

a leading provider of flexible **text messaging** solutions



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CASEY'S FURNITURE Case Study

CASEYS

FURNITURE

PROJECT OVERVIEW

Customer Name: Casey's Furniture

Industry: Retail

Location: Ireland

Challenge

- Keeping Members up to date with SMS

Solution

- Neon SMS Bulk SMS Product

TESTIMONIAL

“Text messaging with NeonSMS has greatly improved contact with our customers. A recent example of this was when we sent out a text message on a Friday about a weekend warehouse sale we were having. We had such an overwhelming response on the first day that we had to send out another text on the Saturday evening to say we were completely sold out. This quick and effective communication is a wonderful marketing tool for us.”

Eamon Holmes

Financial & IT Director

About Casey's Furniture:

Casey's Furniture has been retailing in Ireland since 1921, they are recognised as being the “Furniture Retailer of Choice” by providing a superior and comfortable living experience to all their customers.

Requirements:

Casey's Furniture continuously have great offers across all departments which they need to communicate to their customers. They needed an effective marketing tool that would help them reach their target audience all at once. SMS marketing was the most effective way for Casey's furniture to do this.

Solution:

NeonSMS provides an effective low cost marketing service to instantly deliver these offer messages. Their text messaging service has a proven track record of increasing footfall in Casey's stores.

Results:

Through using NeonSMS bulk text messaging system, Casey's were able to contact their customers about any offers or sales. These text messaging campaigns were very effective and had people talking about Casey's text messaging campaign.



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