

EURO TUNNEL – CASE STUDY



With terminals at both the English and the French side of the tunnel, communication is essential for Eurotunnel's services to operate effectively.

Dynmark took over the SMS messaging business in December 2009 and Eurotunnel now send 100,000 messages per month on average through the Dynmark Cloud Platform.



The majority of messages are automatically generated operational messages that are essential for communicating with front line operations staff, managers and rapid response teams to ensure that the highest quality of service is maintained for its customers.

Eurotunnel's customer focus team has also recently started to use Dynmark's services to send contact reminder information to passenger customers travelling at peak times, such as school holidays, with positive results.

Staff receiving the messages include; road marshals, courtesy bus drivers and any other operational staff at either end of the tunnel. By ensuring they are always informed of the expected ETA and of any problems in advance, the risk of any disruption at the terminals can be minimised.

“Good afternoon. Both services are running to time with no waiting on or off the UK Terminal”
Example Eurotunnel message

Recently, Eurotunnel's commercial department has started to send notifications to passenger customers and a small percentage of messages are also used for communication solely between staff.

By using Dynmark's exceptionally reliable messaging platform, Eurotunnel has achieved their objective of better interoperability and as Dynmark has close relationships with international carriers Eurotunnel can also benefit from the best rates available.

“SMS is by far the most effective method for ensuring key information reaches the intended recipient at the right time. We rely on messages sent through Dynmark's platform to provide an effective service.”

Geoff Bishop, Engagement Manager at Eurotunnel

In April 2010, Eurotunnel's customer focus team started to use Dynmark to send notifications to passenger customers travelling at peak times. The messages prompted customers to call in to check the status of their service.

This facility was used extensively during the snow related travel problems experienced over the 2010 Christmas period and had a marked beneficial effect.