

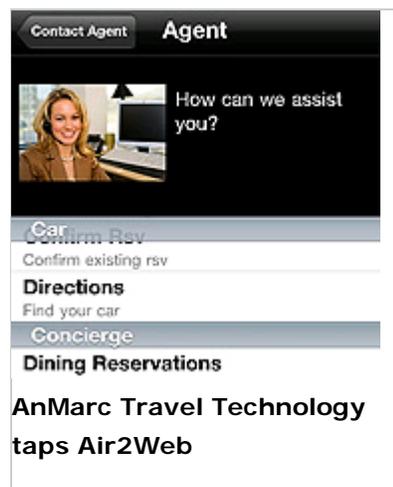
# Mobile Marketer™

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## SMS case study - AnMarc Travel Technology

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### Name of marketer

AnMarc Travel Technology LLC, Kansas City, MO

### Name of agency or marketing services firm

Air2Web, Atlanta

### Campaign/program name

CloudClick, powered by Air2Web's AirCare Mobile Assist platform

### Duration

AnMarc launched its CloudClick initiative on July 16 integrating SMS-based mobile live chat and marketing services into its suite of customer-care services.

### Common short code and keywords used

Military and corporate travelers can text a keyword such as MIL or AIR to the short code 77054 depending on their chat preference or market.

### Objective

AnMarc, a travel products and services provider, wanted to leverage the exponential growth of the mobile medium—with more than 4.6 billion mobile users worldwide—and deploy an easily accessible and easy-to-use mobile platform to further ensure seamless communication with its customers.

### Target audience

AnMarc's core market started with leisure military traveler, offering services to more than 10 million military families, but has grown to working with general travel-management companies, after-hours customer-service providers and online travel providers, as well as companies searching for mobile customer-service platforms.

### Strategy

AnMarc partnered with mobile customer care and marketing services provider Air2Web and live chat provider LivePerson to offer mobile live chat via SMS to its customers.

After several years of providing online live chat services to its customer base, AnMarc had converted more than 30 percent of customer service calls to live chats, saving the traveler significant time and the company significant costs.

By extending this service to the mobile device, AnMarc customers are no longer dependent on a laptop and Wi-Fi connection to change a ticket or communicate with a travel agent—they can access a live travel agent via SMS chat instantly and from almost anywhere.

This near-ubiquitous access—97 percent of mobile devices are text-enabled—and ease-of-use will further enhance customer satisfaction and solidify AnMarc as a travel service provider of choice.

"As our travelers—military and corporate—often need to make travel reservations at the last minute, the ease-of-use and instant access of mobile live chat from Air2Web further empowers the customer by providing anytime, anywhere customer care," said Andrew Appleton, CEO of AnMarc Travel Technology and CloudClick LLC, Kansas City.

"By providing access to a live agent via mobile text, AnMarc can increase loyalty and forge long-lasting relationships with our customers," he said. "In addition, mobile live chat service opens the doors to new revenues through ads and supplementary service offerings."

Consumers want to be "in touch at a touch" and CloudClick provides this through their mobile chat platform.

Consumers want an answer or solution without the traditional hold time with customer support calls, the need to pull out their laptop or standing in long lines waiting to change a ticket.

CloudClick is finding corporate clients wanting to fill the need of mobile assistance to their employees and customers...and with the advancement of technology and cost of development, companies are searching for turn-key platforms.

### **Tactics**

With the rollout of CloudClick, AnMarc has deployed real-time customer support via chat SMS and the mobile Web for their own customers such as travelers at the airport or in-flight customers using onboard Wi-Fi.

CloudClick is also reaching out to existing companies that have already learned of the advantages of online chat and wish to take it mobile.

For them, CloudClick is an easy transition from Internet to mobile device, per Air2Web.

CloudClick not only holds the first-to market-mobile chat platform, but uses it within companies' own core business.

### **Results**

In less than two months from initial deployment, more than 25 percent of AnMarc's live chats have been converted from PC to mobile using AirCare Mobile Assist.

This not only enhances customer loyalty, with an 80 percent retention rate when customers use mobile live chat services, but also holds the line on staffing costs for AnMarc, as mobile live chat lets customer service agents handle up to four chats at once.

In addition, the reduction in customer care staffing costs combined with the increased ad revenue generation opportunities positions mobile live chat as a mobile innovation that Air2Web claims can drive ROI.

### **What next**

AnMarc plans to incorporate marketing and advertising opportunities around the CloudClick mobile live chat technology through calls-to-action and time-sensitive ads.

In addition, AnMarc envisions its CloudClick technology providing in-flight customer service for the airlines, meaning that CloudClick would represent the airline by assisting their traveler in making changes to existing reservations while in flight.

AnMarc also sees their technology solving many corporate employee communication challenges.

### **Lessons learned**

AnMarc has found that many travel companies are not fully aware of the opportunities associated with using chat (Internet or text based) for mobile marketing and customer care services.

Many travel companies fail to realize the potential revenue streams that can be created directly or indirectly by offering alternative methods of customer service.

With the explosive growth of mobile devices and the 'instant access' mentality they bring, businesses must continue to shift their perceptions that today's consumer will go out of their way to seek assistance.

Instead, organizations should create customer service plans that mirror the modern, mobile consumer.

### **Surprise finding**

Air2Web was very surprised to see the adoption rate of mobile chat versus PC-based Internet chat happen so quickly.

Another surprise was that users tended to use mobile chat even though they were within reach of their PC.

One concern that Air2Web had early on was that the user may get frustrated with the typing involved with their smartphone versus a computer.

However, early indications show that because of the common use of SMS, typing was not an issue or deterrent of using mobile chat.

### **What challenge did mobile address?**

"The travel industry is getting smaller and the needs of the traveler are getting larger," Mr. Appleton said.

"Travel agencies, airlines and airports must realize a real-time customer service solution through a mobile platform in order to meet the needs of their current customer base as well as grow virally through increased loyalty.

"By providing access to a live agent via text or browser-based chat will not only empower the traveler, but decrease overhead involved with fixing a problem after the fact, traveler frustration and resentment built by the an avoidable situation and most importantly offering an apology and solution quickly," he said.