

# CrisisComms

## **Ride out the storm – Keep your customers safe and protect your reputation in a crisis**

You don't have to rack your brains very hard to come up with a list of events that have seriously impacted travelers over the last 12 months. In the last 3 months alone the travel industry has experienced the demise of Monarch Airlines and Air Berlin, the Ryanair flight cancellation debacle and if these business problems weren't enough Mother Nature has inflicted Hurricane Irma, Hurricane Jose and Storm Ophelia on the long suffering traveler.

Sadly, crises are unpredictable but inevitable!

As an OTA, tour operator or travel agent you own the relationship with your customer and while you may have no control over an airline or the weather, when a crisis hits, you are expected to be the problem solver. How you respond will live long in your customer's memory.

When crises hit most travel companies will invoke their crisis management team along with a stream of processes designed to get them through the incident. The crisis management team will have many challenges to overcome with the biggest being consistent, accurate and appropriate communication - all achieved in a timely fashion to the tens of thousands of passengers who are impacted.

Yet we have all seen how difficult this is to achieve, despite the many technology solutions in play at the operators and agencies it is rare to see an effective way to identify the varying customer groups and communicate with them in a cohesive and consistent manner. More commonly we see a touch of chaos mixed with admirable intent!

Typically you will see the crisis team pulling multiple reports, trying to identify which groups of customers need which messages. Manually created email groups get built for communication and all too often we see employees using their personal phones to issue text messages. Messaging becomes diluted and distorted as it moves down the chain of command while at the same time customers' frustration and anger builds as communication delays occur. Just as one message is issued the challenge is repeated when an update is necessary. Incoming calls demanding information and assistance often swamp the "business as usual" team. All resulting in a stressed, overworked crisis management team and frustrated, worried and angry customers.

CrisisComms from D-flo will help you dramatically improve your crisis management by:

- Reducing communication delays
- Reducing customer frustration
- Reducing financial impact on your business

CrisisComms integrates directly into your booking system/reservation platform and when activated during a crisis provides you with the tools needed to manage your communications ensuring you can:

- Identify and filter all impacted customers using any stored identifier such as travel date, resort, return date, departure airport, arrival airport and so on.
- Identify the current journey stage for each affected traveler simplifying the targeting of your messages.
- Issue Company approved communications for each affected group using email, text, WhatsApp. It will also feed into your social media channels.
- Record travelers' receipt and reading of the communications so you can identify those to focus on reaching.
- Schedule follow-on messages and instructions as the situation develops.

With integration into the most complex of reservation platforms taking less than 5 days combined with low running costs CrisisComms is a cost effective way for you to significantly improve your customers' experience and reduce your costs in a crisis. To learn more click [here](#) to book a call or demo with a CrisisComms product specialist.