

Bunches

Experian helps Bunches to “deliver happiness” to customers on every occasion



Accurate postal addresses and segmented customer data enable Bunches to deliver an excellent customer experience.

Background

Bunches, the family-owned online florist and gift provider, has supported their customer’s special occasions since 1989. As one of the first retailers to deliver flowers by post, they listen to their customers, provide happiness at every stage of the customer lifecycle, and make a positive impact. Bunches has grown significantly since 1990 and are now a multi-million-pound organisation that delivers to tens of thousands of customers every week.

Challenge

As more people celebrate special occasions at home during the pandemic, online ordering and postal delivery of flowers and gifts has grown significantly.

“We’ve helped maintain community at a very stressful time for people. It’s really important to us that we’ve been able to create a little bit of happiness and enrich people’s lives.”
- Dani Turner, Customer Experience Director, Bunches

During this period, Bunches experienced challenges in managing the scale and operations of their large enterprise whilst maintaining their personal community engagement.

They aimed to:



Successfully manage increased demand but maintain excellent customer experience



Optimise the customer journey online and maximise conversation rates



Attract new customers by delivering better targeted marketing campaigns

Solution

Bunches has partnered with Experian for more than 10 years, leveraging our industry-leading data, technology and insights across their organisation.

1. Data Quality Management

At the core of the Bunches operation sits Experian’s address validation solution, which is embedded in their e-commerce website and CRM system used by their Customer Support team. The solution, powered by authoritative postal data from Royal Mail, quickly captures accurate and complete addresses for their customers in the UK, helps customers to complete their online orders quickly, and ensures that addresses entered by Customer Support Team are valid.

2. Consumer Classification

Bunches also use Experian Mosaic. Mosaic is a cross-channel consumer classification system and helps them to identify specific target segments to enhance their marketing efforts.

Building on a 30-year track record of identifying changes in the structure of UK society, Mosaic creates an easy-to-understand segmentation that allocates individuals and households into groups and detailed types. Bunches use Mosaic to fill in the missing pieces of the puzzle. With more business done online and less personal interaction, the company has benefitted from having unparalleled insight into their customers’ habits and demographics to make better decisions.

Results

Experian has helped Bunches to develop and manage the rapid growth they have seen over the last few years. For example, in the run up to Mother's Day, Bunches was processing daily volumes greater than they had seen in the last few months previously. Experian's address validation solution ensured that all addresses were accurate, completed and formatted, which enabled Bunches to process more orders smoothly and significantly improve the accuracy of their customer deliveries.

Bunches is also keen to have a more equitable distribution of their marketing spend across channels. Mosaic helped them make better decisions and experiment with highly targeted marketing campaigns to very specific audiences.

For example, Bunches were able to identify specific media titles within which they could place inserts and know they would be seen by attractive segments identified by Mosaic. The campaign was a success and Experian's ability to offer precise targeting helped Bunches drive new customer recruitment from a different profile segment, with 80% of the orders from their targeted inserts coming from new customers, up from 49% in other titles.

“Experian's address validation has made the checkout process on our website much quicker and significantly improved our delivery rates. This helps our operations run more smoothly.”

“Mosaic is really powerful for making good marketing decisions. We love the data; it's great to identify trends and see nuances of buying behaviour.”

Dani Turner, Customer Experience Director, Bunches
