HOW CPPAC IS USING SMARTCONNECT

Reaching customers during COVID-19.

During these challenging times, the Central Park Performing Arts Center (CPPAC) in Largo, FL is using SmartConnect to send important event updates to their customers.

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A need for better communication.

The threat of COVID-19 has lead to the cancellation or postponement of almost all live performances and concerts in the United States. As a result, the ability to quickly notify ticket-holders of schedule changes and provide instructions for a timely refund has become increasingly important to businesses like CPPAC.

For CPPAC, text is the best.

During COVID-19, contacting customers is a challenge for every business. For CPPAC, sending text messages with SmartConnect has been the fastest and easiest way to communicate event updates and refund information to their customers.

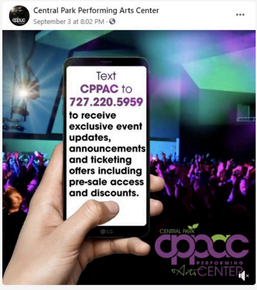
Text Message
Today 12:05 PM
To our CPPAC family, in efforts to take proactive measures to help ensure the health & well-being of our community https://... Reply STOP to optout.

The information their customers need most.

Once customers receive the text from CPPAC, they click the link in the message to view detailed information about all cancelled, postponed, and rescheduled concerts/performances. It has everything they need, including a reassurance that they will be contacted individually about refunds and exchanges.

Just text a keyword to sign up.

To encourage signups, CPPAC uses a text keyword. By advertising the keyword around their facility, it is seen by concertgoers, visitors to Largo Central Park, and passing traffic. They also promote the keyword in on their social media channels and website:



"Hello fans! We now have an even better way for you to stay up to speed on what's going on at CPPAC! Get your phones out and Text CPPAC to 727-220-5959, it's that easy! As always, thank you for supporting the arts and we'll see you soon!"

Reach customers wherever they are.

Attract new customers. Boost sales. Improve customer service.
Generate repeat business. All with text messaging.

WATCH DEMO VIDEO

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