



## HAMPSTA USES SERENOVA™ TO HELP MORE PEOPLE SAVE FOR A GUILT-FREE HOLIDAY SHOPPING SPREE

Holiday shopping savings company hampsta relies on Serenova™ to run its business day-to-day. The solution is fully integrated with hampsta's website and card management system, allowing for a significantly improved customer sign-up process as well as improved customer communications. Additional benefits are higher lead conversion rates, real-time reporting, and reduced customer acquisition costs.

The cloud-based technology of Serenova™ means that the database is secure and backed up in the cloud giving customers and management peace of mind. The increased efficiencies mean improvements to the bottom line as well as giving management more time to focus on innovative SMS and email campaigns that can be rapidly launched via LiveOps Social and LiveOps Chat & Email delivering immediate results for hampsta.

### CHALLENGES

Prior to implementation of Serenova™, hampsta was using the services of an outsourced call center. Processes such as response and reporting were manual and inefficient. Report creation and generation took weeks. There was a general lack of visibility and control. Customer acquisition and therefore revenue growth was below targets and expenses were more than those budgeted.

Realizing that customer acquisition and efficiencies were key to overall profitability, hampsta's management were looking for a way to engage and harness customers and easily

implement large marketing and awareness campaigns. Management had to find a way to communicate with prospects and convert them. They identified SMS and email as customer acquisition tools and as channels to engage with their customers on a regular basis.

The challenge was to find a single solution that could securely and efficiently handle all non-voice customer communications. This is where Serenova™ – including LiveOps Social and LiveOps Chat & Email – were brought into the picture.

### SERENOVA SOLUTION

The Serenova™ team worked with hampsta's management to craft and implement a solution that met hampsta's requirements. hampsta chose Serenova™ – including LiveOps Social and LiveOps Chat & Email – as its core CRM solution. Within weeks the solution was operational, having been fully integrated with hampsta's existing card management system and website.

### BUSINESS BENEFITS

hampsta's customers and management derive a number of key benefits from Serenova™ including:

- » *Detailed tracking of all customer interactions*
- » *Lower customer acquisition costs*
- » *Higher customer conversion rates*
- » *Fully-automated processes*
- » *Easy to adapt and modify for quick campaign launch*
- » *Immediate visibility into campaign results*
- » *Detailed real-time reporting and analysis*

## ABOUT HAMPSTA

hampsta offers flexibility and freedom while saving for a stressfree Christmas. Members enjoy a guilt-free shopping spree in December and January out of savings they have made earlier in the year. hampsta provides access to sales and specials at over 300 stores throughout New Zealand including food, beverages, clothing, gifts and entertainment.

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### CUSTOMER:

Hampsta

### INDUSTRY:

Retail

### SERENOVA™ SOLUTION:

LiveOps Social (with SMS)  
LiveOps Chat & Email

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