



C A S E S T U D Y

E-Commerce Client

Outbound Dialer and IVR maximise the reach of a leading global E-commerce organisation that resulted in **12-14% ARPU increase** across the Seller base & **70% less investment** compared to previous methodology.

Here is an insight on how we collaborated with one of the leading e-commerce client and enabled it to #RouteItRight by enriching its customer communications using our Outbound Dialer (OBD) & Interactive Voice Response (IVR).

About the organisation

It is one of the major e-commerce players in the world. They have a vast product portfolio on par with their European counterparts which is constantly growing and has helped them position as market leader.

Product



Interactice Voice Response (IVR)



Outbound Dialer



Challenges faced

To increase the product portfolio, clients had established a good seller base with a good reputation. Various departments in organization interact with their Seller services to grow the business further. There was one challenge though, which was to reach out effectively to the Sellers. It had to be a mix of various communication tools which also needed to ensure that it was an automated solution integrated with analytics for sales review.

Scripted the success story by

Deploying a customized IVR and OBD solutions for interacting with the sellers

Enabled the client with multiple channels of communication for connecting with its sellers

OBD was sent to all the sellers with exciting promotional offers of the day or week to promote and encourage the sellers to do more business

Outbound calls were triggered to sellers' database

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For any query or feedback, IVR functionality was in place for sellers to call on IVR number and submit the feedback

Multilevel authentication was enabled on IVR calls to spam or avoid unauthorized calls

Multilingual IVR was deployed based on user preferences. IVR retries mechanism to increase the Automatic Speech Recognition (ASR)

For failed & missed calls an auto reply SMS option was set which provided a missed call number for callback request

Outcomes of #RouteItRight methodology

- 12-14% ARPU increase across the seller base
- 6% increase in active seller base
- Reduced Attrition level of inactive clients by approx. 20%
- 70% less investment compared to previous methodology.

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.

