



SMS for Retail

Case Study · Glam Corner



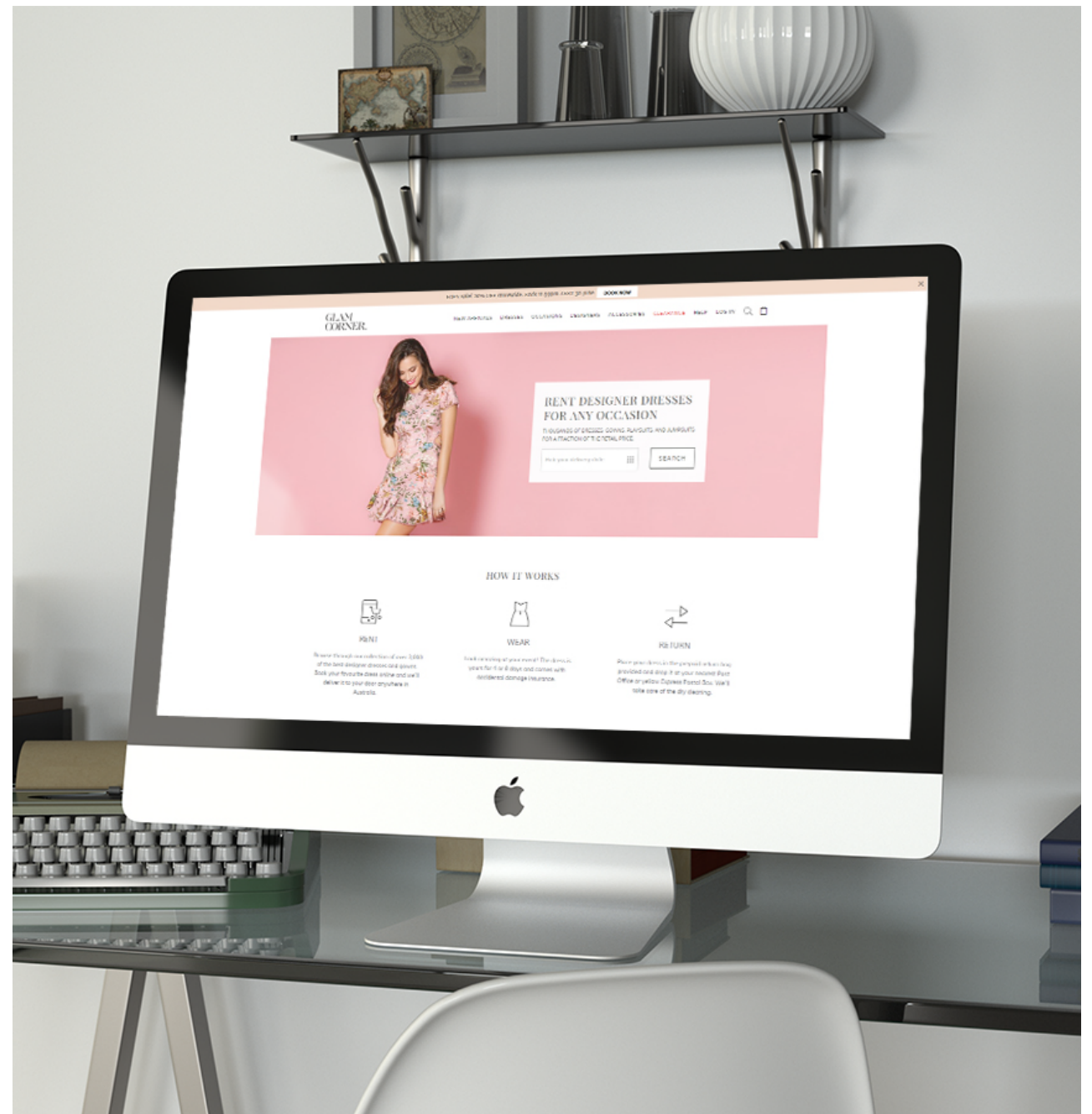
SMS for Retail

The Client

Glam Corner is Australia's largest online designer fashion rental business. Whether you need something chic for a night out, an elegant gown for a formal, or a beautiful dress for a friend's wedding, Glam Corner provides a unique fashion experience for any occasion.

The Problem

Australia is a fashion forward market, but it also boasts a high cost of living compared to the rest of the major global markets – especially in their capital cities. Traditionally when you want to look your best, you'll need to pay a hefty price. Those who are more cost-conscious however, know that they can find the best deals online.



SMS for Retail



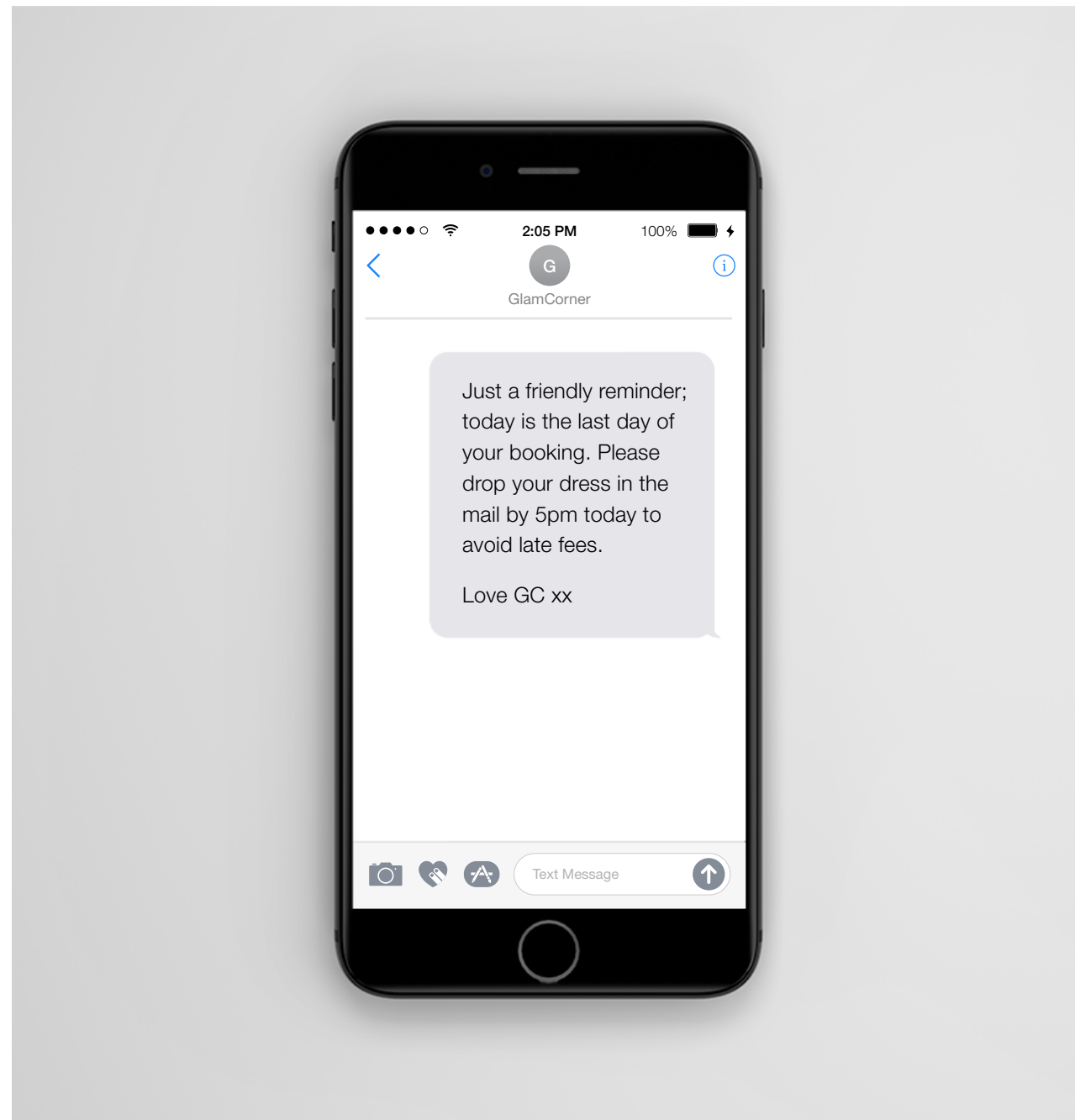
Although you can usually count on finding the best price online, **you'll need to consider these deal-breakers:**

- 1) What if it doesn't fit me?
- 2) How fast can I get it?
- 3) Can I justify spending this much on something I won't wear that often?

It's that last question that will always get you. Fashion trends change every season. When it comes to buying the perfect outfit - you may find yourself staying within this safe "practical" bubble. Practical meaning the same, thus never changing your style because you don't want to risk anything going out of style.

This is where rentals come into play. Glam Corner has managed to fill the gap.

SMS for Retail



The Solution

As a rental company, maintaining your stock is very important. This is especially true for time-sensitive situations. Glam Corner needed a service which could send **automated reminders** to their clients, insuring more timely returns.

Automated Reminders

Through our **SMS API**, Glam Corner was able to send instant reminders directly from their database.

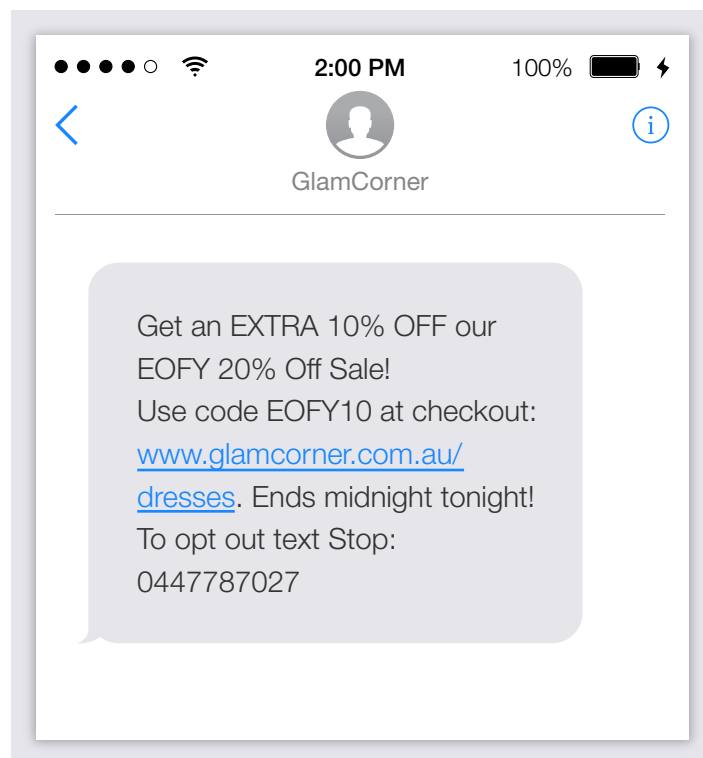
System Alerts

Although every online business strives for 100% up-time, systems in the digital age will eventually break. From here, it's all about how many fail-safe processes and preventative measures you have. Glam Corner uses our SMS API to send emergency system notifications directly to their development team. This allows their team to fix any issues immediately.

SMS for Retail

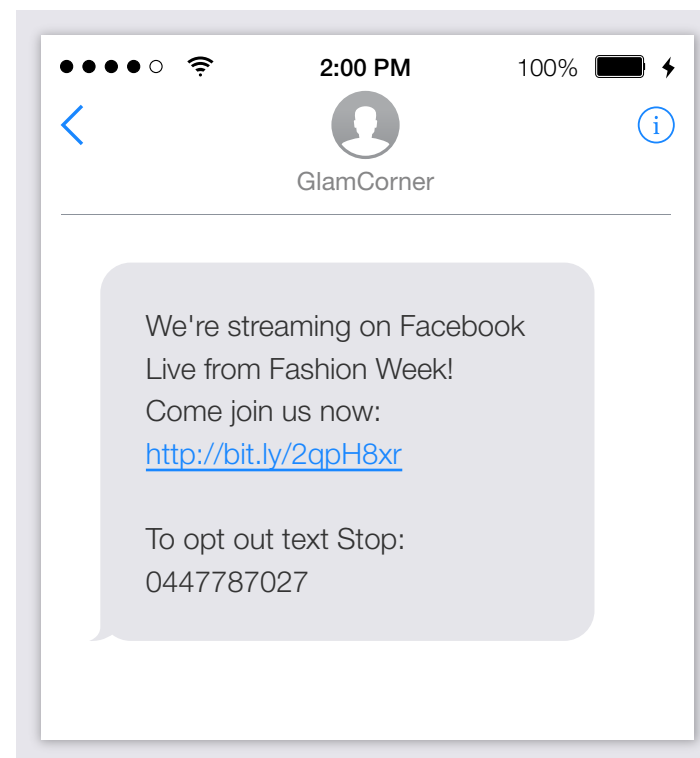
More Solutions

Here are 3 more SMS services that Glam Corner uses to get in touch with their audience



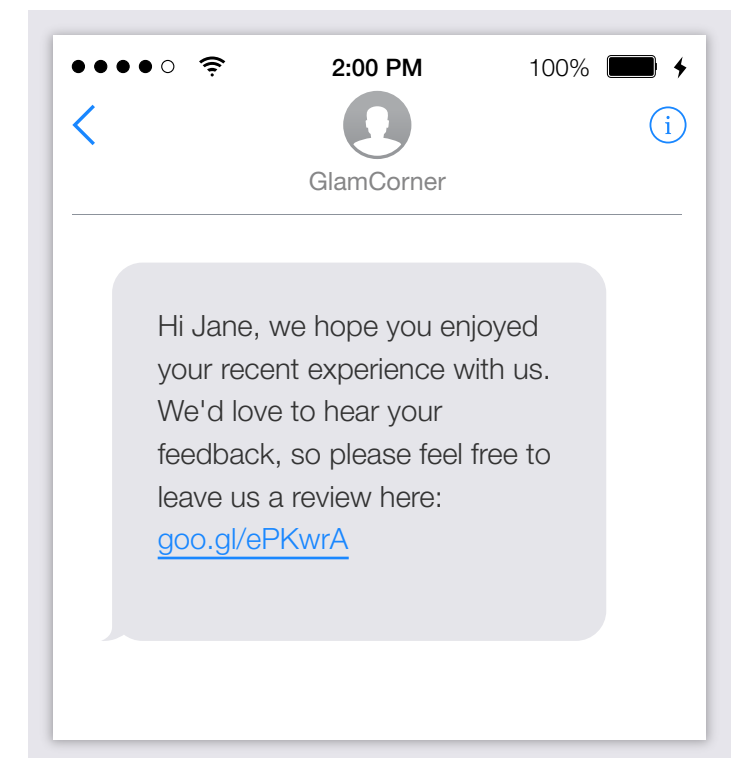
SMS Alerts

Text messages have an average 3min read time, which means they're perfect for sales. They're also great for seasonal specials, and in Glam Corners case – an end of financial year sale.



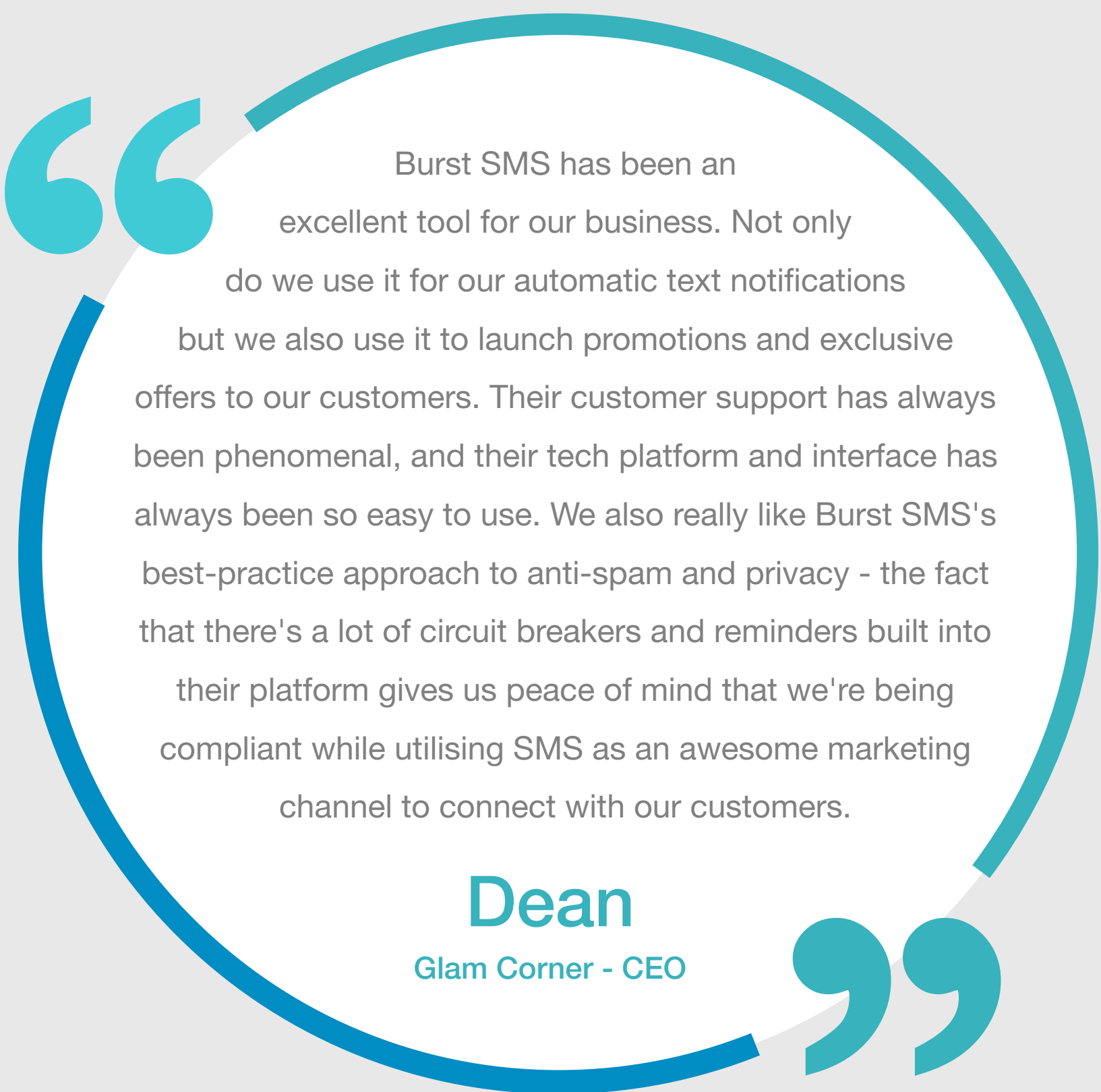
SMS Marketing

It's the little things that make a difference. That's why Glam Corner uses a dedicated **virtual number**, paired along with a unique **custom sender ID** to clearly distinguish themselves.



Customer Feedback

Customers are more inclined to give you their feedback if they feel a connection. Texting allows you to personalise your message and deliver it to a customer's most personal device - their phone.



Burst SMS has been an excellent tool for our business. Not only do we use it for our automatic text notifications but we also use it to launch promotions and exclusive offers to our customers. Their customer support has always been phenomenal, and their tech platform and interface has always been so easy to use. We also really like Burst SMS's best-practice approach to anti-spam and privacy - the fact that there's a lot of circuit breakers and reminders built into their platform gives us peace of mind that we're being compliant while utilising SMS as an awesome marketing channel to connect with our customers.

Dean

Glam Corner - CEO



Contact us to learn more about
our SMS Services

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go.burstsms.com

Free Trial Available