

“We’ve managed to save up to 40% of costs for sending letters and making calls”

Challenge presented

S.C.A. - Società Commercio Auto srl, a Citroën authorised dealership based in Potenza, not only sells new and used cars but also carries out car repairs and is an Authorised Service Centre. The company was looking for a supplier that would allow them to communicate with their customers quickly and simply, via text messages.

Actions undertaken

S.C.A. chose to use Skebby’s online SMS Messenger panel to contact its customers by text message, instead of by personal letter, to advise them that their car is due for servicing or for legally required maintenance. S.C.A. also uses texts instead of phone calls to carry out customer satisfaction surveys.

Benefits delivered

“SMS Messenger has allowed us to speed up our work in terms of contacting customers, saving us time and money. Instead of letters and phone calls, we’re sending messages to all customers for whom we have a mobile number. We’ve managed to save up to 40% of costs for sending letters and making calls. We also customise the texts, with the '[name]' variable, inserting the registration number of the customer’s vehicle in the message body!” explains **Stefano Travascio, Sales Office, S.C.A. srl - CITROËN Authorised Dealership.**

How can consumer businesses benefit from SMS Marketing

✓ Improve customer service

Allow your clients to send texts to ask for help, information or to automatically complete processes.

✓ Announce promotions

Promote your business by sending promotional messages with specific calls to action in the message to stimulate customer response.

✓ Announce news, updates, useful information

Send useful information on new products that you’ve developed, new services or company’s news.

✓ Mobile brochure

Customers can send a message with their email address to receive the PDF of the brochure.

✓ Internal communication

Integrate SMS into your systems to remind staff of deadlines, appointments, etc.