



## C A S E S T U D Y

# E-commerce Client

OBD, IVR, along with, 2Way Messaging maximize the reach and create a seamless communicational loop for the leading global online retailer

Here is an insight on how we collaborated with one of the global online retailers and enabled it to #RouteItRight by enriching its customer communications using our products OBD, IVR, and 2Way Messaging.

## About the organisation

It is the world's largest online retailer and a prominent cloud services provider. The company is known for its disruption of well-established industries through technological innovation and mass scale. It also has a presence in AI assistant and live streaming platform.

### Product



Outbound Dialer



Interactice Voice Response



2Way Messaging



## Challenges faced

The team faced challenges in coordinating multiple phone calls to explain the offers available on their platforms. They also faced another challenge of receiving feedback from vendors.

## Scripted the success story by

Explaining offers available on eCommerce platform.

Getting feedback from sellers on training provided by eCommerce platform using keywords by replying to VMN.

## Outcomes of #RouteItRight methodology

- RML platform captured the feedback, and uploaded it on the eCommerce platform.
- eCommerce platform could view the details on a panel provided by RML.
- Sellers could avail the extended offer by replying to the VMN published by eCommerce platform.
- Offers were published to sellers through SMS.

## About Route Mobile Limited

Founded in 2004, Route Mobile is one of the leading Cloud Communications Platform service provider offering Communication Platform as a Service (CPaaS) solutions that caters to enterprises and OTT players (streaming media service) to improve their customer interaction & enhance customer engagement.

Route Mobile's communications platform comes with a unified API that includes wide range of products & services for diverse set of industries.

Route Mobile through its acquired company 365squared caters to telecom operators by providing them firewall, analytics & monetization solutions & Call2Connect offers world-class customer support solutions, back office & consultancy services as well.

