



CLIENT

CLIENT is the operator of luxury resorts and timeshares in the United States and Mexico.

SOLUTION

Salesforce, Marketing Cloud: Journey Builder, Mobile Studio, Email Builder.

INDUSTRY

Travel & Hospitality.

CHALLENGE

The client came up with the idea to enhance cross-channel communications with their targeted audience. The Vimera Team suggested leveraging the Journey Builder, Email & Mobile Studio capabilities of Salesforce Marketing Cloud in order to improve customer experience.

SOLUTION

To deliver a more personalized customer experience, the Vimera team fine-tuned the process of sending SMS or Email notifications. Now **JOURNEY BUILDER** automatically sends messages with the relevant content based on real-time events.

With **MOBILE STUDIO** the client is able to send an automated SMS notification to confirm bookings.

The **EMAIL BUILDER** within the Marketing Cloud is used for sending automated retargeting emails with discounts & promo offers to those

who left the website without booking. It helps to increase the possibility of booking in the future.

RESULTS

Customer experience improvement

Immediate guest notification via the preferred channel allows customers to get personalized customer experience.

experience

Boosted marketing strategy

The client got simplified & automated marketing campaigns.

Increased customer experience & engagement rate by 19%

That's what analytics shows.