



Cluster 4020

Case Study

# Textlocal & Shell Cluster 4020



[www.textlocal.com](http://www.textlocal.com)

**Key challenge solved:**

Shell Cluster found internal communications via telephone conferences were overly time consuming and expensive.



Cluster 4020

## Shell Cluster 4020

### Challenge

Shell Cluster 4020 required a method to communicate internally within the business to inform their managers and staff on offer and discount changes, training information and requests that needed to be completed as soon as possible. Before Textlocal Shell Cluster 4020 wasted a lot of time gathering employees together and holding conference calls.

### Overview

Shell Cluster 4020 are a retail company that run 16 shell service stations in Hertfordshire & Cambridgeshire.

### Solution

Textlocal has given Shell Cluster 4020 a really simple tool to send bulk text messages to all one managers at once. Texts are personalised with send names so that all managers are aware that the messages are from head office and can action the message.

Text messages are also sent to new starters containing training information and new applicants regarding their recruitment process. With personal send names, contact becomes more private for the company as no personal numbers are supplied.

### Result

The Textlocal Messenger platform has saved great time and money on phone bills and telephone conference bills. The cost of text messages against their previous phone bills is now much cheaper.

Internal communications and contact with new starters is much improved meaning more efficiency within the business.

"Textlocal has the simple easy to use tool with many uses. I would not use another company"



[www.textlocal.com](http://www.textlocal.com)

Telephone: 01244 752 299



**Chester:** Aldford House, Park Lane, Pulford, Chester CH4 9EP

**Malvern:** Malvern Hills Science Park, Geraldine Road, Malvern, WR14 3SZ



## Shell Cluster 4020

### Do you run a garage?

#### Reduce missed appointments

Send automatic text messages to customers to remind them their vehicle is booked in on a certain time and date, helping to increase punctuality and better control your workflow.

#### Increase bookings

Remind customers their MOT or service is about to expire and let them know how to re-book with your garage, increasing repeat business and encouraging loyalty for future visits.

#### Attach breakdown of costs to text messages

Let your customers know their vehicle is ready to be picked up, and include a link to a document containing details of work carried out and costs for increased customer peace of mind.

#### Encourage repeat bookings

Send unique codes to existing customers to redeem offers such as 'free winter car check with every MOT booked in October', or introduce exclusive SMS loyalty schemes offering valets or additional services for repeat purchases.

We work with over 100,000 UK businesses in your industry, including



[Find out more](#)



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