

GALA BINGO - CASE STUDY



Gala Bingo, the UK's largest Bingo Operator, runs over 140 clubs from Peterhead to Plymouth. Every one of its 4,500 people is focused on going further than anyone else, to guarantee that over one million customers a year, experience the best buzz in Bingo.



Communicating with these customers is vital to maintain footfall in the branches. The bingo team recognises the critical role that SMS plays; it is highly personal and an extremely effective communications method that reduces direct marketing costs and - used appropriately - increases customer engagement.

Dynmark has been providing SMS messaging and services to Gala Bingo since the beginning of 2006. The use of Dynmark's enterprise level SMS solutions now extends across much of the Group.

“As we at Gala Bingo look to use SMS communications as a more influential and engaging marketing tool, Dynmark consistently provide us with strategic advice, industry best practice guides, and obviously great reporting, all at a very competitive price.”

Ricky Moxon, CRM Manager at Gala Bingo Retail

Primarily SMS is by used Gala Bingo for promotional activities and customer service where an immediate effect is required, for example:

“The weather may be bad, but the bingo hall is dry and open so come and join us this evening.”

With more than a million customers Gala Bingo needs an SMS solution that supports high volumes, but are increasingly seeing the benefit of SMS in a far more targeted and selective role, using SMS to support direct mail and other campaigns and segmenting their customers to consider the most acceptable and effective method to use to engage their customers.



“Ricky concludes: As we continue to develop our strategies, we do so with the confidence that we are working alongside an agency that shares our belief in improvement and development.”