

Twiddy modernizes guest communication with Avochato.

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For Twiddy and Company, the leading vacation rental company in the Outer Banks of North Carolina, their guests are like family. And when you want to tell a family member about an upcoming vacation, you don't send an email that might get buried between newsletters and work updates - you send a text.

"We were doing a lot of emailing, outbounding, and taking a lot of inbound calls," according to Mike Wilson, CFO of Twiddy. Given the intimate nature of a vacation, texting was a natural channel to test, since it provided an easy way for guests to have realtime conversations directly with Twiddy. "We saw at least a 40% lift in conversion just by using texting as a channel," Wilson said.

A growing company that processes tens of thousands of reservations annually, Twiddy sought out a solution that could match their scale. They found Avochato to be a perfect fit, impressed with the ease of use and quick onboarding process.

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Many different teams within Twiddy soon adopted Avochato, using it to get in touch with inspectors, housekeepers, or to enable guests to report maintenance requests. "It was a flywheel effect, it spread rapidly and organically throughout the company," according to Ross Twiddy, CEO.

As usage spread, the Twiddy team observed firsthand how texting encouraged more back-and-forth dialogue. One guest who had reported a broken hot tub informed that the repair had been successful by sending a selfie of himself in the fixed tub with a beer. "That made the rounds internally," according to Wilson. "Pictures really do say a thousand words."

Twiddy also uses Salesforce, which is fully integrated to Avochato. They can seamlessly send text messages from Salesforce and log the activities automatically.

Twiddy also implemented a "click to text" widget on their website, which drove massive conversion for prospective guests interested in renting properties. For those immediate interactions, it can be really hard to have that conversation over email. With texting, they're able to have one-on-one conversations with guests on their terms.

The team at Twiddy has fully embraced texting for its immediacy, its convenience, and its efficacy. As Brooke Puckett, Guest Sales Manager, puts it, "We're not just drinking the Kool-Aid - we're eating the guac!"

The challenge

Making it easy and convenient for guests and staff to have real-time conversations at scale throughout the entire customer journey.

The solution

A central business SMS platform to communicate with prospects, existing clients, and internal teams.

Integration to Salesforce to automatically send text messages and log activity.

The impact

40%+ lift in conversions.

Higher customer and internal team satisfaction.