kapow
smscommunications

Optimising SMS in the Travel Industry

Communication is essential in the travel sector. Because of the nature of the business, contact with customers and personnel on the go is crucial - SMS is simple, easy to integrate and provides the best time and cost saving solution for instant communication.

Already traditional for SMS booking confirmations & alerts, now the industry is looking to more sophisticated applications to further reduce costs whilst increasing operational efficiency.

Here's what your competitors are doing with SMS:

Reducing business costs
- **Save approximately £1 and 10 minutes** with each SMS. This does not take into account the days and money wasted on stationery and ignored emails.
- **SMS with unique message content.** Reference numbers, codes, date and time specifics. Automated through SMS development and reduces labour requirements.
- **Kapow SMS enables direct and immediate communications** with individuals or multiples in just one click.

Increasing Productivity / Time saving with SMS
- **Appointment / booking reminders.** Reduce DNA's in leisure facilities, spa centres and salons by up to 90%.
- **SMS tickets** are cheaper and greener than printable tickets and easily accessible.
- **Payment due reminders / payment confirmations** via SMS are inoffensive and effective. Easily automated though IT development, messages are sent with no labour wasted.
- **Informing employees and stakeholders.** Maintaining communications with personnel and service workers via SMS enables direct job specifics in writing and at hand.

Adding Value & Enhancing Customer Satisfaction
- **Adding value to your service has never been so important.** Keeping your customers informed with relevant information while on the go is key to enhancing customer experience. SMS is ideal, whereas emails are inaccessible to the masses while roaming.
- **Departure times and gate numbers; location based weather reports;** Updates during delays, useful contact numbers, discounts with partner service providers and destination facts; These all contribute to customer satisfaction.
- **Go the extra mile with SMS.** Sending 'Happy Birthday' or 'Merry Christmas' builds customer rapport and solidifies brand loyalty. Retaining customers is just as important as gaining new ones!

Increasing Revenue

- **Increasing Sales with intelligent SMS promotions (Not spamming!)** Intelligent SMS promotions have an average of 15 – 25% uptake. That's the highest ROI in the industry! (Check out our SMS Marketing PDF for more details on effective marketing).
- **Up selling - promoting partner services with SMS.** Enhance customer satisfaction by simplifying the booking process for additional holiday requirements (i.e. car rental/airport transfers). Maximise profitability through partner relationships and gain revenue.
- **Repeat bookings** Convert existing data into revenue by increasing sales via SMS deals based on previous bookings.
- **Add a small fee (usually between 10p - £2)** Have customers opt-in for text confirmations and updates. It's an easy way to generate additional revenue from each booking and the uptake is high due to convenience.

Dealing with Incidents / Minimising Disruption

- **Breakdowns, public disruptions, extreme weather and natural disasters** are sure to hinder the travel process. Minimise disruption by broadcasting SMS to personnel and affected clients instantly.
- **Kapow SMS is ideal in time critical situations.** Mobile networks get jammed and falter in times of disruption, we host our own SMSC's meaning our messages continue to be delivered even when network messages don't. With Kapow, 99.5% of UK SMS are received within 3.5 seconds!
- **The Kapow network is hosted in ultra secure** data facilities; with high-speed Internet connectivity, back-up power supplies, load balanced/clustered servers, system monitoring, 100% availability 365 days a year and 24hour technical staff.

Interfacing Kapow's simple HTTP / Email API is a great interface for these solutions as it is easy to implement and works with any website or online back-end system. It neatly fits into any software to provide automated messaging solutions through minimal tech development.

Manual messages can be sent to individuals or multiple contacts. Simply:

Select recipient(s) → Compose message → Send!

No technical experience or software is required to send and receive messages with Kapow. All you need is an online PC, a Kapow Account and some SMS Credits.

Register your free Kapow account to get started
http://www.kapow.co.uk/register.html.

For further information please speak to a friendly and helpful advisor
Call 0207 1 835 835 or email sales@kapow.co.uk

www.kapow.co.uk