



Text messages: The perfect tool for sending offers, alerts and information to airline customers

Modern day travelers usually look for the best deals and special offers while booking airline tickets. Hence, to magnetize customers to their brand, airlines often use SMS to send coupon codes, limited time offers and discounts. After all, text messaging is among the easiest and most cost-effective ways to share details about offers with customers. Moreover, using too many channels to notify travelers about these discounts can lead to bottlenecks, and ultimately cause errors. Hence, it is better to stick to a dependable channel like Business SMS Service. Text messages have higher open rates than email, which increases the odds of the customers actually viewing the offers sent by the airline company.

In addition to sending discounts and offers, text messages also help airlines to share important alerts with customers. Anyone who has taken a flight in the recent past would know the stress and inconvenience associated with sudden changes to the schedule or delayed flights. Text messages are among the most cost-effective and simplest way to keep airline customers informed. A number of airline customers have already opted for [SMS API integration](#) and send bulk text messages to passengers whose flights get delayed, or whose gates get changed. Text messages are also a useful tool for check-in reminders. While these messages have a low cost on the whole, they do have massive advantages when it comes to improving customer service, which may ultimately lead to an improved rate of repeat bookings.