

About

OFFICE Shoes is a leading high street favourite, gaining a reputation for originality in its approach to shoe retailing, with 81 stores and a thriving online presence.

SaleCycle helps its clients to recover lost sales online by contacting people who abandon their shopping-cart, booking or application form in real-time.



Background Story

Shopping cart abandonment is one of the biggest challenges facing all global retailers, with average abandonment rates of 74%.

Identifying this problem, and **SaleCycle** as a solution, OFFICE Shoes introduced cart recovery technology on their ecommerce site, with the target of re-engaging with customers who fell at the final stage of the buying process.



Split Testing

OFFICE Shoes recognised the importance of constant testing and monitoring to optimize the success of the email campaign and utilised the split-testing module within the **SaleCycle** platform to test different sending times (varying times from 2 hours after abandonment down to 30 minutes) and a variety of different subject lines.



The Solution

SaleCycle continues to work closely with OFFICE Shoes to optimise their abandoned shopping basket email campaign. Testing, analysis and re-testing is an ongoing process with changes to the creative each season accompanied with new tests.

OFFICE Shoes has also introduced a 2nd Cycle email campaign sent 24 hours after abandonment to consumers who have yet to return to the site to purchase. This 2nd email campaign also includes dynamic product recommendations.

Results



OFFICE

Conversion from Click

25%

OFFICE Shoes now recover £'000s of lost sales every day, with one-in-four of all consumers who click going on to purchase.

“At Office Shoes we recognised the challenge of abandoned baskets and saw the opportunity to communicate to our hottest prospects. By working with **SaleCycle** we send timely, well designed emails to our customers that they really respond to - with a 25% conversion from click. A great partnership.”

Scott Taylor
CRM Manager - Office Shoes

In partnership with:

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www.SaleCycle.com

Visit office.co.uk

If you can't see this email, [click here](#).

OFFICE

WOMENS MENS TRAINERS KIDS **SALE**

We've saved your order for you.

We noticed that you were thinking about purchasing the following items... they won't be around for long so get them now! If you still can't decide why not check out some of the items we thought you might like too.

YOUR BASKET

PRODUCT DETAILS	QUANTITY	PRICE	TOTAL
 <p>Timberland splitrock 2 Size: UK 9 Colour: Wheat nubuck</p>	1	£99.99	£99.99
 <p>Nike air max 1 Size: UK 9 Colour: Granite, deep smoke black</p>	1	£91.99	£91.99

***UK Deliveries usually take 2 - 5 working days**
Our stock levels change constantly, so the only way to avoid disappointment is to place your order now. If you have already completed your purchase we will contact you again to confirm dispatch.

Basket Total **£191.98**

Delivery **£0.00**

Estimated Total £191.98

CONTINUE SHOPPING

CHECKOUT NOW

THE HOTTEST BRANDS NOW AT OFFICE

HUNTER

CONVERSE

VANS
OFF THE WALL

UGG
AUSTRALIA

Blowfish
MALIBU



Customer Service Tone



Full Cart Contents



Price Totals



Return to Pre-Populated Cart



Clear Call to Actions



Brand Banner

VISIT US ONLINE

@salecycle.com

TWEET US

SaleCycle