



CMC Motorcycles

CMC started in 1975 and has grown to become the largest Yamaha dealership in the UK. CMC is passionate about motorcycles and the people who ride them. CMC believes in total customer satisfaction – offering everything for the motorcycle or scooter.

The Problem

CMC needed a dependable and easy way of communicating with their customers. "Using SMS from PC to mobile we could contact the several thousand customers who had opted to benefit from our service; all in under 30 seconds".

The Economic Issues

"It's a perfect way to communicate from as little as 7pence a time. The staff time we save, can be better used serving customers and we save considerable telephone costs. Sending text messages removes a repetitive task and we know it is valued as customers continue to opt in to receive text updates".

The 2sms Approach

"We tested the 2sms service first before having to buy any messages. We liked that, so we knew it would be reliable from the off. Try-before-you-buy takes out the risk of fly by night offerings. The 2sms software & secure platforms just worked, we're not too bothered about the technology".

How is it done ?

2sms offers web access or free software for Excel, Outlook and Lotus Notes. We ensure 24x7 technical, customer care and sales support on Free-Phone numbers. 2sms works closely with the client to understand application needs, with free, no obligation trials.

Customer Comments

"We've got a message header so when ever a customer gets a text it identifies as being from us. It's worked very, very well, we use it for weekend events and special offers. We don't send messages out too often so the customer get just the right of information from us. For special offers, all customers have to do is show us the text on their phone to qualify for price reductions. It the most cost effective marketing spend that we do, around 7 pence per person per time. Using our database we can accurately profile customers segments such as: sports, tourer or custom biker interest. We organize an annual French tour so send text alerts only to those with a touring interest. We recently promoted the start of the biking season with a special safety check and service offer for £99. It worked a treat for that and helps balance our workload in the workshop. It's really great and gets excellent customer response".

