

### Challenge:

Translate the company's distinctive, personalized customer service to the rapidly growing online market.

### Solution:

Automated, scalable email marketing solution for communicating most effectively to customers amidst changing market contexts.

### Results:

Increased customer satisfaction and retention from the email channel; unprecedented scale and personalization at a fraction of the cost of other advertising formats.



## Lands' End Brings Personalized Service to Online Customers via Email Increases Satisfaction and Retention through Cost-Effective Channel

### Challenge

#### Personalize Communications with Online Customers

"We needed a scalable solution that would allow us to continue to communicate most effectively to our customers amidst changing market contexts. Responsys Interact allows us to give our customers control of how they want to communicate with us. When your primary business goal is customer satisfaction, that kind of flexibility is invaluable."

For more than 25 years, Lands' End has been a leading direct merchant of traditionally styled, casual clothing for men, women and children, as well as soft luggage and products for the home. The Lands' End Web site has grown consistently, offering every Lands' End product available. Due to its early entry into the online market, Lands' End quickly realized the unique advantages and challenges of e-commerce. "Our number one priority has always been serving the customer, so the most critical thing for us has been translating our distinctive customer service to the online space," explained Terry Nelson, the e-commerce marketing manager for Lands' End.

In order to take advantage of its rapidly growing online market, Lands' End needed an effective means of accommodating increasing online customer demand. "Permission-based marketing is an interesting challenge as it flips the normal catalog business relationship 180 degrees, with the customer having direct control of the marketing process."

### Solution

#### Easy-to-Use yet Powerful Platform for 1-to-1 Email Marketing

Lands' End found a perfect fit with Responsys Interact®, due to its unique, advanced message personalization capabilities, one-click response option, and open architecture. Lands' End selected Responsys Interact from among several competitors. "Originally, we

**“Through our relationship with Responsys, we have been able to open a dialogue with our customers in a way that was not possible before.”**

— Terry Nelson E-commerce Marketing Manager Lands' End

designed and delivered all our emails ourselves,” Nelson related. “What we found is that as our customer list continued to grow and the technology continued to improve, there was a need for an outsourced solution, and Responsys was ultimately that solution.”

Responsys Interact provides Lands' End with flexible support to meet its changing e-commerce needs. “Our primary reason for choosing Responsys was that we needed a scalable solution that would allow us to continue to communicate most effectively to our customers amidst changing market contexts,” Nelson commented. “Responsys Interact allows us to give our customers control of how they want to communicate with us. When your primary business goal is customer satisfaction, that kind of flexibility is invaluable.”

Responsys Interact allows marketing personnel to dynamically assemble content based on customer contact and profile data from any data source. “Obviously, e-commerce and email provide much more flexibility than the catalog space does, just because it is more difficult to personalize catalogs,” explained Nelson. “That’s what is really exciting about the Responsys platform: you can customize emails to meet the needs of each individual customer.”

Above all, Responsys Interact is accessible and easy to use, saving valuable time. The powerful response management system processes incoming responses based on a sophisticated rules engine. Incoming responses can trigger multiple actions, such as providing instant feedback to customers, launching follow-up campaigns, updating profile data, or sending internal alerts — without involving marketing personnel. Responsys Interact also helps Lands' End determine which mix of creative content, message type, promotional offer, or other incentive drives the greatest response rates and return on investment for each customer segment. “Another important advantage is real-time reporting, which is critical when you do pre-testing,” continued Nelson. “You can send out two campaigns to two different groups, immediately watch the open rates and the response rates, and instantly determine the most effective campaign to deliver to the entire list.”

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## Results

### Reduced Costs, Increased Customer Retention and Satisfaction

As opposed to catalogs with costly printing expenses, email is a cost-effective medium that enables companies to expand their customer base. “Email marketing has been tremendously cost-effective for us,” said Nelson. “We have been very pleased with the performance of our Responsys marketing campaigns.”

Responsys Interact’s permission-based strategies enable both unprecedented scale and personalization at a fraction of the cost of other advertising formats. “Through our relationship with Responsys, we have been able to open a dialogue with our customers in a way that was not possible before. For a customer-focused company like Lands' End, this is very exciting,” concluded Nelson.