



Industry Sector:

- Services – Transport & Delivery
- Services – Travel & Tourism

Product or Service:

- Dynmark Direct E-txt for SMS
- Dynmark Direct API

Application Area:

- SMS Notifications & Alerts
- CRM via SMS
- Internal Communication

“SMS is a natural way to communicate with operational staff on the ground so the same information can be distributed simultaneously”

Geoff Bishop
Engagement Manager, Eurotunnel

Eurotunnel



Summary

Eurotunnel is the company tasked with operating the Channel Tunnel and is responsible for transporting over 15m passengers and nearly 3m vehicles through the tunnel each year. With terminals at both the English and the French side of the tunnel, communication is essential for Eurotunnel’s services to operate effectively.

The previous SMS solution used by the business relied heavily on the relationship with just one network operator, and Eurotunnel needed a system that provided interoperability, supported a high volume throughput, allowed for two-way communication and that would integrate seamlessly with its own system.

Dynmark took over the SMS messaging business in December 2009 and Eurotunnel now sends an average of nearly 50,000 messages per month through our platform. The majority of messages are automatically generated operational messages that are essential for communicating with front line operations staff, managers and rapid response teams to ensure that the highest quality of service is maintained for its customers.

Eurotunnel’s customer focus team has also recently started to use Dynmark Direct to send contact reminder information to passenger customers travelling at peak times, such as school holidays, with positive results.

By using SMS messaging Eurotunnel is able to harness a mainstream communications channel to improve its customer awareness and experience. It also assists the service delivery teams with efficiency guidance by providing real time operational information to the staff on the ground across the different terminal areas.

Background

Eurotunnel is the company contracted to operate the Channel Tunnel, a permanent infrastructure link between the UK and France. Responsible for safely transporting both passengers and freight to the other side of the English Channel, there are two principal sides to the business; shuttles and railways.

It is estimated that since Eurotunnel started operating commercial services in 1994, more than 265 million passengers and 53 million vehicles have travelled through the tunnel. With terminals at both the English and the French side of the Channel Tunnel, the company has since its inception needed efficient ways to communicate.

Eurotunnel initially operated a direct input system to pagers, later moving over to an integrated solution for pushing messages to mobile phones. Dynmark took over the SMS messaging business for Eurotunnel in December 2009.

Key Challenges

Eurotunnel's existing solution relied on a relationship with just one mobile network operator and had many limitations.

One of the key criteria for the company was interoperability, and the system used would need to work effectively in both the UK and France, presenting no issues with sending messages back and forth between the two countries. In addition, Eurotunnel needed a solution that would integrate seamlessly with its own systems as the majority of messages would be automatically generated.

The messaging service also needed to support a high volume throughput and allow for two way communication.



The Solution

Eurotunnel now has a direct connection into Dynmark's robust SMS messaging platform via a web services API, and send an average of nearly 50,000 messages per month through our platform. The company also has access to our user friendly Dynmark Direct e-txt application allowing staff to send manually generated messages.

The majority of messages are automatically generated service messages aimed at reassuring tunnel users that the services are running on time and keeping them up to date in the case of delays or cancellations.

An example of a typical message sent by Eurotunnel would be: *"Good afternoon. Both services are running to time with no waiting on or off the UK Terminal"*.

Those Eurotunnel staff receiving the messages include road marshals, courtesy bus drivers and any other operational staff at either end of the tunnel. By ensuring they are always informed of the expected ETA and of any problems in advance, the risk of any disruption at the terminals can be minimised.

Recently, Eurotunnel's commercial department has started to send notifications to passenger customers and a small percentage of messages are also used for communication solely between staff.

Results

By using Dynmark's exceptionally reliable messaging platform, Eurotunnel has achieved their objective of better interoperability and as Dynmark has direct connections to mobile network operators and international messaging providers, the company can also benefit from the best rates available.

SMS messaging allows Eurotunnel to provide a better service to their customers and anyone else using the Channel Tunnel, and also helps the operation of the service run smoothly, by ensuring all relevant staff and contractors are fully informed at all times. It also helps to prevent queues forming at the terminal as a result of potential delays and ensures there is no confusion when there is a platform change or any other change to the service.

"With the majority of our customers and service providers constantly on the move, and our workforce divided between sites in two different countries, SMS is by far the most effective method for ensuring key information reaches the intended recipient at the right time. We rely on messages sent through Dynmark's platform to provide an effective service." Geoff Bishop, Engagement Manager at Eurotunnel

In April 2010, Eurotunnel's customer focus team started to use Dynmark Direct to send notifications to passenger customers travelling at peak times, such as half term and the summer holiday period, allowing them to plan their journey. The messages prompted customers to call in to check the status of their service and reminded passengers of its contact details. This facility was used extensively during the snow related travel problems experienced over the 2010 Christmas period and had a marked beneficial effect.

About Dynmark:

Dynmark International is a leading UK based mobile messaging and marketing services provider for business.

With SMS messaging at the core of its product portfolio, the company offers a range of messaging applications built on its own robust, carrier-grade messaging platform.

Dynmark also provides a full agency service for mobile marketing incorporating the latest in new media.

A Microsoft Gold Partner, Dynmark is also ISO 27001 and ISO 9001 certified, and boasts an enviable client list

Please visit our website at www.dynmark.com

About Dynmark Direct:

The Dynmark Direct application can be provided as an online service, hosted solution or on-premise application, allowing corporate clients anywhere in the world to directly manage all of their mobile messaging needs.

Dynmark Direct offers clients a choice of options, allowing them to create the ideal campaign using the most appropriate media at all times, whether it be bulk SMS, e-mail, premium SMS or mobile vouchers.

Because Dynmark is connected to mobile network operators and international messaging providers our clients can always communicate with customers anywhere in the world at the most affordable rates.