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SUNRISE
RECORDS

Sunrise Records Case Study

Locations: 80 across Canada
Director of Finance, Gary Gatti-Cavanagh
Marketing Coordinator, Nick Cino

Introduction

Sunrise Records was established in 1977 and is Canada's longest-running legacy record store.

In 2017, Sunrise acquired the leased locations previously operated by HMV, propelling the company from a handful of units in Ontario to 80 across Canada.

Sunrise Records primary objective in working with GetintheLoop is to increase the number of returning customers that provide continuous value to their business.

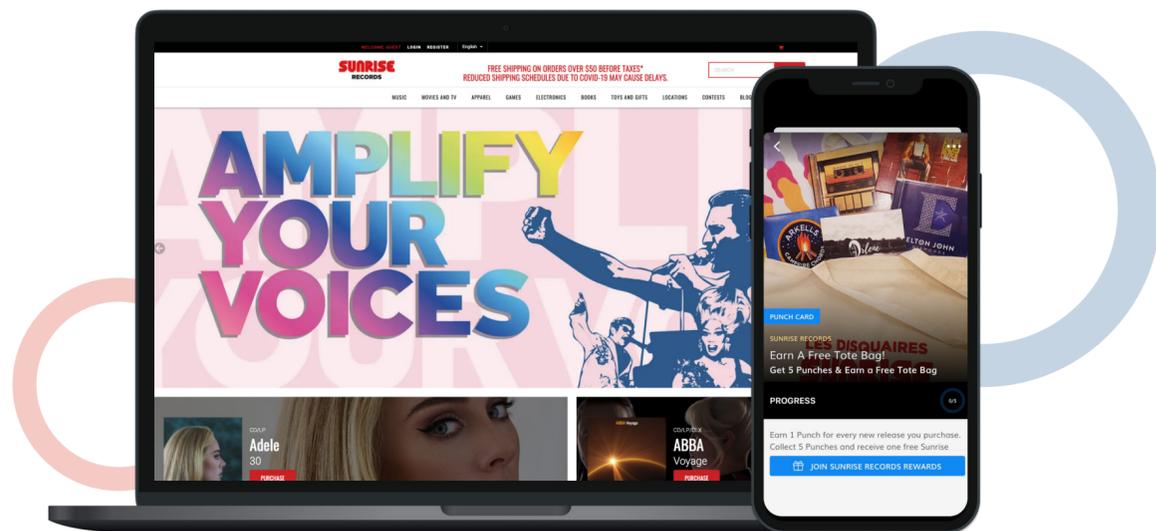
The Story of Sunrise Records

While vital signs for the record store business had appeared to flatline in recent years, Sunrise Records saw an opportunity to take advantage of a vinyl record counter-trend that began to emerge.

In addition to capitalizing on a resurgence in the popularity of vinyl, Sunrise Records has also breathed new life into the record store experience by catering to both music and pop culture fans of all ages. They've become the go-to destination for everything pop culture, from collectibles and posters to apparel.

As Marketing Coordinator Nick Cino adds, "we've become that spot where people can go in and always find something cool that they can pick up."

In revitalizing a distressed business model, the Sunrise Records team sought to use technology that could help them to better connect with their customers and influence purchases, including a digital rewards platform.



The Challenge

Sunrise Records used an app-based rewards program for a couple of years but found it was not hitting its objectives around creating return customers through the program. Gary Gatti-Cavanagh, Director of Finance, notes, "Overall, we were finding that the offers we had on that app weren't really valuable to the customers. So we were looking at that, but also just the general use of the app and how people were interacting with it. It didn't seem like we were offering the value to the customers that they were hoping that we would, and so that kind of caused us to look into things a little bit deeper and see what other options were available".

However, moving their customers from one loyalty platform to another was also a concern. Sunrise wanted the customer experience to be smooth and to retain as many members of its original program as possible through the transition.

Why Sunrise Chose GetintheLoop

The general ease of using GetintheLoop was a key driver of their decision to replace their previous loyalty program with GetintheLoop. Nick says, "the fact that we could offer a bunch of different offers and deals on the platform was really important to us because it has the ability for us to change up those offers based on what's working for us and what's not, what's selling and what's not. So that's been beneficial".

GetintheLoop gives Sunrise the flexibility of control to create their offers when they want or rely on the support and the service that comes with GetintheLoop.

The team at Sunrise also valued the opportunity to work with a company closer to home. Their last provider wasn't based in Canada, which made it more challenging to coordinate and communicate and for Sunrise to get the level of service and support they needed from a loyalty app. Gary adds, "once we started working with GetintheLoop, that kind of changed the game for us because we're working with the Canadian company, and we've been able to really connect with you and have a relationship."



The Results



Increase in returning customers



Increase in basket size

Sunrise Records loyalty program members' engagement has gone up dramatically with GetintheLoop, and that increased activity has translated into sales, and not just on the featured sale-priced items.

300%



Increase in members

Since using at GetintheLoop, we've seen continuous growth, we've seen somewhere around the range of quarter over quarter, a 300% increase in members that are returning and using the app.

**Gary Gatt--Kavanagh,
Director of Finance Sunrise Records**

Nick explains, "what we've noticed is that our loyal customers tend to come in quite frequently, and they'll pick up one item that's on promo but also several others that are either new releases or something that piques their interest."

Gary adds, "the amount and level of service has been fantastic. GetintheLoop has surpassed expectations. I'm really happy about that and the customer response has been very positive."

GetintheLoop supports local businesses and local events all over the country.

If you are interested in learning more about partnering with us, please contact sales@getintheLoop.ca

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