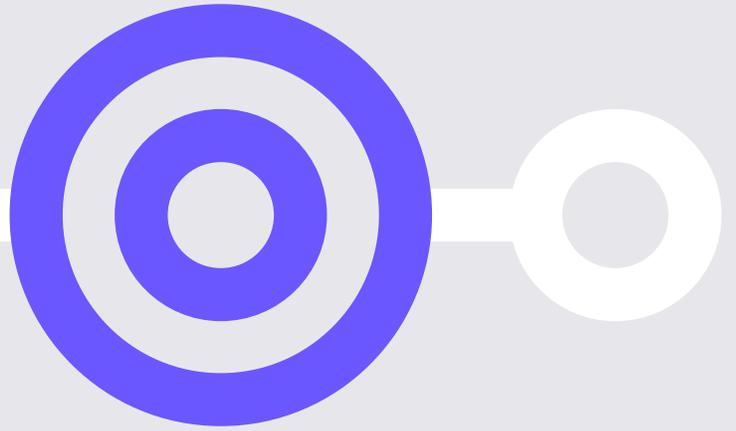


Stay anchored

Using SMS to create frictionless payment moments for travellers and guests



Nothing kills a customer experience faster than stress. It's why having the right information at the right time is so important. It can be the difference between having a pleasant trip and feeling frustrated in a strange place.

That's why SMS is such an important opportunity for travel and hospitality companies. It's how you build more convenience, transparency and confidence into the way your customers travel.

That becomes especially valuable when it comes to experiences around payments – some of your customers' most sensitive moments.

So let's look at some use cases where SMS can help you take the tension out of travelling.

Confirm payments to make travel easier

Payment moments might sound more like a necessary evil than a chance to provide great customer experiences. But they don't have to be coldly transactional.

In fact, for travel and hospitality companies, following up transactions

with SMS engagement can be a great opportunity to earn trust and provide instant reassurance for people away from home.

Take Brad, for instance. He's on vacation at a resort, and he wants to take advantage of all the cool stuff available. Activities, classes, day trips – maybe even the occasional excursion to the minibar.

When Brad's on vacation, he tends to be a bit stretched for cash. And in the past, he's had some nasty surprises when it's time to settle the bill during checkout.

But this time, Brad got an instant SMS payment confirmation from the hotel every time he charged something to his room. It was sent straight to his phone and not buried in email so it was super easy to indulge in some much-needed R&R – without dreading the consequences.

Build confidence in spending

One cool thing that happens when people are more connected to their payment moments is that they have more information on which to base further spending.

Take this next example. Julie's staying at the same resort as Brad, but she's more risk-averse, and particularly bad at spending money on herself.

But with the SMS payment confirmations that she's getting from the hotel, Julie can see that she's spending way less than she budgeted for.

That means when she gets a text from the front desk linking to discounted tickets for that night's concert, she thinks '*why not*' instead of '*not for me*'.

And for the resort, great payment moments create a better customer experience overall.

Stay responsive to changing customer needs, anytime, any place

Take Sarah. Sarah's not on vacation. She's out of town for work, pitching to a new client. It's a big account, and she's kind of obsessing about it.

The good news is, the presentation went great. So great in fact, that it overran by two hours and now she's missed the last flight home.

But Sarah's in control. She uses a last-minute travel provider to find a hotel for the night and a flight for the morning.

She gets instant SMS confirmations for both, including all the crucial details she needs, like check-in/check-out times and flight information.

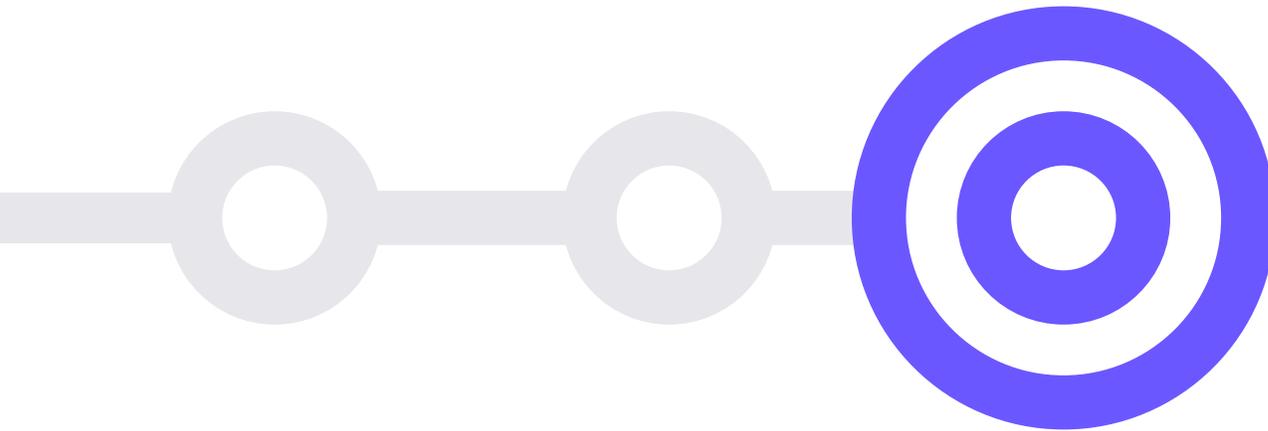
That also means she doesn't need to sift through the 30 emails she'll receive overnight to find that information in the morning. And for the resort, great payment moments create a better customer experience overall.

Even better, once the confirmation's been triggered, she can get reminders of her transactions at the right times – so she doesn't miss her flight or check out.

Stay close, go far

They say travel is the only thing you buy that makes you richer. But the admin overload in-between all the new sights, sounds, cultures and cuisines can seriously inhibit great customer experiences.

OpenMarket's mobile messaging solutions can help organizations in travel and hospitality leverage SMS to help customers see where they've been, what they've spent, and where they're going next in real time.



We're OpenMarket.

We help the biggest brands in the world use mobile messaging to connect with their customers in the moments when it counts. When they need to be there and be 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. Visit www.openmarket.com for more information.