

# Business sector report

## TRAVEL



### CHALLENGE

FLIGHT ALERTS, CREATE IMMEDIATE RESPONSE

### SOLUTION GLOBAL

TEXTGATE SPANS 700 NETWORK OPERATORS IN MORE THAN 200 COUNTRIES

### RESULT

180,000 STRANDED CUSTOMERS SUPPORTED



For further information on RoutoMessaging's business-winning portfolio of messaging products and services for the travel industry, call sales on +44 (0) 870 231 7777, or email [sales@routomessaging.com](mailto:sales@routomessaging.com).



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## Text Updates for dASHed Travellers

Air traffic disruption caused by an erupting volcano under the Eyjafjallajökull glacier in Iceland in April 2010 began forcing thousands of flights to be cancelled every week, creating havoc for businessmen and holiday-makers.

And Vulcanologists believe that the volcano will continue to spew ash for several more months and years to come. Travellers will continue to be subject to the whims of nature and wind changes and the current travel chaos situation can only deepen. The travel industry is therefore at a crossroads and is facing a seismic change in the way they communicate with customers. The old snail mail system is too slow. Call-centres simply cannot handle the amount of inbound calls for travel updates and not all travellers have access to websites for updates.

So, how can airlines and tour operators better communicate with customers and advise them about flight cancellations?

As in many business sectors, the mobile is proving the fastest and most cost-effective solution. After all, everyone has one and it's always switched on and in the pockets of customers. By contacting customers on their mobiles before they set off, airports become less congested and compensation pay-outs are limited.

Early market mobile strategy adopters have therefore turned to RoutoMessaging's textGate SMS platform as the must-have service. The service enables the IT departments of airlines and tour operators to set up short flight messages on RoutoMessaging's servers and to broadcast them to thousands of customers simultaneously.

One of Europe's biggest package holiday companies that has adopted textGate to communicate with its customers comments: "textGate messaging proved central for this company and helped us to communicate with over 180,000 stranded holidaymakers.

We had their mobile phone numbers, loaded them into the platform from an Excel spreadsheet so it was a simple matter to advise all of wind changes and new flight times."

Disruption also spread to Asia, where dozens of Europe-bound flights are being cancelled each day and hotels from Beijing to Singapore are straining to accommodate thousands of stranded passengers every week as wind closes down European airspace.

With RoutoMessaging's global coverage spanning 700 network operators in more than 200 countries, it was a simple matter for another tour operator to use textGate to advise customers which hotels had been booked for them as part of their support.

"The goodwill generated by being proactive with travellers was important for our brand reputation and forward business," said the tour operator's managing director. "We now see text messaging as a central part of our customer-facing operations and will extend its use throughout all operations."

But textGate is only one of RoutoMessaging's products for the travel industry.

The company's developers now provide customised, interactive text messaging platforms that can be bolted-on to an airline's or tour operator's website. Travellers can register on the website to receive any number of text messages automatically to their mobiles ...confirmation of travel details, flight cancellations, special holiday offers and much more and all can include an embedded call-back number in the text message to connect immediately with a sales office.

### Contact Us

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