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 Royal Bank of Scotland

FROM: Privilege

Dear customer. Please save 08452460216 to you phone. If involved in an accident please call at the scene so we can help you straight away. Many thanks

Options   Back

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