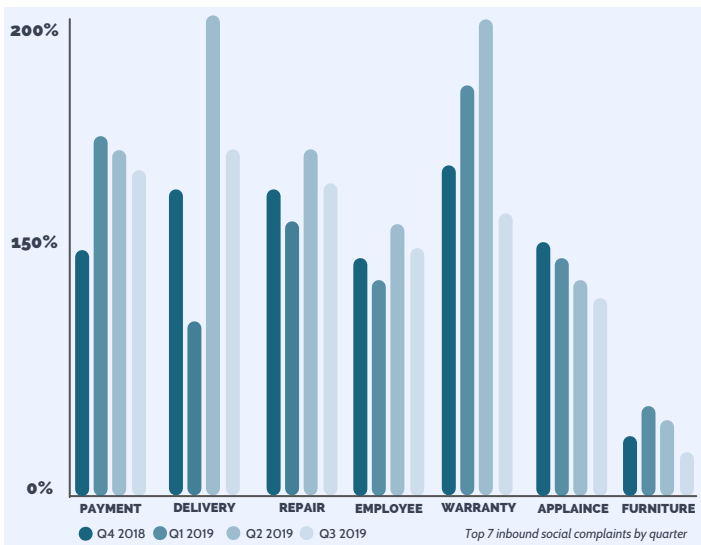
Conn's HomePlus, a publicly-traded organization (NASDAQ: CONN), is one of the top consumer goods retailers in the country. With more than \$1 billion in revenue, 4,500 employees, and operating in more than 140 retail locations across 14 southern states, Conn's mission is to provide everyone the possibility to purchase high-quality, long-lasting products for their home. Together, DGTLsuite and Conn's social media, customer service and creative departments developed a "digital-first" customer experience with 24x7x365 messaging, real-time engagement, and targeted content to improve the brand's online perception and grow their digital audience.

CHALLENGES

- Conn's had a small team managing multiple digital channels with 24-hour customer expectations. This led to an over-dependence on manual and native community management.
- There was a rise in overall negative brand sentiment, and the need to improve Conn's ability to nurture current and potential customer relationships as digital engagement grew.

OBJECTIVES

- Manage digital customer service, engagement, and social media marketing from a centralized platform in order to provide organization transparency and maintain cohesive brand messaging across all of Conn's digital assets.
- Build and grow lasting relationships with potential and current customers by shifting the perception of Conn's to more positive and friendly with quick and consistent online responses across all locations.



DGTLsuite Discovered Through Digital Engagements a Third Party Delivery Service for Conn's Was Not Fulfilling its Orders.



DGTLsuite Identified the Highest Digital Topics Related to Delivery Were Due to a Zone's Delivery Service Not Providing Customer Support.

SOLUTION Implement DGTLsuite's proprietary SaaS platform to provide streamlined processes, humanization of social media responses, and actionable insights from analytics to Conn's' digital and customer service teams. The data collected by the DGTLsuite yielded consistent details of which channels, content, and strategies resonated best with Conn's' customers online and improved overall brand sentiment.

DGTL Engage	SPS DGTL: BPO Service Powered by DGTLsuite	DGTL Create	DGTL Analyze
<p>Engage</p> <p>As one part of the DGTLsuite, Engage allowed Conn's to manage all inbound and outbound digital engagements from a centralized hub and bridged the gap between the digital, marketing, and customer service teams to work cross-functionally.</p>	<p>SPS DGTL's agents, managed Conn's online brand 24x7x365 on a unified platform, Engage. By increasing overall message replies, lowering response time, building a customer profile database, and developing a customized Knowledge Base of protocols for each online interaction, SPS DGTL was able to provide omnichannel customer support across every Conn's department and location--no matter the time of day.</p>	<p>Create</p> <p>Having content development, creation, approval, publication, and amplification together in one place allowed Conn's to build brand symmetry and visual identity across all social platforms. Being able to analyze results in real time allowed the Conn's marketing team to have a deeper understanding of which content was working best and see which channels were driving the most engagement.</p> <p>Overall housing content within DGTLsuite and not an Ad Agency produced a cost saving of more than \$60,000 per year.</p>	<p>Analyze</p> <p>With increased responses and human eyes on each digital engagement came increased visibility and actionable data insights. Analyze allowed reporting to become simplified and consolidated all relevant information in one place. Analyze provided Conn's reporting on keywords, tags, progress toward KPIs, trends indication on both positive and negative topics, and a roadmap to digital success.</p>

AFTER ONE YEAR WITH DGTLsuite (2018-2019)

