OpenMarket
An infobip company

A golden opportunity to interact

How Club Mahindra seized the moment with 200,000+ members

ClubMahindra
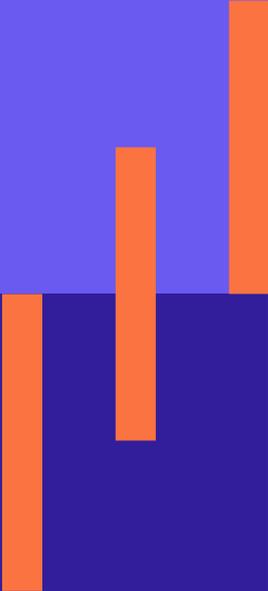
The golden moment

Picture the moment. You've packed your suitcases, checked out, and you're chatting to your partner in an airport taxi: "What was the best thing about the vacation? Could anything have been improved? Can we come without the kids next time?"

Whether a vacation's been a once-in-a-lifetime week of bliss, or a divorce-inducing living nightmare, we're most likely to share our views about it in the minutes after it ends. It's the one time most of us are really desperate to have our say.

Club Mahindra knows this. In fact, the vacation ownership company (proud owner of 45+ luxury resorts in India and across the world) sees the minutes after holidays end as golden moments of opportunity; their big chance to interact with members, strengthen relationships, and gather feedback that can help them deliver even better holidays.
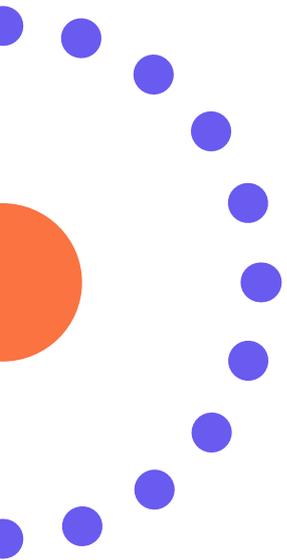
However, Club Mahindra couldn't get through to its members in these golden moments effectively. The email feedback forms it sent out to its members were not producing the expected results.

So when our customer experience experts dropped the Club Mahindra folks a line and guaranteed that a simple SMS-based feedback system would send the response rate soaring – and give the company the chance to enjoy powerful, brand-building Empathetic Interactions with customers in the process – they pretty much had to say yes to a month-long pilot scheme. At the risk of sounding boastful, the results were pretty awesome. Here's the whole story.

At OpenMarket, we call this an Empathetic Interaction™.
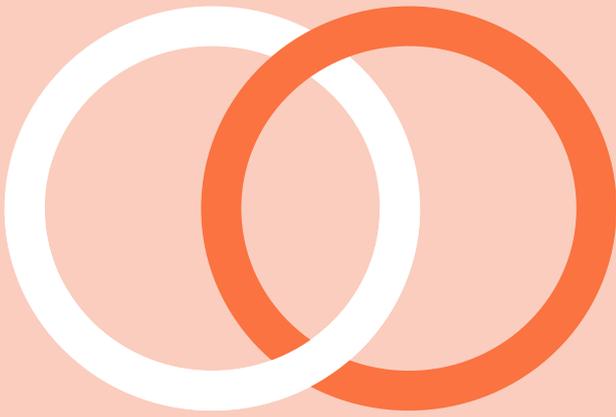
The Empathetic Interaction™

The Empathetic Interaction is all about seizing the countless invisible opportunities to help your customers or employees by giving them information, engagements, experiences and alerts just when they'll value them most.

It's about using what you know about the individual and the situation they're in, then anticipating what will make them happy. When their needs and yours can be met in a single moment, Empathetic Interactions become truly valuable.

OpenMarket's multi-channel messaging platform, indigo, makes it easy for your people to create Empathetic Interactions without relying on IT's help.

Templated campaigns, best-practice insights, AI, and a direct connection to the world's best global messaging network help you deliver the right conversations, on the right channels, at the right time.

Find out more

Crying out for criticism

Club Mahindra is an uber-successful vacation ownership company with 200,000 members – and counting – so it's pretty used to being smothered in praise. But it's always been equally as eager to listen to constructive criticism from members. The tricky part has been getting hold of it.

The Club Mahindra team worked out a while ago that their members are too nice to leave negative comments on forms left out prior to departure. Plus, there's often little time for guests to fill them in amid the packing and checking out.

Emailing members feedback forms wasn't much more of a success. Every company knows customers ignore most emails. And even when customers do read them, they usually don't reply. All in all, Club Mahindra had no chance of capitalizing on the golden moments after checkout. The intent was to raise the overall feedback response rate, which stood at 5%. That's when our customer experience team got in on the act, that is…

"OpenMarket's intelligent messaging services help us listen to our customers better at every touch point. They help us to get to the exact root of why our members feel positively or negatively about their time with us. We've seen a significant positive impact on our NPS scores and look forward to continuing our great relationship with OpenMarket."

Sujit Paul
National Head of Member Relations
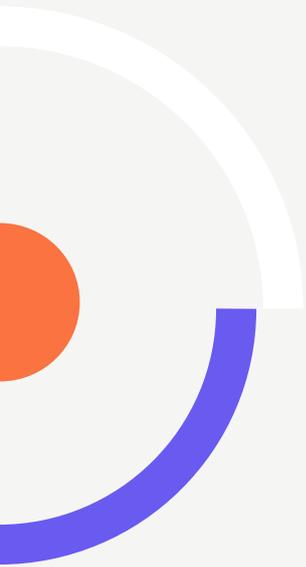
Mutual appreciation

Our team quickly (and we're talking minutes here) architected an SMS workflow that sends a feedback-request text to members 30 minutes after their checkout – just when they're desperate to talk about their vacation (and are likely to be twiddling their thumbs in a cab, train station or airport).

Members are asked to rate – on a scale of 1-10 – their holiday experience. Different ratings triggered different automated replies. For example, a bad rating would lead to an apology reply text and a request to find out more about what went wrong. A good rating would trigger an appreciative message of thanks.

Club Mahindra was able to easily adapt the workflow using the simple drag-and-drop user interface in OpenMarket's platform. Seamless and secure integration and data exchange with Mahindra's CRM system and other parts of its IT operation were just as straight forward.
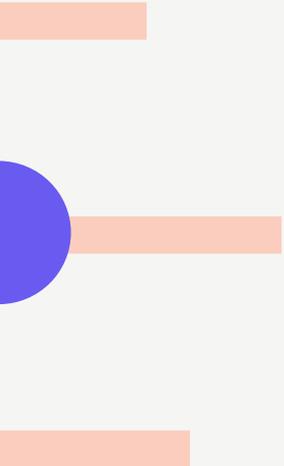
The Empathetic Interaction™ in practice

From the first day of launch, the feedback messages were a hit with members. The average response rate rose to 12% – an improvement of over 140%. And the large majority of this feedback was given in the golden interaction moments, allowing customers to express themselves when they most wanted to, and form a closer bond with the Club Mahindra brand in the process. That's what we mean by an Empathetic Interaction.

The system also generated real-time reports for Club Mahindra customer service teams, who could take immediate action when they felt it was appropriate. No matter how quickly the company signs up new members (and the numbers are rising pretty fast), the solution is easily scalable. Club Mahindra now uses our mobile messaging system to capture feedback following booking processes and contact center calls.

It may seem unintuitive, but delivering powerful, automated personal experiences at scale is not only possible – it's a piece of cake to do.

Just ask Club Mahindra.

140%

The average response rate rose to 12% – an improvement of over 140%

Multi-channel messaging

Discover how the indigo multi-channel messaging platform works.

Download the eBook

We are OpenMarket
As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.