



*“Thanks to Skebby, we provide punctual, rapid information”*

### **Challenge presented**

The Centro Servizi Taxi La Fontana is a services cooperative, founded and governed by the taxi drivers who belong to the organisation. The Centro Servizi Taxi was seeking a channel for sending up-to-date news to its members.

### **Actions undertaken**

The Centro Servizi Taxi La Fontana uses the SMS Messenger web application to send multiple texts to all its members (taxi drivers) in order to keep them informed of traffic and road conditions and other announcements in real time.

### **Benefits delivered**

By sending SMS announcements to all those who have requested to receive updates, the Centro Servizi Taxi La Fontana has improved the services it offers its members.

*“Text messages allow us to immediately contact members, all together or individually. Thanks to Skebby, we provide punctual, rapid information”,* explains **Paolo Perego, La Fontana Soc. Cooperativa.**

#### **How can transport companies benefit from SMS mobile marketing**

##### ✓ **Improve customer service**

Offer your customers the option of receiving immediate alerts with departure times listed by departure locations and carriers, via SMS transport.

##### ✓ **Booking service**

Citizens can send a text message to request a taxi and get a reply by text to confirm.

##### ✓ **Generate new contacts**

Create your company's SMS club: customers can sign up to the service by sending a text so you can keep them up to date with special offers, brochures, useful information and so on.