



## Stage Stores Builds Its Mobile Database to Create Customer Engagement

### STAGE STORES

"Our collaboration with Genesys Cloud Communications provides us with the technology and mobile marketing expertise required for more efficient, measurable contact with customers. Back-to-school shoppers have benefitted from the convenience of our mobile microsite and a number of instant-win prizes from Stage Stores and the USPA."

Tom Kail  
Vice President Marketing  
Stage Stores

### Business Opportunity

One of the nation's top retail chains with 800 stores sought to leverage the back-to-school shopping season to engage with its target customers, increase sales, promote brand loyalty, and understand customer communication preferences.

### Genesys Cloud Solution

The "Gotta Get Soul" sweepstakes, held in conjunction with the U.S. Polo Association, was aimed at Mom shoppers. The ad campaign in-store and online prompted shoppers to text USPA to 38228 for a chance to win a new Kia Soul or instant prizes such as gas cards, iPods, and Stage Store gift cards. While opting in, customers were able to indicate the channel (SMS, voice, or email) and the type of offers they preferred to receive from Stage Stores, paving the way for more relevant mobile communications during the back-to-school season and beyond. Genesys Cloud technology managed the contest entries via SMS and mobile web, stored opt-ins in a compliant fashion, and recorded communications preferences.

### Results

- Customer participation rate was high, with nearly 2,000 entries per day throughout the program's 5-week run
- 39% of sweepstakes participants opted in to future mobile alerts and only 0.1% of those subscribers opted out once the sweepstakes had ended
- Stage Stores can now communicate with on-the-go consumers using a marketing channel that cuts through the clutter and engages its best customers

Genesys is a leading provider of customer service and contact center solutions. With more than 3,000 customers in 80 countries, Genesys software directs more than 100 million interactions every day from the contact center to the back office, helping companies deliver fast, simple service and a highly personalized cross-channel customer experience. Genesys software also optimizes processes and the performance of customer-facing employees across the enterprise.

For more information visit: [www.genesyslab.com](http://www.genesyslab.com), or call +1 888 GENESYS.

Genesys and the Genesys logo are registered trademarks of Genesys Telecommunications Laboratories, Inc. All other company names and logos may be trademarks or registered trademarks of their respective holders. © 2013 Genesys Telecommunications Laboratories, Inc. All rights reserved.

**Corporate Headquarters**  
Genesys  
2001 Junipero Serra Blvd.  
Daly City, CA 94014  
USA

**Worldwide Inquiries:**  
Tel: +1 650 466 1100  
Fax: +1 650 466 1260  
E-mail: [info@genesyslab.com](mailto:info@genesyslab.com)  
[www.genesyslab.com](http://www.genesyslab.com)