

Valvoline Increases Coupon Send Rate by 76% with Textel's MMS Picture Texting



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 4.5 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."

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

A Promising Coupon Program

Using their customer information, agents can do more than answer questions and help customers get what they need. Valvoline's 230+ Contact Center Agents also save customers money by sending them coupons based on their service needs, automobile type, and more—coupons immediately redeemable when they bring their vehicle in for service.

The coupon program provides value directly to customers and is a terrific source of incremental revenue for Valvoline. However, agents could only 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 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 and his team saw potential for improvement, which is when they began considering text messaging.



At a Glance

Industry

Premium automotive lubricants and services brand

Location

United States

Organization

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)

Challenge

Improve coupon redemption rates to drive more contact center revenue.

Solution

Meeting customer demand for texted coupons with an integrated, one-click SMS option

Results

- 76% increase in coupon send rate
- 20+ second decrease in AHT
- 90+% swing to SMS vs. email coupons
- 8% increase in coupon redemption rate
- 10-second decrease in queue time

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 coupon redemption rates were strong, a shift in customer demand 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.” Data revealed large clusters around customer phrases like “can you text it to me” or “text me my coupon”, indicating a demand for texting options.

Patrick and the Valvoline team tapped NICE inContact for help. They recommended Textel since it provided 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, a 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.”

“At the end of the day, it’s about making each contact center interaction better.”

Patrick’s team leveraged the existing page pop agents were using to send coupons by email to include a new option for MMS text messaging in the drop-down menu. “We also prepopulate 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 a dynamically created coupon that pulls in available customer data which agents send directly to the customer’s cell phone on record.

Better Than Ever

Valvoline launched their text messaging solution in just four weeks. With just a couple of clicks, agents are texting location-specific picture coupons tailored based on customers’ profiles. The results are both impressive and unexpected.

“We launched fast and saw our first positive ROI on the project cost in just two weeks from the launch date.” Since launching MMS picture coupons powered by Textel, agent adoption has been tremendous too with a 90% swing to SMS versus email.

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

The integrated SMS capability led to some additional and unexpected outcomes in the Valvoline contact center. Average handle time (AHT) decreased by 20 seconds since deploying SMS coupons, accompanied by a 10-second decrease in queue time. Patrick adds, “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.”

Impressive and Unexpected Results

76%

Increase in coupon send rate

20sec.

Decrease in Average Handle Time (AHT)

90+%

Agent adoption swing to SMS vs. Email

10sec.

Decrease in queue time



See what Textel’s texting platform for contact centers can do for you.

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