



C A S E S T U D Y

# Event Management Client

We helped Increase Tradeshow Attendee Footfalls of this Event Management Company with Value-added E-ticketing Beamed through our WhatsApp Business Solution

## About the organisation

This pioneering event management company serves 43 industrial sectors covering trade and consumer events globally.

### Product



WhatsApp Business Solution



## Challenges faced

The organisation was using legacy channels to send out notifications to their prospects. This was severely impacting their user experience, prompting them to not only add another mode to reach their customers along with SMS and emails, but also wanted AI and automation to play a key role in their communication plan. Additionally, the company also wanted a platform through which they can drive actionable insights and derive necessary ROI.

## Scripted the success story by

Implementing the WhatsApp Business Solution in their customer engagement program

Streamlining their customer registration process through responsive notifications

Enabling the organisation to send out event details on-time through PDFs and videos

Easing the process of sharing ticket links with their clients

Helping them increase the footfall at exhibitions

## Outcomes of #RouteItRight methodology

- Significantly improved their customer experience through media-rich notifications using the WhatsApp Business Solution
- Motivated user attendance by prompting to set-up meetings with potential clients based on a user's interest in a product
- Streamlined user interaction through rapid information sharing

Significantly increase the success rate of your tradeshows and increase your attendee footfalls with our WhatsApp Business Solution.

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## Drive Your CX with Conversational AI



RCS Business  
Messaging



Viber Business  
Messages

## 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.

