



C A S E S T U D Y

# Leading Mobile App Client

A2P Messaging and Outbound Dialer creates a seamless loop and manages the sellers with prompt orders for this leading mobile app client.

## LEADING MOBILE APP CLIENT

Here is an insight on how we collaborated with one of the leading mobile application client and enabled it to #RouteItRight by validating numbers and creating a seamless customer communications loop using our products A2P Messaging and OBD.

## About the organisation

Client has a mobile app product that allows consumers and businesses to get in touch with each other. It provides the sellers with an end-to-end platform and manages the app, its payment gateways, & marketing expenses for the sellers centrally and helps them create their own digital presence.

### Product



A2P Messaging



Outbound Dialer



## Challenges faced

Since client's products accommodate sellers across all categories, they have to make sure the orders are being processed timely. In the event of sellers not being responsive quick enough to the orders, they needed a way to notify the sellers of orders pending at their end, and have them process & deliver the same.

## Scripted the success story by

Implementing a customised version of SMS and Outbound Dialer

### SMS

- For validating mobile phone numbers, using an OTP when their app is downloaded by their end customers & partners.
- For sending order notifications to partners and confirmations to customers.

### OBD

- For notifying their partners when an order is booked and lying idle for pickup and processing further.
- Client used Route Mobile's Outbound Dialer platform to send a voice call to the seller, notify them of the order placed on the app, which assures the timely fulfilment of the order.

## Outcomes of #RouteItRight methodology

- Keeping the sellers prompt with the orders
- The client now manages to satisfy the customer requests effectively

## 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.

