

# Textlocal Case Study

## ENO



Business Mobile Messaging

### Overview

English National Opera (ENO) is one of the world's most innovative and accessible opera companies, providing an annual programme of opera, from popular classics and operetta, through to more contemporary work and rarely performed musicals.

### Challenge

The ENO has an international reputation for distinctive, contemporary and highly theatrical productions. Their productions sell out quickly but on the rare occasion when they don't, ENO wanted the ability to communicate last minute ticket offers to their specific customers.

### Products Used

Text, Short Links

### Solution

SMS is a quick, low cost way to generate action from an engaged customer base. By sending out exclusive offers close to an event date, a sense of urgency is created, provoking a fast response from the recipients.

The company used Textlocal's Messenger platform to send targeted communications to opted-in customers as a way of enticing them to purchase last minute tickets. All of ENO's customers were organised into targeted groups, based on the performances that they were interested in; meaning they only received messages based on their interests.

By providing informative messages and relevant offers on a regular basis, customer relationships can be easily maintained.

**“ We were delighted with the success of the campaigns. On average, generated sales equate to well over a ratio figure of 10 times the total cost of the SMS campaign. Having the ability to fill all the seats for each performance not only gives the artists a sense of pride, but also means our productions can be appreciated by our loyal customers. ”**



### Results

By sending offers to previous customers, ENO were able to maximise the value from unsold ticket inventory, mitigating any short-term sales downturn.

£500 worth of credits generated £8,000 gross profit, an impressive return on investment of 1,600%.



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## Thousands of businesses like yours are using SMS for...



Business Mobile Messaging

### Communicate instantly

Send text messages to promote events and activities, special offers and entertainment news. Provide information on opening times, key dates and new initiatives.



### Reduce quiet periods

Reach out to your customers to promote last minute ticket availability via SMS; by providing a reduced time limit on availability, you can increase interest from regular and occasional customers.



### Increase customer loyalty

Invite customers to re-visit your venue or consider you for their next celebration. Let your customers be the first to know about your latest promotions via SMS.



### Provide peace of mind for your customers

Update customers on the progress of their ticket order or purchase via SMS, this can help reduce your staff time in fielding query telephone calls from customers.



## A little about Textlocal...

Textlocal is a leading provider of cloud-based mobile messaging services to business across the UK and Europe. Our award winning solution is at the forefront of business communications, allowing customers to harness the latest capabilities in mobile messaging to increase customer engagement and ROI.

Based in Chester and Malvern, Textlocal supports over 165,000 businesses including Debenhams, Paddy Power, Greenpeace, Groupon and P&O Ferries.

Find out how we can help your business grow:



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