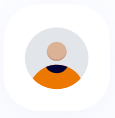


# Help Away from Home



## About the Customer

Our customer was a single travel agency with 8 agents located in the United States. The agency prided itself on service, which helped it develop a group of loyal customers and a stream of referrals.



## Challenge

The travel agency was looking for a way to increase their value to their customers after flights, hotels and car rentals were booked. They envisioned themselves providing additional services throughout their customers' vacations, which they believed would reduce churn.





## Solution

MessageWhiz proposed an SMS solution, which would allow the travel agency to maintain contact with their clientele throughout their travels.

Using MessageWhiz's platform, the agency was able to program different sets of location-based triggers, which would automatically send travelers updates throughout the trip. When the forecast showed rain, the system automatically recommended indoor activities, such as museums.

The solution also included a two-way messaging feature, allowing the travel agents to easily contact travelers when flights were changed, or share other timely information.



## Results

While it is still too early to tell if the SMS communication will reduce churn, early indications for the travel agency are favorable. Over the first three months of the program, the system engaged the average traveler 1.3 times per day.

The agency received glowing reviews for the service from multiple travelers, and they are developing capabilities to increase their SMS capabilities, including the ability to send out location-based restaurant recommendations and share city maps with directions to the hotels and local sites.



## About MessageWhiz

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.