

Securidox provides CityJet with follow up communications to customers

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CityJet have recently launched a new system of follow-up passenger emails utilising technology supplied by Securidox, the document delivery specialists. Securidox already provide the interface for CityJet to email booking confirmations to their passengers – and data from the booking process can now be used to provide further information to the customer via email.

The emails allow CityJet to reinforce their excellent customer service with relevant and useful passenger updates – from essential information (eg luggage weight limits) to timely news items (eg. Issues with connecting travel). As well as providing customer information, the follow-up communications can also accommodate targeted advertising, providing additional revenue opportunities for CityJet.

The system is particularly suited to passengers booking flights well in advance, allowing CityJet to keep in touch with customers following the initial booking as well as alerting the passenger of additional information relevant to their travel. Sensitive to the fact that too many communications can be an irritant to customers, CityJet can control the frequency of emails sent and the sophisticated system will not send emails to passengers booking on to flights with imminent departure dates.

Manage&Control™, Securidox's proprietary management portal, provides in house staff to access to all aspects of controlling the follow up emails.

Mark Scott, Securidox's Managing Director, explains how one successful system led to the development of this new service *"CityJet were already using our system to provide booking confirmations by email and were really pleased with the professional look of the communications and the brand reinforcement they afforded. When CityJet wanted to produce additional email communication to encourage passengers to use the online check-in as well as bringing people back to their website, they naturally turned to us."*

The follow-up emails are just the latest in a series of solutions Securidox have developed for the airline industry, which are continuing to enhance the passenger experience while streamlining and simplifying airline procedures.

For further information on Securidox and its solutions visit www.securidox.com