



C A S E S T U D Y

Edtech Client

We Assisted this Company to Run its Job Portal Efficiently and Connect with its Target Audience Using Our WhatsApp Business Solution

About the organisation

It is an established company in the education sector providing training in language skills, interviews, examinations etc. and also imparts training through a mobile app.

Product



WhatsApp Business Solution



Challenges faced

Although the organisation was able to connect with its users and target audience seamlessly, it wanted to streamline all the notifications over a single channel. Using traditional SMS was only meeting basic requirements when it came to sending live class notifications and the company wanted to leverage a feature rich and widely used application to relay its automated updates and notifications to their existing and future prospects.

Scripted the success story by

Deploying our conversational API based WhatsApp Business Solution to relay real-time notifications with their prospects, like -

- Book a Class
- Class About to Begin
- Plan Nearing Expiry
- Class Feedback

Enabling the company to send enhanced content that included instructional videos, which helped easy on-boarding of their prospects

Allowing the company to collect real-time feedback on their faculty performance, as well use the actionable insights in gauging student dynamics, requirements

Outcomes of #RouteItRight methodology

- Assisted in providing a content rich mobile experience
- Enabled real-time communication of critical notifications and updates
- Ensured a channel to share class and faculty feedback for
- Significantly improved the overall user experience, engagement and CSAT

Understand how you can leverage Route Mobile's WhatsApp Business Solution to connect with your specific target audience effortlessly.

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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.

