Runa

VoucherCodes leverages digital rewards, significantly increasing customer acquisition

VoucherCodes

About VoucherCodes

VoucherCodes is a leading UK savings and deals destination, bringing together the best offers, incentives, vouchers, and sales for over 5,000 of the UK's leading online and high street attractions, restaurants and retail stores. VoucherCodes is part of the RetailMeNot Group, the world's largest marketplace for digital offers.

The challenge

VoucherCodes was using digital gift cards as an incentive for customers to buy products from VoucherCodes advertisers. On a daily basis, VoucherCodes was processing a significant volume of digital gift cards, from around 25 brands. However, none of their suppliers could provide access to the full range of digital gift cards they wanted to offer.

There was also a lack of technology-led solutions on offer, with their existing suppliers providing manual ordering processes. Mostly, eGifts were being ordered and generated via spreadsheets. This manual process was fragmented, time consuming and error prone.

RESULTS

▲ **90% increase**
Customer satisfaction

▲ **25% increase**
In sales

▼ **1000**
Operational hours saved

VoucherCodes' needs

✔ Extensive brand catalog

✔ Instant Bulk Download

✔ Single Quick Order

✔ Automated invoicing

✔ Reporting & Analytics

✔ Customer Service tools

✔ User management tools

"Rewards were a great offering, but we were really looking for a consolidated, easy to use process which would rid the business of an enormous operational headache."

Alex Bosier, Director, Operations, VoucherCodes

Runa's solution

Runa Connect was exactly what VoucherCodes was looking for. Alex Bosier, Director of Operations, shared that **"from start to finish, the whole process was seamless. Within hours, we were able to bulk download the rewards we needed using the Connect portal."**

Because Runa is directly integrated with over 100 brands, the time it took for customers to receive the eGifts went from a minimum of 3-5 days, to real-time and instant fulfillment. Additionally, access to more brands has allowed VoucherCodes to move into new sectors of the market and approach existing advertisers in different ways. "We can now offer advertisers the ability to use their own eGift, instead of a voucher code, or help drive a second sale with no discounts involved," Alex mentioned. Working with Runa has continued to open many opportunities to work with new partners, which is having a significant positive impact on sales and commission.

Operationally, Runa Connect has also saved their team a huge amount of time. The Runa API automates delivery to their users in real-time, the CSV mass fulfillment functionality on the portal makes it easy to send eGifts on an ad-hoc basis to many recipients, and the "Quick Order" tool makes it possible to immediately deliver an eGift.

Success in numbers

With Runa, the time spent procuring and distributing rewards for VoucherCodes was cut by 50%, saving them over 1000 hours a year. Additionally, with the improved service and reliability, the customer satisfaction rating increased from 75% to 90%. Finally, with access to a wider selection of digital rewards, partner sales increased from £15 million to £20 million.

Product Features

- Customer Service
- Single Send
- Bulk Send
- Reporting

"Runa Connect was exactly what we were looking for. It made our lives much easier and enabled us to generate significant new revenue."

Angus Drummond, Growth Partnerships Director, VoucherCodes