



**Assitalia**

*“We've solved a whole lot of contact problems”*

### **Challenge presented**

The General Agency INA ASSITALIA in Grosseto promotes and offers insurance services to the whole of this province of Tuscany, always placing the customer's needs first. The Agency was looking for a swift, simple way of quickly communicating with its staff members.

### **Actions undertaken**

INA ASSITALIA chose the Skebby SMS Messenger service as an internal messaging system for sending single or multiple text messages. Through SMS Messenger, INA ASSITALIA sends messages directly to staff on their mobile phones, notifying them of meeting times/dates, updates, useful information, or even scheduling messages for specific occasions (such as Christmas greetings). By creating groups in its address book, the agency can also manage various different types of notifications (e.g. commercial or administrative) in just minutes.

### **Benefits delivered**

Text messaging has speeded up and computerized communication with all of the staff, cutting the amount of time it takes for information to get through.

*“Rapid, speedy and effective! We've solved a whole lot of contact problems with Skebby”* explains **Emanuele Palmarini, Sales Manager INA ASSITALIA.**

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

#### ✓ **Increase sales**

Financial agencies can carry out promotional campaigns on databases and send out up-to-the-minute information to their customers. Insurance firms can remind their customers of the expiry dates of their policies.

#### ✓ **Improve customer service**

Notify customers details of transactions made in real time, allow them to request information (current account balance, etc.)- Insurance firms can keep their clients updated on damage compensation.

#### ✓ **Generate new contacts**

A dedicated mobile number can be used to generate further contacts from people who don't mind getting news and updates via SMS.

#### ✓ **Sending photos**

Insurance companies can receive photographs of accidents sent directly by their clients. Photos taken arrive directly to the systems of the company's claims department.