



elle



Customer Engagement

Communicating with customers

Ocado keep in touch with their customers through our automated one-way text messaging system. This improves their online shopping experience by reminding them when an order is due for delivery. By providing shoppers with communication they can count on, they're able to make sure they're at home when their shopping is delivered.

Ocado wanted to **differentiate themselves from other retailers who are using less effective communication tactics.**

They enjoy the fact they're able to easily engage with their customers and deliver the reassurance that their goods will be delivered on time as promised.

Staff Engagement

Communicating with customers

To communicate with staff, Ocado use our **two-way SMS service** allowing resource planners to offer shift swaps, overtime and holiday. Our SMS service gives them the power to text large groups of staff quickly and effectively – **making the resource planners role much easier!**



More from Ocado

"Our staff are vital to the success of Ocado. To consistently deliver outstanding service for our customers, we rely on our ability to flex on our staffing levels to meet our customer demand -Esendex have provided the perfect platform for us to do so."

Director of Planning & Supply Chain, Ocado

From Ocado

"The Esendex SMS API is very impressive and was an immediate draw for us. It was hassle free to set up and integrated seamlessly with our existing business applications."

Director of Planning & Supply Chain, Ocado