

Group O Reaches Customers with Red Oxygen



Before Red Oxygen, we would send literature through the mail and customers would have to go to a website to claim their reward. Red Oxygen allows us to send text messages, and texting is the best way to reach customers.



—Adam Lorenz, Call Center IT Manager, Group O

Customer

Group O

Location

Milan, IL

Industry

Marketing

Highlights

- Ease of use
- Boosts customer engagement
- Dedicated numbers provide consistency

Website

groupo.com

THE CUSTOMER

Group O provides marketing services to Fortune 500 companies across a wide range of industries, from telecommunications to food and beverage. They use Red Oxygen to build successful rewards programs for high-profile clients like AT&T and Best Buy.

THE CHALLENGE

Customer rewards programs aren't rewarding if redeeming the reward is a pain. Customers who receive mailed instructions on how to claim a reward may not feel inclined to follow through—or even to open the envelope. With Red Oxygen, Group O is able to communicate rewards info via text. Adam Lorenz, Group O's Call Center IT Manager, provides an example: "When a customer goes into an AT&T store and purchases or upgrades a mobile phone, we'll send them a text using the Red Oxygen API telling them where to claim the reward." Lorenz finds that customers respond better to texts. "It's just a simple, short message, and they can respond at their leisure," he notes.

Another benefit of Red Oxygen is its ease of use. "I like Red Oxygen because it's hands-off; I don't have to worry about it," says Lorenz. "Setting up the Red Oxygen system was painless. We got it up and running in a day or so and our developers find it easy to work with."



Case Studies