



Mazda

Mini Case Study · SMS for the Automotive Industry



SMS for the Automotive Industry

The Client

Mazda is a global automotive company which produces 1.2+ million vehicles per year. They were founded in Hiroshima, Japan, in 1920.

The Objective

Purchasing a vehicle is a huge commitment. Mazda invests billions of dollars into producing the safest, affordable, and most enjoyable vehicles on the road. Once a Mazda vehicle leaves their dealership, that car becomes an ambassador for the brand. When it comes to the automotive industry, reputations are everything - that's why it's important for Mazda to have all their vehicles operating at their peak performance. Regular maintenance is key when it comes to having a vehicle operating at its best.



SMS for the Automotive Industry

The Solution

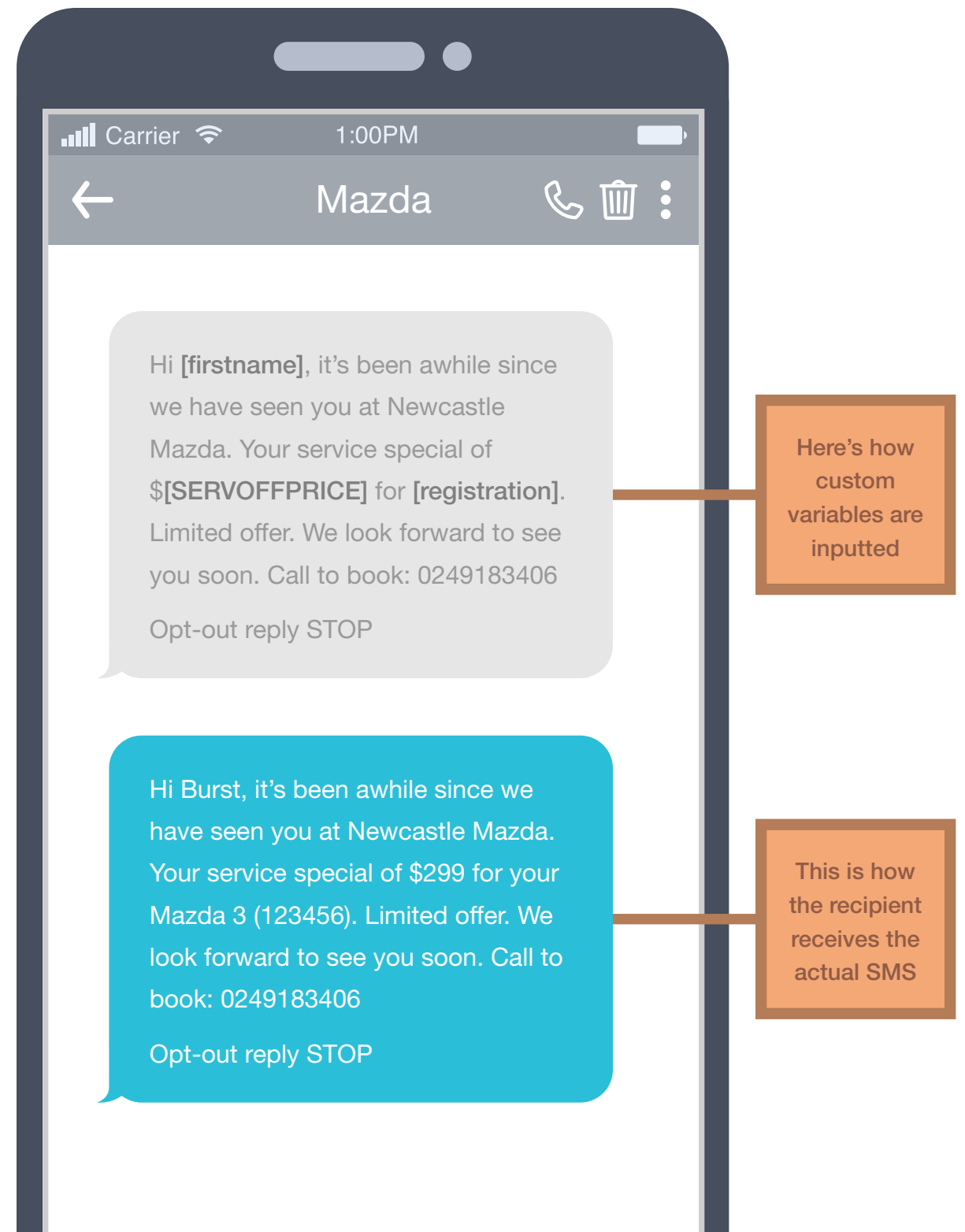
The time between regular check-ups for a vehicle vary depending on the service required, parts to be replaced, vehicle type, and distance traveled. This means that servicing check-ups can range from 3 months to 5 years. Since there are so many variables involved in the right timing, customers often don't realise that something needs to be fixed until it's too late.

This is where **SMS reminders** come in handy. In Mazda's case, since they have so many different vehicle models - they rely on **multiple variables** to be as accurate as possible.

Here's a closer look at the variables in the example to the right:

- **[firstname]** - Personalises the SMS to display your customer's first name
- **[SERVOOPRICE]** - Shows special pricing based off their registration
- **[registration]** - Displays their car model and license plate type

These variables allow Mazda to give their clients the most accurate reminder as possible. With the use of custom variables Mazda can also set more specific reminders for each service type such as: oil changes, brake inspections, and seasonal tire changes.





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our SMS Services

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