

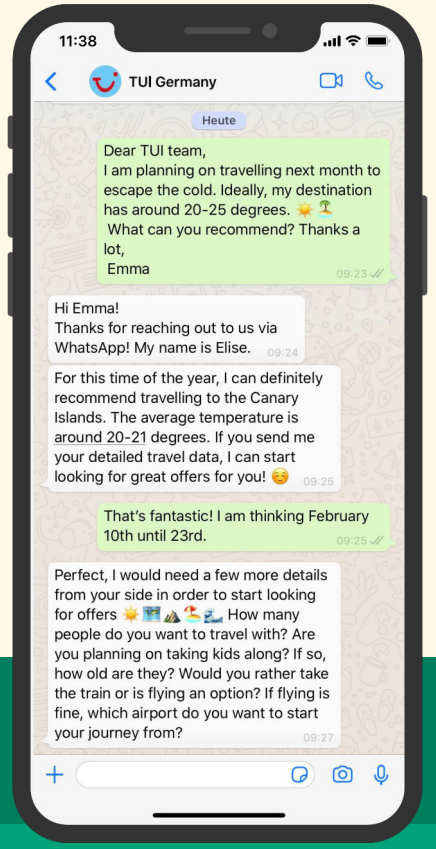
Case Study

How TUI supports planning vacations via WhatsApp

messengerpeople

»Image and brand awareness are clearly the focus of the WhatsApp service. It is about becoming **visible and relevant to young target groups**.«

Christian Garrels › Head of Communications



More efficient processing
of inquiry volume

65% click-through rate
on links

Positive impact
on sales

CHALLENGE

In 2019, TUI saw the potential of WhatsApp as a direct and personal channel to communicate with their customers. However, from the beginning the team knew that they needed a professional and scalable solution to implement a WhatsApp service, as well as a good strategy to provide satisfactory service to their thousands of customers.

SOLUTION

With the MessengerPeople solution, TUI found a professional and DSGVO-compliant software solution.
The company introduced WhatsApp to its customers step by step in order to get an estimate for the capacity requirements. After the test phase, TUI used all channels, such as social media, press, website, etc. to draw attention to the service.
A dedicated WhatsApp service team was created to handle requests.

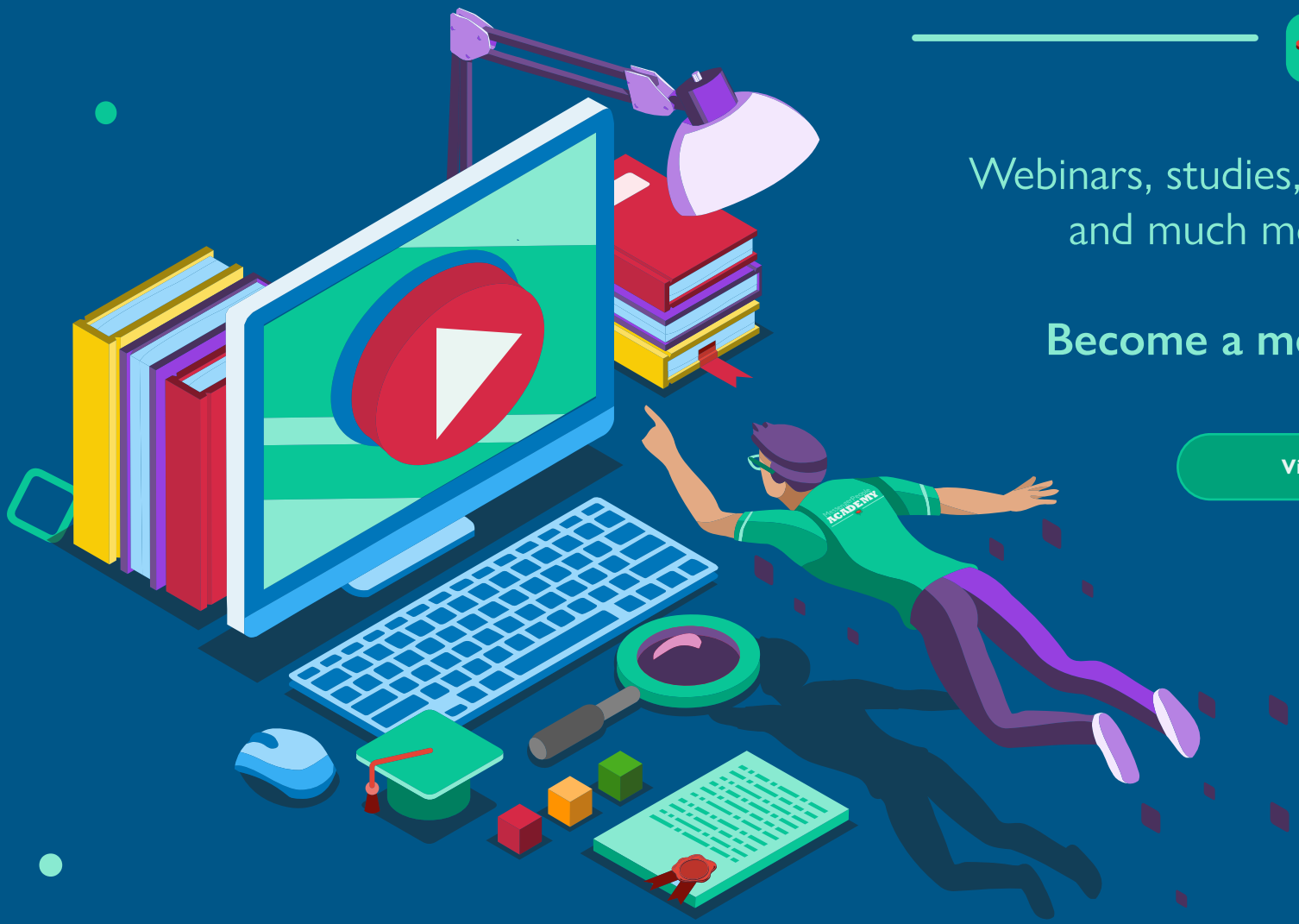
When processing enquiries, TUI uses an FAQ chatbot in the first step, which answers the most important questions immediately. A great help especially in the Corona pandemic!

But even customers who are *only* looking for inspiration, first get help from the chatbot and receive appropriate information. If it becomes more specific, the TUI employees take over and provide individual advice and offers.

This service via WhatsApp enables TUI to handle several customer concerns in parallel and to process the volume of enquiries more efficiently.

MessengerPeople

KNOW HOW



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