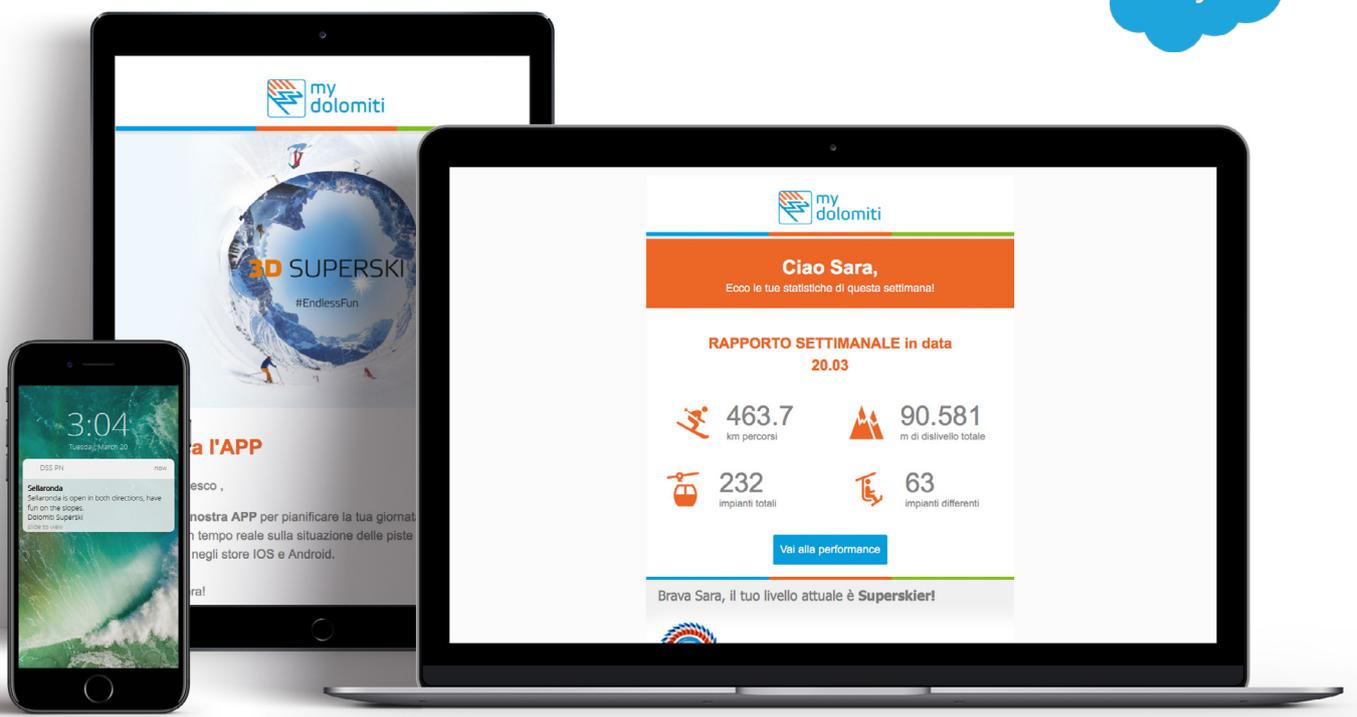


A Slalom to Success for Dolomiti Superski

More visitors, registered users and Skipass sales on
Dolomiti Superski slopes



DOLOMITI SUPERSKI

Founded in 1974, Dolomiti Superski is one of the most important ski networks worldwide. Its footprint, the largest in Italy, covers a broad range of peaks and valleys in the Dolomites, with a total of 1,200 km of different pistes over 450 locations

in 12 ski zones. Its circuits include some of the most sought-after destinations in Europe, such as Cortina d'Ampezzo and Obereggen, and feature state-of-the-art lift facilities across the board.

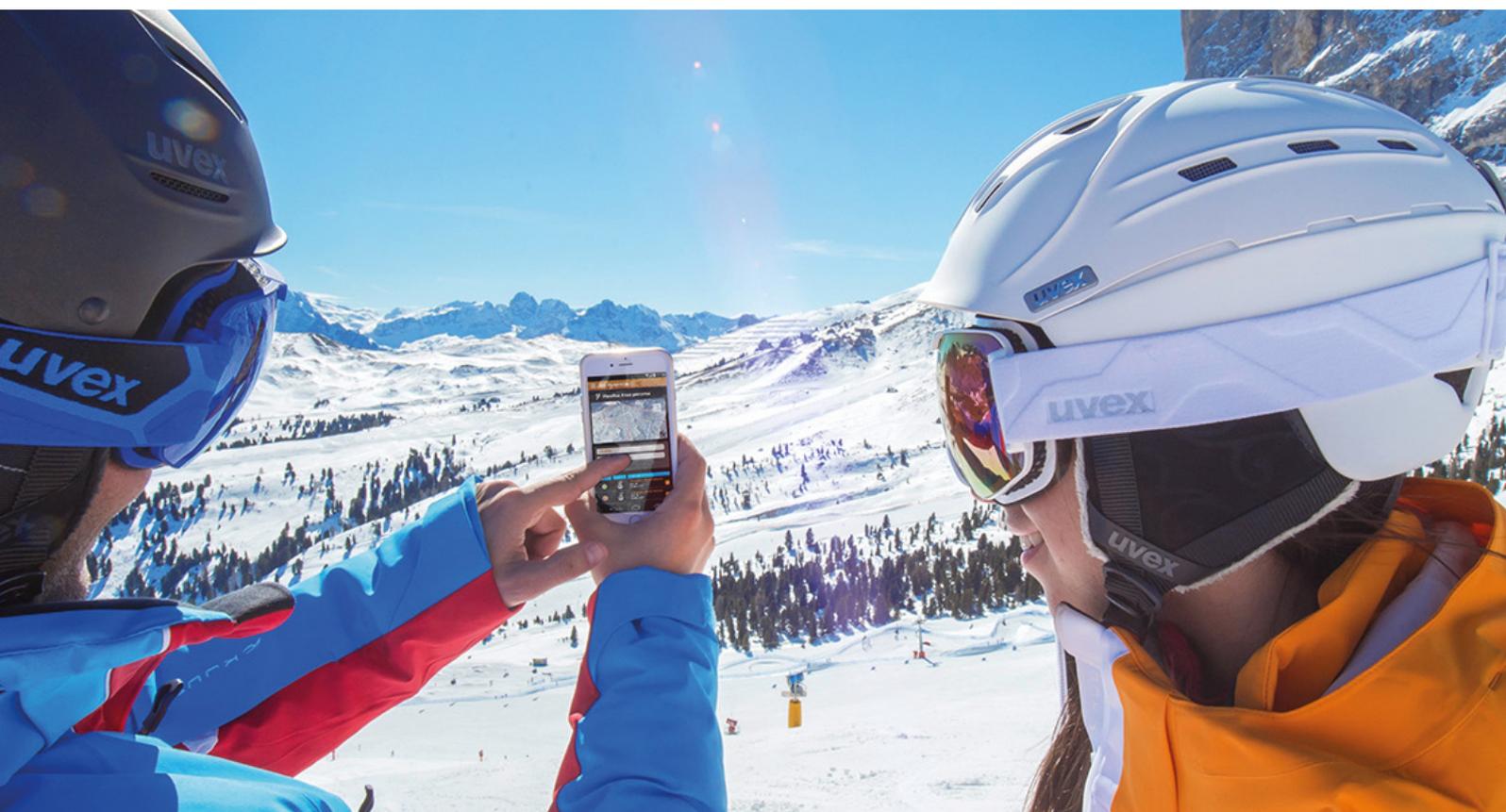
Little customer engagement but plenty of potential

Dolomiti Superski was looking to **increase tourism to its 12 ski valleys** and add users to its already-existing programmes through a better understanding of its visitors, and thus better communication with them. Customers were offered the chance to purchase a daily or weekly Skipass, but Dolomiti Superski lacked the tools to collect relevant data on them and turn Skipass purchasers into return skiers. In addition, though a newsletter was being sent to an email list, the messaging was far from complete, without customisation.

The company was facing solid market competition from France and Russia in terms of choice of facilities, while also lacking the number of homegrown ski enthusiasts that are seen in nearby Germany.

Competition in the market was also a challenge, with other players outdoing Dolomiti Superski with apps compatible with iPhone, Android and iPad, a visible social media presence, active partnerships with visible brands, magazines and newsletters.

What Dolomiti Superski lacked in marketing tools and market advantages, they certainly made up for in potential. The natural beauty of the landscape is unrivalled, and their offering covered an expansive consortium of lift operators in varied locations, as well as partnerships with local tourism boards, hotels and restaurants. However, this information wasn't making its way to the consumer through more engaging, customised, multi-channel messaging.



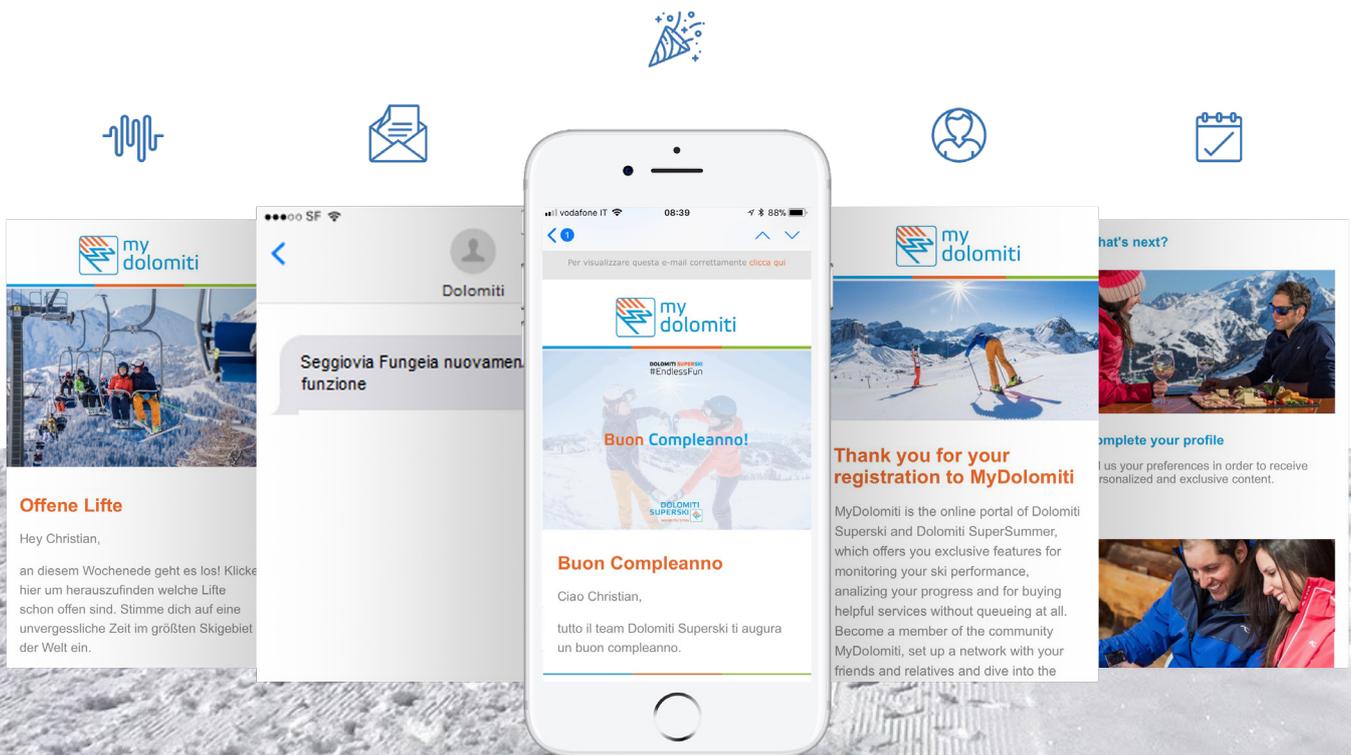
Salesforce, customised emails and client training

With a clear-cut challenge and plenty of great potential to work with, Tinext set out to increase Skipass sales and offer correlated services through a direct to consumer digital communications strategy that highlighted the entire experience, from the instant the trip was booked, to the overnight stay, up to the creation of a closer ongoing relationship over time. To achieve this, it was essential to highlight the elements which make the region stand out in its messaging, offers and routes proposed to visitors.

The project made use of the Salesforce platform to manage client/visitor relationships and communications in a way that was entirely different, innovative and original. Starting from the **creation of a “single view” on clients**, all information about them was centralised. DSS then was able to create **personalised messages** based on lifecycle frameworks and build **individual customer journeys** to communicate with users.

More specifically, customised welcome emails, birthday messages, daily and weekly performance statistics and abandoned cart emails were activated, generating data that will be used to further fine-tune messages sent to individual users as the marketing strategy evolves. In addition, social media platforms, advertising, mobile, customer services, apps, check-outs and the online shopping portal all became active, interconnected, relevant touch points in order to **offer a superior digital experience to users**, allowing them to get the most out of Dolomiti Superski.

Tinext provided DSS with its expertise in a start-to-finish project, going from benchmark analysis and competitor analysis to the configuration of the platform and training sessions, allowing the client to operate the Salesforce platform in full autonomy.

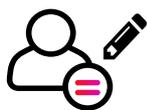


A marketing lift for the future

With a 34.8% increase in users declaring their interests already, the company is now analysing past purchases and behaviours (e.g. a family ski pass or individual one, couples' getaways or group holidays, etc.) to present **tailor-made offers** and relevant information to each user. Beyond the newsletter, DSS is in the

process of **creating rewards and loyalty mechanisms** through daily and weekly ski reports connected to incentives that **encourage engagement**, such as rewards for the top contenders on the general leaderboard.

RESULTS



+227%

Users with a completed profile



+236%

Newsletter subscriptions



+40%

Increase in online sales



+111%

Registered skipass



39%

Open rate
vs 17% industry average



0.10%

Newsletter unsubscribed
vs 0.19% industry average

“

Thanks to Tinext, we're now fully engaged with our users, with a bump in ski-pass sales that has allowed us to boost their enjoyment on the slopes. The entire Tinext team of professionals was here to guide us every step of the way, while listening to our questions and concerns.

”

Daniel Senoner –
Marketing Automation Manager

About Tinext

Tinext is a provider of bespoke digital experiences, helping enterprise customers generate more value for their businesses.

We provide **digital advisory** services on planning and executing end-to-end customer journeys across digital channels as well as project **delivery**, to enhance digital customer experiences, introduce new technologies or connect with existing tools. Tinext also provides digitally-focused **operations**, to manage and run these new systems for our customers.

Tinext partners with leading digital platforms, CMS vendors, customer engagement solutions and CRM and marketing automation suppliers, which alongside our two proprietary data centers in Ticino (Switzerland), enable us to provide solutions that have significant business impact for our customers and their end-users.

We believe that talent and technology, combined to deliver exceptional customer experiences are the key to generating solid long-term business results.

www.tinext.com

Tinext

Viale Serfontana 7
6834 - Morbio Inferiore
Switzerland

T. +41 91 612 22 66
info@tinext.com

Tinext Italia

Via Borghi 8
21013 - Gallarate (Varese)
Italy

T. +39 0331 677 747
italy@tinext.com

Tinext Middle East

2806, Mazaya Business
Avenue - BB2, JLT
Dubai - UAE

T. +971 4 362 52 09
me@tinext.com