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[Home](#) | [Calendar](#) | [Poll Booth](#) | [About Us](#) | [Contact](#) | [Advertise](#) |
Menu

[Home](#)
[Internet Travel News](#)
 - [Breaking News](#)
 - [Special Reports](#)
 - [Research and Analysis](#)
[Caribbean Travel News](#) »
[Spa Travel News](#) »
[Hotel Travel News](#) »

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Edinburgh Airport pilots sms service

Tuesday, September 26 2006 @ 12:44 PM GMT

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An innovative Q&A text service is being trialled at Edinburgh Airport from Wednesday 27th September, giving passengers fast responses to their queries when they are on the move.

Anyone with a mobile phone can text a question to short code 64BAA (64222) and get an answer back via SMS in minutes. It is the first time such a scheme, which will run for 2 months initially, has been trialled at an airport in the UK.

A team of 'Texpers' are ready to provide a fast and accurate response to any query. For example, it could be 'What is the quickest bus service from Edinburgh city centre to the airport?' or 'what is the closest hotel to Edinburgh Airport?'

The service gives passengers access to information about the airport wherever they are. It will also reduce the need for people to phone the airport information number or go to the information desk inside the terminal.

Edinburgh Airport's managing director, Richard Jeffrey said: "64BAA is a unique and exciting service, which Edinburgh Airport is pleased to be able to offer passengers through this trial.

Excellent customer service is something we pride ourselves on but we are always striving to raise the bar, and we hope that this service will further enhance passengers experience of using the airport."

The service is provided by the award-winning company 82ASK. The idea for 82ASK was born when founders Sarah McVittie and Thomas Roberts identified a gap in the information market while working as Financial Analysts in the City: accurate, bespoke information, on demand and on the go. 82ASK was the first service

from 110 cities and countries
worldwide.

■ What's On

What's On
in London

of its kind to market and created an entirely new market segment - a 'mobile find' (rather than 'mobile search') solution delivered via SMS.

Questions sent to 64BAA are charged at the normal text rate.
Answers cost £1, reverse billed to your mobile phone.

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