

Case Study:

## Sky Tours and Travel, Inc.

Los Angeles, CA



Sky Tours and Travel, Inc. is a travel agency specializing in full service travel around the world. With over 25 years of professional experience, and bilingual agents to help travelers navigate every step on their journey, Sky Tours knows effective communication is key to making travelling as pleasant as possible.

### Challenges

Before Zipwhip, Head Agent Samantha Carranza relied heavily on phone calls and emails to communicate with clients. On any given day, the agency would handle upwards of 200 inbound calls averaging five to 20 minutes each. This process was time-consuming and inefficient.

Many of Sky Tours' customers request to be informed when certain specials and deals arise and would complain if they found out about the deal too late. Sky Tours needed a way to promptly notify their customers of deals.

*"Customers would rather talk to the company that has text messaging than the one that doesn't. If they are shopping around we are the only ones they can text."*

- Samantha Carranza, Head Agent

### Results

Sky Tours and Travel started using Zipwhip in November 2016. Since then, Carranza says they do not spend nearly as much time on the phone. Instead of putting people on hold, they give them the option to text. This reduces call volume and saves the agents' time.

Carranza's office uses the Group Texting feature to create waitlists of customers based on their intended travel destination. When a promotion comes up, they can quickly send a text to the hundreds of people on the waitlist. This helps them disseminate information quickly.

"It is nice to be able to get a hold of everybody in one day and not have to worry if they got the message or not," Carranza said.

Finally, with Zipwhip, Sky Tours can keep their existing business phone number that customers already know. They receive and respond to texts right from their desktop or mobile device.

Fares from the \$300's to Italy are available now. Would you like to book?

Yes please!



Zipwhip, a cloud-based texting provider, enables businesses to send and receive text messages from their existing landline and toll free phone numbers. Finally, businesses can communicate with their customers the way they prefer.

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