



BEEBOT AI



## Golfing Chix Case Study

### Learn How A Golfing Apparel Retailer Grew Revenue By 89% with Beebot Engage.



#### **Anastasia Codd** **Founder & CEO, Golfing Chix**

Golfing Chix is a family run business, based in the Northwest of England. Being a golfing enthusiast herself, and struggling to find suitable golfing apparel for her target audience, she began her venture into retail and set up her own e-commerce site. Her business has grown from selling to her friends and fellow golf club members, to a profitable business.

Time poor, and wanting to drive sales and push seasonal collections and offers, she engaged Beebot AI to deploy a website and marketing bot to automate sales support and push out seasonal campaigns and products.

Anastasia Codd, Founder and CEO, Golfing Chix loves **Beebot Engage** as it helps her to filter customer and prospect queries through the bot real-time but she can also jump on and offer personal advise when needed. She also really likes the power of the campaign feature with Beebot AI where she can meet sales targets through tactical campaigns like this one.

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*Beebot has significantly changed the way I do business, being able to automate sales support with a bot that answers customer sales queries 24/7 and being able to hand off to a live agent for more complex queries. The campaign feature was invaluable in boosting sales and can be used as a revenue lever going forward when I need to shift stock or push seasonal items. And real-time offers can be used to reduce abandon cart which in turn hits my bottom line for the better.*

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# Jubilee Weekend Campaign

## Our Approach

We launched a campaign for the Jubilee weekend, June 2nd to 5th 2022 with the objective of increasing sales and revenue.

## The Offer

30% off all dresses on the Golfing Chix website site and win a £100 voucher.

## Campaign Format

Email to the entire Golfing Chix customer database with a link to open a bot, which housed a survey.  
<https://bot.golfingchix.co.uk>

## Mechanic

Customers completed the survey through the bot and received a 30% discount code and were entered them into a prize draw to win £100.

## Campaign Benefits



An enhanced shopping experience



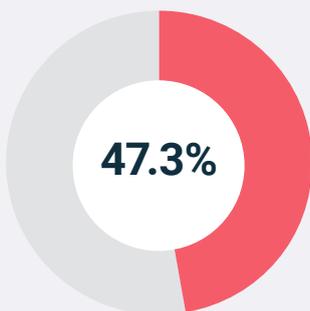
Engaging content and real-time offers



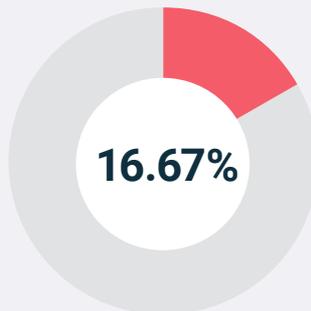
Substantial uplift on daily revenue

## Campaign Results:

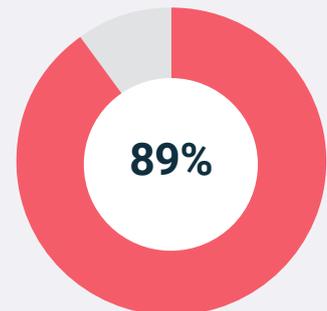
Email Open Rate



Clicks To Landing Page



Total Daily Revenue Increase



Supercharge your Sales and Marketing with amazing automation benefits to drive more leads and an enhanced customer experience.

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