

Take a closer look at what our clients really think of our service.



Case Study



Customer: Arriva Click
Venue: Royal Albert Dock Liverpool
Industry: Transport Services

“ The Access Point team were professional throughout... ”

What does your company specialise in?

We provide on demand transport services, via Arriva Click and a tech / app based booking system, across South Liverpool and the City Centre.

Campaign

What were you looking to achieve with this booking?

Brand awareness of Arriva Click to visitors at a high footfall location and to encourage app downloads / accounts to be created.

How did we help you?

Access Point helped by securing the event space for our specified date & time, whilst also assisting our Risk Team with required health and safety checks of the event space.

Results

What were the results of the campaign, was it positive, did it achieve its target? How many leads, responses, sales were generated?

Generally, the event day itself was consistently busy (high footfall) and we benefited from a lot of passer-by interest in our Arriva Click vehicle and team.

At this point, we are still reviewing click download and accounts created performance around this date.

How did you find working with Access Point?

The Access Point team were professional throughout this campaign and kept us up to date / informed.

Testimonial

Thank you for helping us to bring Arriva Click to Royal Albert Dock and for delivering a great event. We really appreciate the professionalism and communication shown by Access Point and look forward to working with you again in the future.

Lisa Pearson, Head of Marketing



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