



Making a difference with omnichannel marketing excellence in the aviation industry

PEGASUS

Pegasus is the leading low-cost carrier in Turkey, offering low-priced airfare for short and medium range flights and aims to establish a wide destination network with high flight frequency for its customers. Pegasus has been flying for over 20 years and is Turkey's most established private airline.

SmartMessage Marketing Platform helped Pegasus improve loyalty program efficiency with omnichannel digital activities. Pegasus used cloud flexibility to fulfill customer needs and increase engagement.

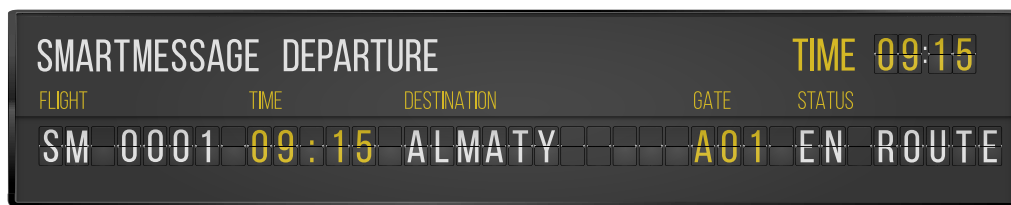
Solutions:

SmartMessage Engage
(Cross Channel Marketing &
Campaign Management)

SmartMessage Autoflow
(Marketing Automation &
Stream Analytics)

For more information feel free to visit
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Pegasus relied on SmartMessage's experience in increasing engagement with customers. Different departments within the company used SmartMessage for various purposes such as increasing communication, loyalty, and campaign efficiency.

Integration with Pegasus flight information and loyalty programs enabled SmartMessage to run timely and productive communication activities and campaigns. Pegasus Plus Loyalty Program enrollment steps were easy to follow for customers via SmartMessage's contribution to different stages as an engagement tool.

Pegasus used the mobile marketing power of SmartMessage to deliver notifications with perfect timing and accuracy. Online check-in notifications via SMS and notifications about flight crew shuttles are basic examples of how SmartMessage made it easy for Pegasus crew and customers to get valuable information on time.

SmartMessage also created automation scenarios where the airline can get more benefit through different digital channels. As an example with a smart campaign, it is easy to target a specific customer and send messages via different channels with predefined timing to trigger the desired action. Channels including email, SMS/MMS, push notification and chatbot can be used to reach the engagement target. In addition, to increase loyalty scenarios with activities including gamification (where each customer behavior is given a point) can be implemented via SmartMessage. Interactive and conversational engagement can also be increased via a chatbot produced by SmartMessage for the leading airline. An airline chatbot delivers quick information, answers customer requests on time, and thus boosts sales and retention.