

Customer Success Story



As the leading high street retailer for mobile communications and broadband in the UK, Carphone Warehouse is continually looking to improve its appeal to customers by offering competitive and innovative promotions.

With seasonal launches of promotions planned across more than 800 stores and online, Carphone Warehouse needed a highly responsive and resilient solution that would work alongside their existing systems.

Sonetto® PTK supported the business's four main goals: increased promotional capability; seamless integration with existing systems; real-time promotional updates; and configurable promotions down to store level.

Win Results

With the increased promotional capability, Carphone Warehouse saw a significant rise in year-on-year sales volumes with an increase in the average transaction spend per customer

Using the IVIS Return on Investment model, Carphone Warehouse was able to build a targeted business case with a strong ROI of over 400% over 3 years and payback within 6 months

With real-time promotional updates and fast execution capability of the execution engine, Carphone Warehouse saw a time saving of 20 seconds per customer in store