

CASE STUDY

Driving Growth through Innovation



bliss

Bliss is a global spa and skincare product innovator and leader. With 20+ locations across North America and the United Kingdom, Bliss has become recognized for its unique spa services and spa-powered products that allow customers to recreate the spa experience at home. Spa locations have attracted celebrity clientele including Julia Roberts, Jennifer Lopez and Oprah Winfrey. Bliss has been featured in notable magazines as Allure and InStyle, and is sold in luxury retail locations, including Neiman Marcus, Saks Fifth Avenue, Nordstrom, Sephora, Harrods and Bloomingdale's.

Since its founding in 1996, Bliss recognized that innovation and creativity across their multi-channel spa is what makes them stand out among their competitors. Their unique atmosphere doesn't just apply to their spa locations, promoting a playful ambience through their branding, online and offline, allows them to be unique in promoting their offerings. Customers know that when they encounter the Bliss brand they can expect a great customer experience- having a fully digital experience that mirrors that entirely was necessary.

For Bliss to become one step closer to providing their customers with a fully omni-channel experience, they required a digital gift card solution to add to their product offerings. Having a fully branded solution that is convenient, flexible and easy to use allows their customers the convenience of seamlessly purchasing gift cards on any platform, at any time. Known for their branding, one of their main requirements was to ensure that their brand standards were maintained at every touchpoint of the customer experience. They wanted their online platform to feel modern, yet be customizable to their needs.

Making gift card purchases an easy and reliable experience from any mobile device is a strategy that allows Bliss to grow their gift card program. By doing this, they are offering purchasing alternatives to their current customers and expanding their scope of reach to meet the trends of new ones.

SUCCESS STORY

Bliss required a partner that would facilitate all aspects of their digital gift card program, from implementation to post. Buyatab's full service solution allows Bliss to focus on one thing, growing their gift card program. Buyatab assumes full fraud liability for every gift card purchase making their transactions 100% guaranteed fraud-free. Having the Bliss experience extend to customer support was very important to their brand. Bliss was assigned a dedicated toll-free number for their customers to call into. Buyatab's customer service reps are scripted, acting as an extension to their brand. From purchase to redemption, customers never feel like they are dealing with a 3rd party. In partnering with Buyatab, Bliss also receives the added support



of a dedicated Account Manager whose expertise and knowledge within the gift card industry has proven to be beneficial in growing their program to new heights.

Digital Expansion Gains Attraction

Bliss has occupied the gift card space for several years, primarily focusing on traditional plastic gift cards, available to purchase at their spa locations and online. With the increase of mobile device and social media usage, they required a solution that would act as the digital counterpart to complement their physical gift cards. Bliss selected Buyatab to provide the services to facilitate the re-launch of their eGift cards that would be sold on their website and be redeemable through any mobile device online and in-spa.

Bliss re-launched their digital gift cards with an online campaign which included the use of email blasts and social media. Each promotional method used displayed multiple gift card designs and advocated scheduled deliveries. Meaning, customers

Having a complete digital presence allows Bliss to create cross-category purchasing and marketing possibilities, for instance, encouraging customers to purchase a gift card with a product or spa service.



could purchase the gift card now, and have it be sent later on a specific date. The implementation of digital gift cards was well received and experienced high levels of engagement. With the introduction of a digital alternative, Bliss did not see a drop off in their physical gift card sales which leads them to believe that they have tapped into a new market, possibly composed of a younger generation that is more accustomed to online purchasing approaches. Further, having a complete digital presence allows Bliss to create cross-category purchasing and marketing possibilities, encouraging customers to purchase a gift card with a product or service.

Back-Office Knowledge Grows the Front-End Experience

The fully integrated back office support of the Bliss gift card program is fully branded. The program was built from the beginning with a strong emphasis on capturing data from both the purchasers and recipients. Coupled with custom reporting that the back office supports, Bliss can acquire insights into their wide customer base that was previously unavailable to them. This includes analyzing the progress of different card designs and exploring commonly used phrases and words in the personal messaging feature. This gives them the ability to view what cards and messages their customers are more drawn to, enabling them adjust their new card designs from there, based off of that data.

“We see digital gift cards as being a huge asset to our brand. Giving our customers a full omni-channel experience is what our previous program was lacking. We’re happy to be partnering with Buyatab to stay at forefront of this digital revolution.”

Jenna Saverino,
Director, Global Ecommerce
Marketing & Merchandising

bliss

