



C A S E S T U D Y

Leading Supermarket Chain

With Missed Call, SMS, and OBD IVR, Route Mobile automates the outreach campaigns & provides **33% better customer engagement** and for a leading Supermarket Chain.

Here is an insight on how we collaborated with one of the Indian private conglomerate clients and enabled it to #RouteItRight by enriching its customer engagement using our products Missed call, SMS, and OBD IVR.

About the organisation

It is an Indian private conglomerate. The company is known for having a significant prominence in Indian retail and fashion sectors, with popular supermarket chains for clothing, Food and Lifestyle stores, and also for having a notable presence in integrated foods and FMCG manufacturing sectors.

Product



Missed Call & SMS



Outbound Dialer



Interactive Voice Response (IVR)



Challenges faced

The client wanted to tap the consumer market via a promotional activity run across the PAN India Supermarkets chain. A contest was organized for the week wherein the people who are shopping for more than 6999 INR can participate in the lottery. The requirement was to have an end-to-end solution to help them automate the content via telephony and give real time analysis for the same. The audit of the procedures in selecting the winner was also essential.

Scripted the success story by

Implementing a combination of Missed Call, Outbound Dialer & an IVR

Registration & Lucky Draw (Missed Call & SMS)

- Enabling individual Virtual Mobile Number (VMN) for the PAN India Network stores
- Shoppers who had a bill amount of 6999 INR and above were requested to give a missed call to the VMN allocated for the store
- Missed call numbers are recorded in the database and shared with the client for validation
- End of the day a script is run to choose the winner of the lucky draw via a random logic and the winners are shared with the client for further process

Slogan contest (Route Mobile Intelli Responder)

- There was a hiccup wherein a particular State in India doesn't allow the Lottery system as per local law. Hence outbound IVR was given as a solution to conduct outbound calls to conduct a skill based contest.
- Outbound calls were sent to the validate list of consumers and they were requested to record a slogan on call.
- The recordings were shared with the client to judge the winners.

Outcomes of #RouteItRight methodology

- 47% increase in sales
- 33% customer engagement
- 81% reduction in time spent and resources for the entire campaigns

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.

