

React in real time and show how important every customer is!

Data Talks understood our challenges and offered us a flexible solution that suited our needs, says Susanne Korsvoll, digital manager at Unlimited Travel Group (UTG).

UTG was founded in 2002 with the idea to build an empire of different travel companies with strong brands. The Group today owns 12 different subsidiaries and each subsidiary has its own niche. In total they had a turnover of 496 MSEK and had 87 employees during 2016.

Susanne admits that it was a huge challenge to find one system that could act personalized on a customer's current behavior and history. It was a tough nut to crack, but the winning solution became Data Talks and SALESmanago's marketing automation system, which made it possible to adjust their communication to each customer depending on where in their customer journey they are, whether they were customers or non-customers.

As Susanne pinpointed, it is always a challenge to start using a new system and we at Data Talks could not agree more. **She is very fascinated that it is possible to react to the customer's behavior in real time and explains it as a whole new way of working.** She continues explaining that UTG was a bit worried that the automation process would make their communication with their consumers impersonalized, since they want a solid balance between personal service and automation. But, during the implementation session with Data Talk, she learned that it is actually the opposite, automation makes their communication even more personalized than before.

Thinking about joining the automation world?

Here are Susanne's 3 best advices:

- ⇒ **Start easy and optimize over time**
- ⇒ **Don't try too much too fast (if you do, you don't know if your approach works)**
- ⇒ **Put someone in charge of the project. Even though it says "automation", it still needs a human touch to put your system in the right direction**



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She says that UTG now have the opportunity, because of their implementation of SALESmanago, to adapt their email marketing to each customer depending on where in the customer journey they are. **The implementation has resulted in an increase in both subscribers and open rate.** We have seen a clear change in how our customers interact with our emails; more people open them and act on the content, says Susanne.

She emphasizes her satisfaction to work together with Data Talks. She describes it as “a educational and fun journey” and declares that Data Talks is highly qualified within the area and have showed willingness to adapt to UTG’s concerns and demands. **Lastly she adds that both she and UTG are looking forward to continue their collaboration with Data Talks.**



Name: Susanne Korsvoll, 35 years

Experience: Bachelor degree in marketing and economics, specialized in brand strategy. Susanne has experience within digital development, distribution and marketing in the travel industry.

Family: Husband and twins, 3,5 years

Future plans: Run a lot, enjoy food and try to keep even steps between the twins