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PRESS RELEASE

Condor Ferries hires Incentivated to alert passengers about travel disruption

Condor Ferries has hired mobile agency Incentivated to provide a text service to reach passengers this summer with disruption alerts for their journeys.

The service will provide passengers on both sides of the Channel with SMS alerts about departure times and sailing conditions.

Condor Ferries have been working with Incentivated to provide a text message service to passengers since the end of October 2008. Condor operates fast cat ferries between Poole and Weymouth to Jersey, Guernsey, St Malo and Cherbourg, and each year it carries some 900,000 passengers and 200,000 passenger vehicles.

The SMS service is used to notify customers of any changes to the schedule and updates about sailing conditions. It enables Condor staff to send out bulk messages to a target list of recipients from the customer database and complements existing telephony services and the Condor website www.condorferries.com.

Capt Fran Collins, Operations Manager, Condor Ferries said

“Condor Ferries contacts customers by SMS message and phone advising them of important changes to sailings which affect them personally to minimise any inconvenience and allow them to modify their travel plans should they wish. These texts and calls are a key part of our customer service programme and a significant investment on Condor’s part in infrastructure and staff time: we believe we set an industry-leading standard in providing proactive updates to passengers”

Robert Thurner, Commercial Director at Incentivated adds: “We’re taking our mobiles on holiday to keep in touch with friends and family at home, and to share holiday photos. “We can make the most of our holiday time by receiving travel updates via text in advance of any disruptions”.

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managing mobile interactivity

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Notes to Editors

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging, mobile internet and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Jaguar, Macmillan Cancer Support, Marks & Spencer, Mars, Pricewaterhouse Coopers, Scottish Power, Transport for London, Virgin, and Visit Britain.

For more information please visit: <http://www.incentivated.com>