



Global two-way SMS helps British Airways gather immediate post-flight feedback on customer satisfaction

Business requirement

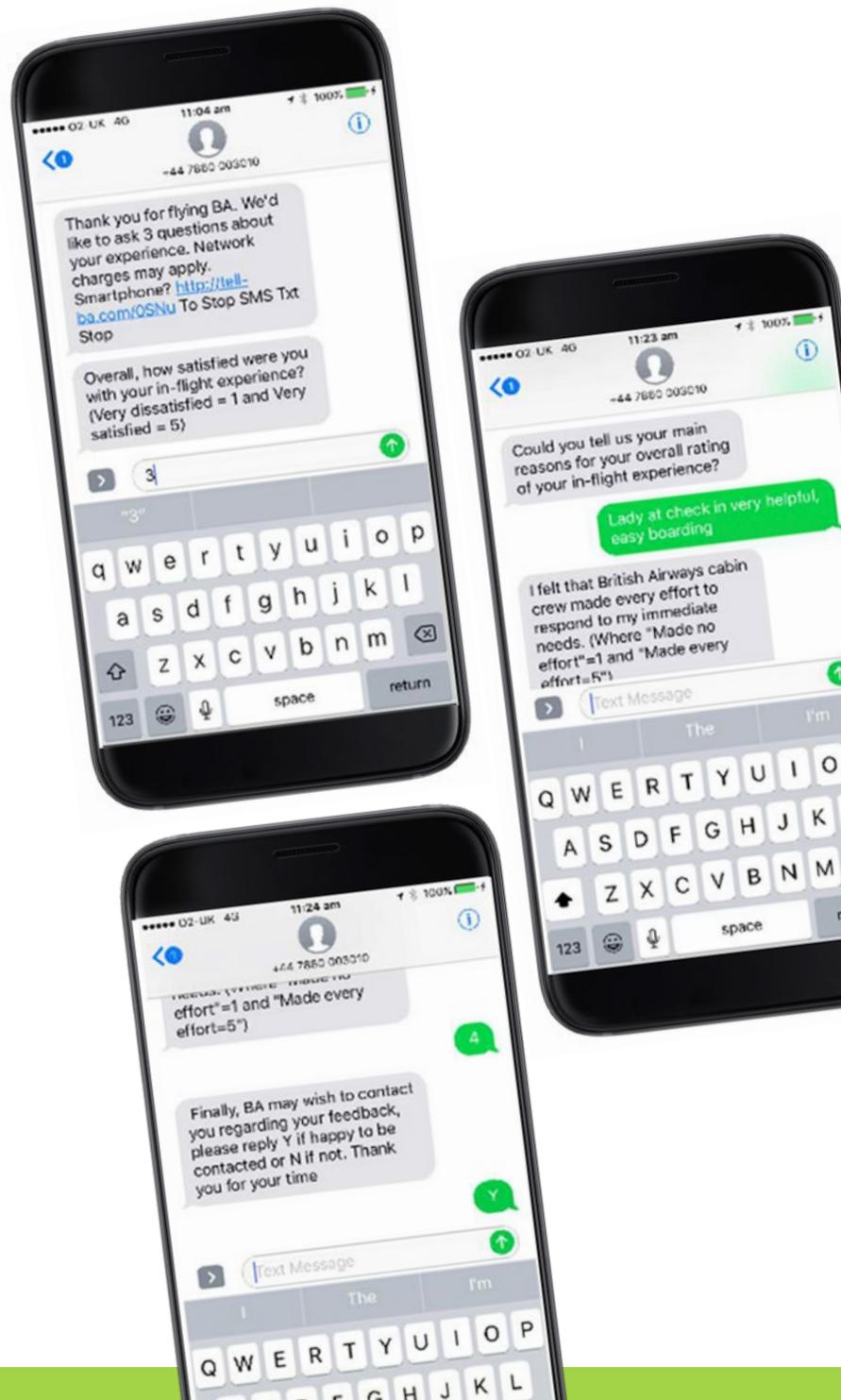
British Airways is a leading global airline brand with significant commercial value. Erosion of the brand, through either a single or series of events, may adversely impact their leadership position with customers and ultimately affect future revenue and profitability.

The management team regularly monitors customer satisfaction through the global monthly "Think Customer Survey", alongside ongoing research and development of the BA product to mitigate the risk of brand devaluation.

A solution was required to allow BA to survey customers as soon as possible post-flight. The survey needed to be delivered in a timely fashion and provide the traveler with an easy route to feedback on service and grade their experience.

SMS was chosen as a convenient and immediate channel. The user journey involves four messages offering easy service grading and the ability to give individual feedback. This is triggered from the BA operational platform, with messages sent automatically at a period shortly following arrival.

The two-way SMS survey is conducted in over 40 countries worldwide that are major territories for BA. Each country is provided with localized two-way functionality to minimize cost to the customer.



Solution delivery

- Exact international outbound and inbound requirements were understood from an in-depth scoping session. Local numbers were acquired for each geographical region and operational tier one routes configured.
- Based on real-time updates from BA's flight control system, initial outbound messages are triggered via the Comapi platform API, using the HTTP services method, to traveler during flight time.
- SMS messages are received to handset immediately, at the point of reconnection to the local telco network on arrival at destination and powering on of handset.
- Interactive replies are received at the Comapi platform. They are forwarded via the HTTP forwarding method to BA's survey engine to provide content and trigger the next survey question. All transactions are conducted in real-time.
- Two-way SMS conversations are controlled via a rule-based engine. The survey structure facilitates a mix of numerical ratings, yes or no responses and contextual comment.
- Portal access is provided to the client for storing delivery receipts and records of both in- and outbound messaging in the archive as an historical backup.

Functionality overview

- Global outbound network coverage with full sender ID support
- Seamless integration into multiple systems with secure APIs for outbound and inbound traffic
- API calls using the client's choice of HTTP batch and single submission
- HTTP forwarding for inbound responses, allowing survey answers to be processed and collated in real time
- Total local network coverage reliably delivering SMS within five seconds of API call
- Indestructible messaging archive with data stored for 13 months



Over 800,000 messages deployed a month to over 40 countries



Surveys triggered automatically, with two-way surveys conducted in real-time, and at minimum cost to the traveler, to maximize engagement



99.997% platform uptime for continuity of service

About COMAPI

The Comapi platform has been empowering businesses to communicate with their customers for over 16 years. Best-of-breed technologies include SMS services, as well as rich multi-channel messaging and conversational tools. A deep understanding of emerging channels, such as Facebook Messenger, web chat and secure messaging into apps and websites, offer rich opportunities for engagement. The acquisition of COMAPI by dotdigital group in 2017 seals the promise of an exciting future with marketing automation.

For more information, please email contact@comapi.com or call the team on +44 3333 448 880

About dotmailer

dotmailer is the leading marketing automation platform that empowers global marketers to achieve outstanding results. The software enables businesses to use advanced data to design, test and send powerful automated campaigns. A Premier partnership status with Magento provides a deep, powerful ecommerce integration. dotdigital group's acquisition of COMAPI in 2017 has brought best-of-breed omnichannel messaging capabilities into the dotmailer platform, providing marketers with the opportunity to achieve human conversations at scale.*

For more information, please visit www.dotmailer.com or call the team on +44 845 337 9170

dotdigital group provides SMS services to these leading brands:



*Please note, some of the advanced SMS capabilities mentioned in the case study may be using features that aren't yet available in dotmailer, and may also be reliant on having a COMAPI account.