



CASE STUDY

Field & Trek scale the heights

Outdoor clothes and equipment retailer harness e-txt to alert customers to special offers and inform of online despatch.

BACKGROUND

Field & Trek has offered the widest range of outdoor clothing and equipment from the finest brands since 1973. Impartial, technical advice complementing a vibrant enthusiasm for the outdoors is shared with all customers.

As well as almost high street stores stretching the length of England, Field & Trek has a significant and respected reputation as a leading online retailer having won the 'Best Mail Order Retailer' Awards from both Trail and Country Walking magazines, and Best Retail Website at the 2004 Go Outdoors Industry Awards.



THE CHALLENGE

“We were looking for ways of rewarding the loyalty of our online customers and providing them with further assurances and information about the sending of their purchases,” explains Kris Bezdyk, from Field & Trek.

“To do this, we needed a service which we could use to communicate with a large base of our customers instantly, so SMS text messaging was ideal.”

THE SOLUTION

Kris was referred to Dynmark’s e-txt product at the beginning of 2006.

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

“It has been a great solution for us,” says Kris. “We’ve started using it to text regular customers offer codes which they can use at the online check-out to get money off certain items.



“We’re also looking into implementing an automated system whereby online customers are notified when their items have been despatched to them so they can know when to expect their products.

“Another idea to appeal to high street shoppers is to schedule messages to be sent at 10am on a Saturday morning, telling people about the offers that we have on in stores. Hopefully people will then forward these on to their friends too.

“The possibilities of exploiting the software are extremely broad and the message rates themselves are very reasonable, so we plan to make the best use of it!”

- 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 send and receive bulk SMS text messages, set up SMS text campaigns, publish mobile internet sites, set-up email, amongst other functionality.

Further information

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