

Ready for take-off: How eniyan and Superchat are revolutionising the travel industry

The tourism industry is facing challenges, and not just since the Corona pandemic. The consulting firm eniyan sees digitalisation not as a challenge but as an opportunity.



Digitalisation as an opportunity for the travel industry

How travel agencies offer a modern customer journey.

Optimal support before, during & after the trip

Simple processes, satisfied customers & more bookings

Should you use Superchat?

Digitalisation as an opportunity for the travel industry

Digitalisation offers travel agencies new opportunities to reach target groups, build long-term customer relationships and ultimately increase sales. The team at eniyan knows exactly what is important. Experts from different areas of tourism advise travel agencies on digital transformation and show, among other things, how Superchat can help.



"For travel agencies, it is essential to be close to the customer. Building this intimacy through digital channels is a huge challenge."



Holger Siemon, eniyan GmbH



Smartphones play a significant role when it comes to planning a trip. In many cases, research for the next holiday trip starts right there. According to studies, more than 50% of consumers use their smartphone for travel research. Booking is also often done entirely via mobile devices, and the smartphone is also always at hand during the holiday itself.

In this context, email only plays a secondary role. Customer mailboxes are flooded, newsletters often end up in spam folders and response times are too long. Particularly when there is a problem, customers expect a quick response. Not to mention, most people find communication via email impersonal.

For this reason, a mobile presence is of great importance for travel agencies. The goal is clear: to be easily accessible for customers from the first touchpoint until far beyond the trip, directly via smartphone.

That being said, the image of a company plays an important role in the tourism industry. Trustworthy travel agencies with good reviews are ahead of the game. Generating positive reviews on Google and the like is difficult for many businesses. In most cases, customers only leave a review when they experience a problem.

Reminding happy customers to leave a review after a successful holiday trip is difficult. Most companies in the industry simply don't have processes in place to do this, or leaving a review is too complicated from the customer's perspective.

Reinventing the travel industry 🍷

Get to know eniyan [eniyan.de](#)

How travel agencies offer a modern customer journey.

Digital communication that is still personal and authentic. A goal that has top priority for eniyan. In order to respond to customer requests in an uncomplicated way before, during and after the holiday trip, eniyan and numerous travel agencies already rely on the Superchat messaging platform. With Superchat, all relevant channels, such as WhatsApp, Instagram, Facebook, email and others, are bundled into one easy-to-use application.



"Superchat stands out with an easy-to-use application and a fair price-performance ratio."



Holger Siemon, eniyan GmbH



Modern and popular channels such as WhatsApp provide the necessary level of intimacy with the customer. Messengers enable an easy exchange and travel agencies are directly available for the customer even during the trip. At the same time, the WhatsApp API is 100% GDPR-compliant and can be used by several employees at the same time.

In addition to the consolidation of communication, tourism companies benefit from efficient review management. Via the Superchat platform, you send automatic review invitations with a link to your Google Business profile and get notified immediately about incoming reviews.

Optimal support before, during & after the trip

Travelling inspires emotions, and not just during the holiday. For this reason, individual and authentic advice is important for customers.

In order to create these positive emotions in a largely digital world, eniyan supports travel companies in their digitalisation. Digital customer service plays a crucial role in this.



"Travel agencies that want to be ready for the future should use Superchat."



Holger Siemon, eniyan GmbH



Eniyan uses the Superchat platform to communicate with customers and potential clients. Natural entry points are particularly important here. Eniyan offers simple and intuitive methods of communication via web chat and messenger. According to the company, WhatsApp is by far the most popular channel: More than 90% of all messages are received via messenger.

To automate digital customer service and simplify internal processes, eniyan recommends the use of WhatsApp templates. These can be created for different scenarios and enable employees to act quickly. As an example, templates can be created for welcome messages, updates on upcoming trips or evaluation invitations.

Example template for WhatsApp 📄

Hello {{ firstName }}!

We recently put together a selection of trips to suit your holiday wishes. Did you find the right one for you? Or do you still have questions about our offers?

We look forward to your feedback!

Kind regards {{ currentUserFullName }} ({{ companyName }})

PS: Please let us know if you are no longer interested in the trip. In that case we will close your request.

On the one hand, everyday requests are answered automatically and efficiently. On the other hand, customers receive the personal and fast support that is expected and desired.

Sometimes, however, a template is not enough. Empathy and understanding are called for in the case of specific complaints during the trip. Classic situations include booking errors that need to be resolved promptly. If, the customer was promised a room with a sea view and upon arrival the view falls on an unsightly wall of houses, action must be taken quickly. After all, the goal is to give travellers a positive experience at the beginning of their holiday.

In case of a complaint, the customers themselves decide which channel to use to contact the travel agency. In the central inbox, employees keep an eye on all messages, regardless of the channel through which the request is ultimately received. Via the staff assignment, the complaint is forwarded directly to the responsible employee, who is able to deal with it straight away. Complicated issues can be discussed and solved together in the team chat. This ensures optimal support for travellers abroad and makes it possible to reach the travel advisor with just a few clicks.



Simple processes, satisfied customers & more bookings

Together with strong partners like eniyan, digitalisation is an opportunity for the travel industry. An opportunity to become even closer with customers.

The centralisation of communication channels provides the necessary overview and efficient processes in the team. The use of WhatsApp personalises communication and creates a trusting relationship with new and existing customers. Employees feel relieved and can take care of customers even better. Processes that will have a positive effect on the satisfaction of travellers.

Travellers are more likely to book a holiday with the same provider again if they feel they are in good hands. This satisfaction is reflected in positive reviews. Exactly these loyal and happy customers are the best advertisement for your company.

How travel agencies benefit from Superchat

- Open rate over 90% for WhatsApp messages
- 2x more positive reviews on Google
- 100% GDPR-compliant use of WhatsApp Business

Should you use Superchat?

- Customer enquiries reach you via a multitude of channels and you and your team are slowly losing the overview?
- Are you thinking about DSGVO-compliant customer communication, e.g. WhatsApp?
- Would a closer client relationship provide additional opportunities for contracting?
- Are online assessments relevant to you, but have not yet managed to implement a process that works permanently?