



## THOMAS COOK CASE STUDY

Thomas Cook, the UK's leading travel agent and tour operator, constantly seeks to innovate and improve its customer experience.

A key part of this policy is an ongoing review of the response mechanisms that it offers its potential customers. It is therefore appropriate that Thomas Cook became the first UK business to introduce the unique 'eme' text to email content delivery and response mechanism within its own television channel – Thomas Cook TV (TCTV).

Traditionally, viewers of TCTV have been shown a holiday destination and property detail then directed to the call centre to make a booking or for more information.

Thomas Cook recognised that for customers who wanted to share information with third parties or friends or who needed more details before making a purchase, this response mechanism was simply not sufficient.

"We saw the power of a targeted, relevant, requested email that gave travellers more information, links to similar properties and a deep linked booking mechanism they could utilise at a time that suited them best" said Adam Gerrard for TCTV.

As the first operator of the 'eme' system, Thomas Cook created an infomercial that explained the concept: send an SMS with the destination keyword and receive an email that gives full details of the holiday and a measurable booking mechanism via web, email or telephone.

Callers send an SMS such as '*Cuba*', '*Spain*' or '*Turkey*' to 88886. The first time that the service is used, the user receives a text message asking them to reply with their email address.

Nearly 79% of users registered successfully and they are now registered users across all 'eme' campaigns. The user receives their requested email and purchases via a monitored telephone number or embedded link. The link ensures that customers are always directed to the appropriate area of the Thomas Cook website and customer booking journey.

The trial began with a 'soft' launch where the concept was promoted, before its general deployment, through the infomercial. Despite this very cautious approach, nearly 2,000 viewers successfully registered for the service and received their holiday offers. After the initial trial Thomas Cook is now expanding the service to its 'price boards' and promoting it through presenter scripts so that all viewers have the choice of phone or text.

The key statistics are as follows:-

78.8% of all 'new users' successfully register an email address.

The text to email concept has been five times more successful than many of Thomas Cook's previous text to text campaigns.

The addition of the text to email response mechanism has increased the overall customer response by 10.7%

An estimated 12% of viewers have used the text to email service

99.99% of users who received an email from the system opened it

87.8% of those who received the email progressed from it via deep-link to the website

An estimated 24% of those who received the email booked a Thomas Cook TV holiday

12% of users have utilised the service on more than one occasion

The project, trial and implementation of the service are deemed a success by Thomas Cook which plans to increase its deployment across its UK theatre of operations.

As Adam Gerard, Head of IT, Sales and Corporate, said "Customers love the text to email response mechanism. It is creating more enquiries, more web hits and more sales. We now have the opportunity to utilise the system across the wider business to offer customers access to our best products via all channels on a 24 hour basis. We are delighted to be the first travel company and retailer to utilise what we believe will become a fantastic new innovative route to market".