

Taximail Cases Studies

Problem #1:

The company has problems with their own sending e-mail system. It is not enough to increase the volume of sending capacity in each month and also take a long time to export. The delivery report is not accurate enough to make frequent communication with customers.

Solution:

Feature: API integration

Taximail API design can be connected to the company's complex system. It can easily reduce programming steps that are tricky. It also helps with the speed of delivery to the recipient within the specific time. We helped the company reduce costs and paper consumption. They can also be informed of the transmission and behavior of the new audience. Email marketing is environmentally friendly and reaches the email inbox faster.

Company name: AIA

AIA has been operating in Thailand since 1938. It is committed to providing comprehensive coverage to the needs of individuals, businesses, and organizations. Through various products and services such as life insurance products. AIA received an award in the national and international arena as the second best life insurance company from the office of the Insurance Commission. Bragging few awards such as Winner of Top Brands the Year 2016 in Life Insurance Group by Marketeer Magazine, Recognize as the strongest and most powerful brand in Thailand in 2016 from Chulalongkorn University, Best Corporate Social Responsibility Award for 5 consecutive years from American Chamber Commerce in Thailand and the International Life Insurance Company to name a few. AIA has been a part of the locals go to the reliable Insurance company.

Problem #2:

The email delivery platform that they previously used does not connect to their corporate systems. It has become complex and needed a lot of programming work on their end.

Solution:

Feature: Drag and drop design / Transactional Emails

Taximail provided the solution by integrating it into the system of AIA, making it easy to use. They were able to use the flexible email template design using drag and drop tool. Easy set up of date and time for advance email campaigns. AIA mainly uses Taximail email marketing platform to send their customer billing notice and receipt payment. This is under the transactional email template. In case of a problem, the support team is available via email and phone call. The team of expert marketers shares the best practices for email marketing with AIA team.

Company name: Bangkok Airways

Bangkok Airways is a regional airline company based in Bangkok, Thailand. It operates scheduled services to destinations in Thailand, Bangladesh, Cambodia, China, Hong Kong, India, Laos, Malaysia, Maldives, Myanmar, Singapore, and Vietnam. Domestically it flies to 11 major cities in Thailand.

When Bangkok Airways celebrated its 36th anniversary and unveiled its brand new campaign, Asia's Boutique Airline. Applying this philosophy, Bangkok Airways' positioning as a "boutique airline" aims to offer the best personalized service to passengers and to develop more exotic and cultural destinations.

Problem #3:

Previously, the marketing team of Bangkok Airways used its internal email system to send news and promotions to its valued members. It takes a time to send the email campaigns out. The internal system doesn't have the capacity to view statistics. They don't have an idea of how many members opens the email or clicked the links included in the email campaign. With this, they cannot measure if the email campaign is effective or not.

Solution:

Feature: Real-Time Campaign Reports

Taximail prides its remarkable service to all customers. It responds to the speed of sending emails to the recipients within a specific time frame. They were also able to see the statistics of their email campaign on the account dashboard. It gave them an in-depth knowledge of the information that they can gather in one email campaign. It has a campaign report that tracks the behavior of the email recipient such as opening, reading, clicking links or canceling. It gives the reasons why the email bounced. It greatly helped the marketing team of Bangkok Airways to craft an effective email campaign by using Taximail. They also consult with Taximail team in order to receive advice and best practices of email marketing.