



Adding value to Turkey's leading energy brand's customer experiences via centralized omnichannel solution



As a Turkey's leading energy company Enerjisa Enerji A.Ş. manages two main business lines of electricity distribution and sales with operational excellence; the company reaches 9.2 million customers in 14 provinces and provides distribution services to more than 20 million users.

SmartMessage Marketing Platform synchronized messaging processes across the channels and started a more productive engagement phase for Enerjisa.



Solutions:

SmartMessage Engage (Cross Channel Marketing & Campaign Management)

With a high number of subscribers, Enerjisa was looking for a robust centralized system to unify brand communication activities across the channels. Serving millions of users also needed reliable high performance to deliver timely and seamless experiences.

To improve the synchronization of channels, Enerjisa decided to cooperate with SmartMessage. After quick integration with Enerjisa's CRM, the centralization of the messaging started to increase engagement with users.

In a short period, Enerjisa started to see satisfactory results and improvements as far as the omnichannel performance is concerned. SmartMessage Marketing Platform improved the messaging performance with activities including e-mails with multiple attachments, interactive SMS campaigns, automatic VPN passwords for meeting attendance and e-mail2SMS feature.



Channel Efficiency



Variety of Delivery Formats



All messaging in one place

For more information feel free to visit

<https://www.smartmessage.com/>

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