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Challenge presented

Boscolo Travel is a division of Boscolo Group, specialising in holiday packages, guided tours for individuals and groups and weekend gift packages. Boscolo Travel wished to add the SMS channel to its campaigns towards existing customers.

Actions undertaken

Boscolo Travel integrated Skebby’s SMS API within its own programs in order to interact with customers via text message. As a result, Boscolo Travel is now able to send 3 automatic SMS to its customers:

- The day after a booking, to thank them and inform them of potential additional services that they can also purchase through a travel agent;
- A couple of days prior to the trip, to remind them of the time and place of departure;
- Upon their return, to thank them and provide a contact e-mail address.

Furthermore, it sends promotional text messages that are personalised for each recipient, with dynamic “Name” variables, offering discount codes. Given that the texts are sent with a dedicated sender number enabled to receive messages, customers need simply reply “YES” to the message, and the system will automatically send them a discount code, also by text message, which can then be used at a travel agent’s too.

Benefits delivered

“We use SMS to create customer loyalty and establish a relationship right from the moment of booking. What’s more, the promotional texts are sent to 70% of our customer database, as opposed to just 50% who can be reached by sending e-mails. I should point out that that the aim of our promotional activities and SMS is not to compete with travel agencies” explains **Mauro Bighin, Marketing Manager of Boscolo Travel.**

How can travel agencies benefit from SMS mobile marketing

✓ Mobile brochures

Customers can send an SMS with "YOUR AGENCY NAME + brochure Sardinia + their email address" to receive a PDF of the entire brochure directly to their email.

✓ Generate new contacts

Encourage potential customers to join your SMS club to let them know about last minute deals, promotions and news..

✓ Improve customer service

Text customers on their departure date with their flight time and terminal. Further SMS could be sent at a later date to maintain the relationship (e.g. birthday wishes message with a discount voucher), and encourage them to book again and again.

✓ Announce promotions

Notify people with details of promotions, special offers or discounts.