



CASE STUDY

Envisioning progress

National eye-care specialists steam ahead with e-txt to sharpen data sharing.

BACKGROUND

Vision Express is a UK market leader in the retail of spectacles and high-fashion eyewear. Since opening their first store in 1988, the chain now includes almost 200 stores, employing more than 3,500 people across the UK, Ireland and the Channel Islands.

CHALLENGE

“Internal communication via email and a notes database was a fully functional but pedestrian process,” explains Lisa Fountain, Business Support Analyst at Vision Express. “It requires staff to access information through laptops, dial into a network and replicate their email database.



“Because this clearly wasn’t ideal or suitable at all times, it was decided that we needed an alternative method of communication,” Lisa continues.

SOLUTION

Following in-house online research into the best package available for text messaging information, e-txt was focussed upon as the text-messaging solution for Vision Express.

Dynmark’s e-txt text-messaging software is a PC-based application similar in appearance to Microsoft’s Outlook, but enables large volumes of text-messages to be sent and received in one simple sending operation.

“We now use e-txt to text out sales data to Regional Managers, Directors and Finance Managers,” says Lisa. “It’s also vital for sharing performance indicators, which are measured daily and impact upon our stores’ sales performance.”

But how does e-txt actually impact upon the business?



“E-txt is very successful in our business because it enables Regional Managers to work on a day-to-day basis with stores that are not having such a good time.

“It’s time-effective for us too. Uploading to e-txt through an excel spreadsheet is so simple that it doesn’t take long each morning to text out the sales data - and we’ve had very positive feedback from the Managers.

“We’ll definitely continue to use e-txt for sending out information on a daily basis.”

- ENDS -



Notes to editors

Dynmark International Limited is the UK's leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions.

Our range of products include the e-txt™ bulk SMS text messaging application, winner of the New Product Award at the DMBusiness/ International Direct Marketing Fair (IDMF).

e-txt™ (e-text) is a powerful bulk SMS text message management and distribution system which operates like familiar email applications. But unlike email, it allows PC users to easily send and receive large volumes SMS text messages in one simple operation, set up SMS text campaigns, publish mobile internet sites, set-up email, amongst other functionality.

Further information

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