

Case Study

Back on track: EMR and RedEye working together in times of travel disruption



Overview



Working with a marketing automation provider who can act and respond quickly



Using the Single Customer View to identify and select affected customers who need to be contacted



Ensuring customers receive the most up-to-date information, giving them time to plan their journeys

When your business has to deal with uncertainty, unprecedented change, and disruption; being customer-centric and maintaining a high-level customer experience is an ever increasing challenge.

None more so than in the travel and transport industries.



No delays on the line with a clear and defined action plan

In the past couple of years East Midlands Railway (EMR) had to overcome journey disruption and more recently industrial action and keep their customers updated on the latest situation, often at very short notice.

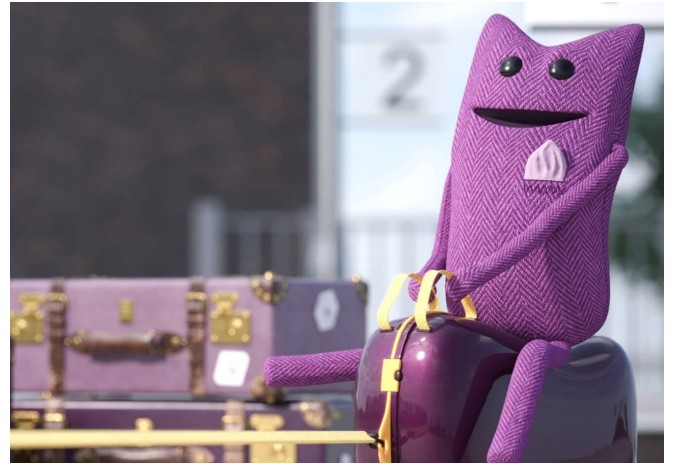
To do this they needed RedEye's help to produce a plan of action for urgent service messaging. EMR utilised their dedicated customer success team at RedEye to assist.

With their in-depth knowledge of EMR's customer data held within RedEye's single customer view the ability to contact affected bookers at late notice was achievable.

These selections were generated into advanced segments in RedEye to use for customer communications.

Additionally, quick reference and timely data exports were provided for the EMR team to check and approve.

At short notice, service message email creatives were created by the RedEye team from the assets provided by EMR and then deployed to all affected customers to give them the most up-to-date information on their journeys ensuring the high level of customer service EMR delivers.



“EMR have been a client of RedEye for over 6 years and our relationship has always been so much more than a software provider. Their campaign management and workflow journey builders are great, but they really excel when it comes to responding in times of urgency.”

“

RedEye understands that offering the best customer experience is everything to us, so in turn they pull out all the stops when we urgently need to contact our customers.

RedEye’s knowledge of our customer data is unmatched, and I implicitly trust them to deliver every time we need customer selections creating for travel disruption email communications.

”

**Kate Smith,
Lead Marketing Manager, EMR**





RedEye

Get in touch to see how we can optimise your
marketing campaigns through automation

www.redeye.com