

RBS sends emergency insurance number to customer base

Business need

To extend **customer relationship programme** by making emergency phone numbers easily accessible to motor insurance customers.



The solution

Customers of RBS motor insurance (Direct Line, Churchill and Privilege) receive a text message alert.

The text message contains the **phone number** for the **relevant call centre** and advises recipients to save it into their mobile's address book to use in a case of emergency (e.g. following an accident or any other incident where the insurer's help is needed).

The SMS service was **back-dated** for 1.4m existing customers, merging in their correct details.

Functions

- Alerts
- Enterprise messaging

