



# OPTIMIZING ECOMM ORDER NOTIFICATIONS FOR BETTER CUSTOMER ENGAGEMENT AT DXL

Destination XL Group, Inc. is the largest omnichannel specialty retailer of big & tall men's apparel. They currently have 300 retail & outlet stores.

## DXL's GOALS:

- OPTIMIZED TRANSACTIONAL ECOMM EMAILS
- ROI INCREASE

# 16X RETURN ON INVESTMENT

Setting the goals to increase conversion rate and drive a higher revenue from their transactional eComm program,

DXL knew the importance of optimizing eComm messages to create an engaging experience for their customers.

## THE CHALLENGES: OMS WASN'T BUILT WITH CUSTOMER ENGAGEMENT IN MIND & ESP'S AREN'T AN EFFECTIVE SOLUTION

Like many other retailers, DXL's OMS wasn't designed to be market-centric. Similarly, DXL's ESP simply allowed it to create a simple template for their various notifications. This meant that end consumers would get a static, boring ecomm notification. To make changes & update these templates within the ESP also proved to be laborious and required deep HTML development expertise. DXL sought a partner that could help it better manage and personalize transactional communications.

## THE SOLUTION: DEPLOY FLEXENGAGE'S DYNAMIC ECOMM NOTIFICATIONS

With the goals set, DXL looked toward their eReceipt provider to deliver the same results for their transactional eComm messages.

# 4.6% CONVERSION RATE

## THE RESULTS:

- ACHIEVED 60% OPEN RATE
- 4.6% CONVERSION RATE
- ROI SUCCESS: 16X ROI

Through collaboration between DXL, flexEngage, and their OMS Provider, DXL was able to optimize their transactional eComm messages and get a 16X ROI. More importantly, they were better able to engage and delight their customers at a critical time, the moment after purchase.

*"Our customers are at the center of all we do. Partnering with flexEngage helped us enhance our customer's experience by facilitating and improving engagement in the post purchase experience as an enabler to driving retention and long term value."* - Ujjwal Dhoot, CMO of DXL Group

