



# INCREASE SALES IN THE TRAVEL LIFECYCLE WITH MOBILE MARKETING AUTOMATION

What if you could build loyalty and increase sales at the same time? As people spend more and more time on their phone it makes sense for companies to move marketing into their customers' pockets.

According to [businessinsider.com](https://www.businessinsider.com) experts predict that 45% of e-commerce sales will be done with mobile phones by 2020.

Through the Nexer developed Unified Communication solution, a tool for Travel Information Management to keep in touch with travellers by, for example, text message, we make it possible for you to build customer loyalty as well as create another touch point for marketing and sales.

Fully automated or manual personalized messages can be used for:

- Market your offerings
- Up-sales
- Cross-sales
- Building loyalty
- Surveys and feedback
- Gaining insights through data



### Mobile marketing automation

According to studies about 50% of all customers are not ready for a purchase immediately. This means that follow up with potential buyers is a crucial aspect in generating sales.



Through Unified Communication you have the possibility to create directed marketing based on segmentation, timing, previous history or any aspect that might be key for your company in its sales strategies.

Support you marketing and CRM teams with fully automated, rule-based processes in order to reach you customers with the same information in one or many channels simultaneously. With a true omni-channel strategy your customers will get the same information regardless of which medium he or she prefers (SMS, app, e-mail etc.)

By integrating sales in your informative customer dialog, you will create a personal dialog instead of a direct approach that can be perceived as overwhelming.

### Two way communication

By harnessing the power of two-way communication, your customer service will not only get the best possible way of interacting with you customers – we will also enable the possibilities of, and easy way of, converting sales.

Ensures that no sales opportunities get lost. By providing two-way communication we can simplify the checkout process for the customer by giving them an option to reply to the message to confirm your offerings.

Hello Adam, we are very happy that you've chosen to stay with us. Your room number is 1408 and breakfast is served on the second floor between 07:00-10:00. You can always reach us through this channel or in the reception. /Your devoted staff

Hello again, we want to inform you that our experienced guides will arrange a bike tour tomorrow at 10:00. Just reply YES and show up at the reception if you would like to participate.

YES

Hi, we are happy to confirm your registration for tomorrows bike tour.

Hi, thank you!

Unified Communication is a platform for text based multi-channel communication with customers or other participants. The messages can be created automatically or manually from different systems, and all dialogues are collected in one place.