

(Note: All names replaced with aliases)

How Digital Photo Group Began Saving £75,000 - £100,000 Per Year — Just By Using Mid-Sized Software Company's Solution On One Limited Brand

Digital Photo Group was challenged by expensive customer guidance and intense peak periods. They targeted chat deflection on one of their brands, SmallBrand — popular for custom photo albums in Spain. Their chosen tool: Mid-Sized Software Company's Solution.

Within three months, the team calculated a quick ROI without adding headcount. Now they're ready to scale that success worldwide.

“

I was really impressed— personally— by how easy (Mid-Sized Software Company's Solution) was to integrate. And how quickly we could actually demonstrate the return on investment with the business.

We are deflecting between £75,000 - £100,000 (~\$93,500 - \$125,000 USD) a year just by implementing Mid-Sized Software Company's Solution.”



John Doe
Customer Experience Director for Digital
Photo Group / SmallBrand

£75,000 - £100,000

(~\$93,500 - \$125,000 USD)

Yearly Savings

15,000

contacts
decreased

7%

contact
reduction

2%

increase
in orders

Company

Digital Photo has grown to become the market-leader in photo-based products serving millions of customers.

Brands: Digital Photo, SmallBrand, plus 3 more

Users: 30 million+

Products: Personalized prints, canvas, photo books, cards, magnets, and invitations.

Website: <https://group.digitalphoto.com/>

Challenges

Above-Average Customer Support Needs

Imagine this in your industry: High customer support needs well into the double-digits. Think 10-20 contacts for every 100 orders.

And add on top of that peak periods with 800% growth.

Plus those orders are the opposite of impulse buying — they can take 6 months of support to realize.

This was business as usual for Digital Photo Group. Their personalized photo books are designed for customers to create 100% online. But the nature of self-service for that type of product requires support that's way above average.

John Doe, Director of Customer Experience for Digital Photo Group, explains their challenge:

“

We have to make sure that it's easy to use: That it's actually frictionless, intuitive and personalized for the journey...But at the same time it's **extremely** costly.”



John Doe
Customer Experience Director
Digital Photo Group / SmallBrand

Brutal Peak Periods

High support contact wasn't all. Peak periods multiplied the number of contacts. Digital Photo Group endures a **staggering 600-800% growth** over the holidays:

“

That peak is a real problem for us. For (one of their brands), it's three days at Valentine's. For Digital Photo & SmallBrand, it's Christmas. And it's **brutal.**”

How could they maintain the necessary high level of customer service? Not only throughout the year, but during those peak periods where it counts most?

Solution

Setting a Target: SmallBrand

John and Digital Photo Group had to ask themselves, “What do we want?” Their pie-in-the-sky answer: “Reduce costs, improve efficiency, push conversions, and have a better user experience.”

But priority number one was always reducing costly customer support. John recalls sitting down with the Mid-Sized Software Company's team at the start:

“

The first idea we would clearly say to the Mid-Sized Software Company's team was, ‘We know most of your customers are keen on having a better conversion or better transition. **That's not why we want you**, for the moment.’

The proof of concept was to help us to be more efficient in customer service and to deflect contact. So basically to reduce the support function cost.”

Part of their strategy: start controlled with one of their brands that's limited to one country and language: SmallBrand. Then see the results first before scaling up.

Quick Fix for a Technical Issue

One of their first wins with Mid-Sized Software Company's Solution was soon after rolling out on SmallBrand during Christmas time.

There was a known technical issue for Mac users in the creation studio. So John and his team used Mid-Sized Software Company's Solution to identify anyone upfront with an iOS device. Then they'd prompt a message to redirect them towards the online platform — instead of the iOS software platform.

Helping During Those Brutal Peak Periods

Their strategy during peak periods was simple: **filter**. Only important and specific questions would get through to the customer service team.

Contacts that don't bring much value — or can't be fixed during the user journey — are deflected.

Mid-Sized Software Company's Solution was key. It helped push low-value contacts towards YouTube video tutorials. And it worked: some of those videos stand at over 10,000 views.

“

Every single or basic question could be handled and managed by Mid-Sized Software Company's Solution.”

Seamless Mobile Experience

Mobile is super important to Digital Photo Group. Because, like most businesses, it's their fastest device. But also like most businesses, it has the most competitors. Plus different types of customer behavior.

That wasn't a concern using Mid-Sized Software Company's Solution. Because John didn't need to recreate the experience for mobile:

“

The great thing with Mid-Sized Software Company's Tool is the whole concept is mobile responsive. So it doesn't matter if you're on tablet, mobile, online. It works. **It's seamless.**”

Results

Successful Proof of Concept & Quick ROI

“

I was really impressed — **personally** — by how easy it was to integrate. And how quickly we could actually demonstrate the return on investment with the business.”

Digital Photo Group is big on data. They know the cost per contact, the cost versus revenue, the cost based on average order value. Everything. They can say with confidence that **every single contact**, through any method, costs them roughly **£4 - £5 (\$5 - \$6.25 USD) each**.

After Christmas 2018, Digital Photo rolled out Mid-Sized Software Company's Solution to the entire SmallBrand site. By early 2019, they saw a **7% reduction**. That's **15,000 less contacts per year**.

Digital Photo did the math. And John reveals what that means for them:

“

We are deflecting between **£75,000 - £100,000 (~\$93,500 - \$125,000 USD)** a year just by implementing Mid-Sized Software Company's Solution. Just from a pure cost saving standpoint.”

Even better: They did it all without adding headcount. Smooth customer experience added a **2% order increase**.

Here's the best part for John and his team: Using Mid-Sized Software Company's Solution, the CX team was able to set up guidance themselves. No relying on IT, tech group, or any other department.

Future

Scaling & Revenue Potential

With SmallBrand's success, John and Digital Photo Group are ready to scale to the rest of Digital Photo: **31 million orders per year** across Europe and worldwide. All customized. All unique.

They also see opportunities for upsell and revenue generation:

“

When we presented (Mid-Sized Software Company's Solution) to the rest of the group, they started to think, 'Wow! What if we upgrade here? And upsell there?' ”

What's even better than reducing your CX costs?

Showing a quick return on your investment.

See how easy it is to manage CX guidance & chat deflection.

[Schedule a free demo today at Mid-Sized Software Company.com](https://www.mid-sized-software-company.com)