



**How Textel's MMS picture texting
helped Valvoline increase coupon
send rate by 76% while reducing
AHT by 20 seconds**

CASE STUDY

COMPANY PROFILE



Premium automotive lubricants and services brand

1200+ locations across the United States

230+ Contact Center Agents currently
100% work from home

4.5+ million contact center contacts
per year (200k/month)

“We were emailing all of our discounts to customers. Getting email addresses over the phone left a lot of room for agent error and bouncebacks, which hurt our redemption rate.”

Joseph Patrick, Support Center Administrator at Valvoline

THE CHALLENGE

How to drive more contact center revenue by improving coupon redemption rates

Valvoline is a premium automotive brand known for its exceptional service. To maintain this high standard of service across the company’s more than 1200+ locations across the United States, Joseph Patrick, Support Center Administrator, and his team decided to offer Virtual Call Control to new and existing franchisees.

Leveraging its NICE inContact solution, the company used Virtual Call Control and streamlined IVR to direct its more than four and half million estimated annual customer interactions from its nationwide Valvoline Instant Oil Change locations to a central contact center.

“If the customer chooses to speak to somebody,” says Joseph, “they’re routed to the next available agent, who can answer any of the customer’s questions about that specific store. We know exactly which store they’re calling based on the phone number that is set up in NICE inContact.”

With this customer information in hand, agents can do more than answer questions and help customers get what they need. Valvoline’s 230+ Contact Center Agents also help customers save money by sending them coupons based on their service needs, automobile type, and other profile information—coupons that customers can immediately redeem in-store when they bring their vehicle in for service.

Apart from delivering value directly to customers, the coupon program is a terrific source of incremental revenue for Valvoline. Until recently, however, agents would only have the option to opt customers in for email coupons using an integrated coupon page pop. Using only email delivery, send rates were just 17%, with redemption rates hovering at 8%.

“We were emailing all of our discounts to customers. Getting email addresses over the phone left a lot of room for agent error and bouncebacks, which hurt our redemption rate.” Here, Joseph and his team saw potential for improvement, which is when they began considering incorporating text messaging to this program.

“After selecting Textel as our business texting vendor, we worked with their deployment team to review the current program, proposed project plan, and built a tailored solution we could roll out fast.”

THE SOLUTION

Meeting customer demand for “text me the coupon” with an integrated, one-click SMS option

The TEXTEL Approach

- Business texting enabled for all Valvoline contact center interactions
- Ability for agents to text tailored MMS picture coupons
- Texting option integrated into familiar “page pop” experience for fast sending

While the redemption rate for coupons was strong, a shift in customer demand had created an opportunity for improvement. “Using the NICE inContact Analytics Pro solution,” says Patrick, “we analyzed our call transcripts and saw an opportunity to send out coupons to our customers via SMS text instead of just email.” The data revealed large clusters around phrases like “can you text it to me” or “text me my coupon,” indicating a lot of customers were asking for a text option.

It was at this point that Patrick and the Valvoline team tapped NICE inContact to help identify and select Textel for a quick, easy, and trusted text messaging experience for its discount coupon program. “After selecting Textel as our business texting vendor, we worked with their deployment team to review the current program, proposed project plan, and built a tailored solution we could roll out fast. We had to make sure we developed a solution that was easy for our contact agents to use with little or no onboarding needed.”

Patrick’s team decided to leverage the existing page pop that agents were using to send coupons by email to include a new option for MMS text messaging in the drop down menu. “We also pre-populated the customer’s phone number so our agents don’t have to waste time typing it in. Now, they can send picture coupons by text message in the same page pop flow they’re already familiar with.” The text is actually a dynamically created coupon that pulls in available customer data and profile information and is sent directly to the customer’s cell phone on record.

The Valvoline team was able to launch this new text messaging solution in just four weeks. Today, agents are texting location-specific picture coupons tailored based on customer profile, in just a click or two, and there have been both impressive and unexpected results.

“We launched fast and saw our first positive ROI on the project cost in just two weeks from the launch date.”

THE RESULTS

A 76% increase in coupon send rate and 20+ second decrease in AHT



+90% swing to SMS vs. email coupons



76% increase in discount send rate



8% increase in coupon redemption rate



10-second decrease in queue time



20+ second decrease in average handle time

As impressive as the four-week launch timeline was for this deployment, the speed to ROI was even more impressive. “We launched fast and saw our first positive ROI on the project cost in just two weeks from the launch date,” says Joseph. “Since launching MMS picture coupons powered by Textel, agent adoption has been tremendous, too, with a 90% swing to SMS versus email.”

As the data shows, Valvoline customers are choosing text coupons when given a chance. Since deploying Textel MMS, coupon send rate has increased 76%, while coupon redemption has also increased at Valvoline Instant Oil Change stores.

Yet, the integrated SMS capability has led to some additional and unexpected outcomes in the Valvoline contact center. Across the board, average handle time (AHT) has decreased by 20 seconds since deploying SMS coupons, accompanied by a 10-second decrease in queue time.. Adds Patrick, “when you’re answering 200,000 calls a month, a twenty-second improvement in AHT is very significant.”

“At the end of the day,” says Patrick, “it’s about making each contact center interaction better. It’s clear that the text option for discount coupons meets a majority customer preference for SMS. That business texting has improved agent efficiency and service level only further enhances our customer experience.”