

Customer case

How a new approach to the customer journey disrupted the lingerie world

LOVE Stories





Love Stories was born when the founder, Marloes Hoedeman, found herself standing in a department store in 2013 and getting increasingly frustrated with the selection of lingerie on offer: it was uncomfortable, restrictive, and not what she wanted.

Fast forward to 2023, and Love Stories lingerie lives up to the promise of offering thousands of women around the world “a holiday for their boobs”. Love Stories lingerie is now available in many of the world’s biggest department stores. So, what is the key to their success?

Love. It’s not only in the brand name, it is also the guiding principle throughout the customer journey. By rejecting the traditional marketing funnel, and instead looking at how the customer journey mirrors the stages of a relationship, Love Stories have succeeded in meeting customers where they are, with the right messaging and a genuinely appealing offering.

As a brand that both thinks and acts to promote diversity, Love Stories has also undertaken a completely holistic approach towards loyalty and the customer journey. They nurture customers with tailored communication every step of the way.

Using Voyado Engage, Love Stories can customize all communication with the right approach and tonality, depending on how far along the customer journey they are.

Whether someone is in the market for something new, perhaps frustrated with the selection they find or are open to trying new lingerie, the messaging they receive is appropriate to that moment. Once a customer completes their first purchase and becomes a first-time buyer, they become committed to the relationship with Love Stories, the approach and tonality shifts again accordingly to their phase in the customer journey.

“We use Voyado Engage to build everything our customer journey needs: from defining audiences and segments which we can easily connect to Meta and Google, to tailored email automations that keep our customers engaged with the brand,” says Claudia Moron, Head of eCommerce at Love Stories.



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”CRM automations are a game changer to me, because they are so extremely easy and so powerful. **Once you have set them up, they just run in the background.**”

Claudia Moron, Head of eCommerce at Love Stories

22%

membership base increase

Retailers always aim to grow the existing number of customers. Love Stories have seen a 22% membership base increase since introducing Voyado Engage. Part of this growth can be attributed to their focus on loyal consumers and customer centric model, where the mantra is **"understand before being understood."**

57%

of the revenue comes from recurring customer

With an enviable 57% of revenue coming from recurring customers, Love Stories makes sure to go the extra mile to make sure those loyal customers are given the VIP treatment. This goes well beyond the traditional notions of reward points and vouchers, for example they have a fully furnished apartment above the Amsterdam flagship store, which might be offered to VIP customers for sleepovers during certain events.

11.2%

conversion rate on abandoned cart emails

Claudia Moron explains why she is such a fan of automations. **"CRM automations are a game changer to me, because they are so extremely easy and so powerful."** Love Stories uses automations in various ways: to welcome customers, to provide after-care information about a purchased product, and to win back customers who have not recently ordered. She continues **"once you have set them up, they just run in the background."** In addition to setting up automations to follow the customer journey, Love Stories has seen great results from their Abandoned Cart automations which have a whopping 11.2% conversion rate.

Wrap-up

So, it's little wonder that a brand who began with the intention to disrupt the lingerie industry, has succeeded with a uniquely tailored approach to marketing messaging.

“Voyado is the engine behind all the different phases and communication within the customer journey,” says Claudia Moron, Head of eCommerce at Love Stories.



Voyado

Voyado has been helping brands create customer loyalty since 2005. The award-winning Voyado Engage product is now the go-to multichannel marketing platform for mid-size retailers in the Nordics. In 2021, Voyado acquired Apptus, and Voyado Elevate became part of the offering. Elevate is a product discovery engine on autopilot that helps users find the right products online.

Grow your retail business every day. The easy way.

With Voyado's customer experience cloud, you can engage your customers, elevate their experiences, and evolve your brand. Across all channels.

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