



C A S E S T U D Y

Leading TV Network Client

A centrally managed A2P Messaging platform provides the fastest and the most reliable way to reach the customer of one of the leading direct-broadcast satellite providers.

LEADING TV NETWORK CLIENT

Here is an insight on how we collaborated with one of the leading global IT, consulting, and outsourcing clients and enabled it to #RouteItRight by enriching its customer communications using our product A2P Messaging Platform.

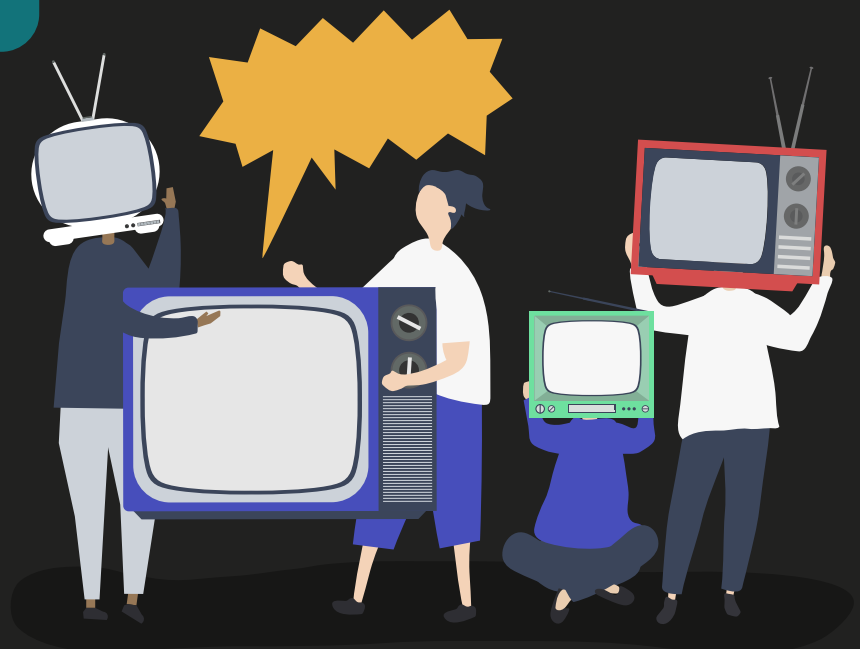
About the organisation

A direct-broadcast satellite provider serving the Middle East and North Africa (MENA). The client offers popular entertainment content such as movies, sporting events and various TV shows from major networks and studios such as Warner Bros., Paramount, HBO, Fox, Disney, Sony, MGM, Universal, ESPN and DreamWorks in addition to local versions specifically for the MENA region.

Product



A2P Messaging



Challenges faced

With a customer base spread across the MENA region, there was a need to maintain consistency in the authentication process. A similar channel was required for communicating new innovative services to the customers and accordingly inform various departments about customer activities on their OTT apps. Transaction confirmations, account-related alerts, and similar time-critical communications needed to be delivered instantly to avoid any revenue loss and enhance operational efficiency.

Scripted the success story by

Deploying our enterprise messaging platform for all internal and external communication between Sales, Finance, Operations, and customers. The platform connects five applications used by the client and all messages are split between regular/promotional messages and time critical notifications to ensure load balancing and rapid delivery of all messages.

Sales, Finance, and Operations Application

The three departments use this application to monitor sales, client payments, systems uptime/downtime, and monitoring and analytics world.

OTT Platform Apps

The client provides content to its customers through two OTT apps, one chargeable and one free of cost. To sign up, customers need registration confirmations and OTPs which are transmitted through Route Mobile systems.

Finance Team Application

Used exclusively by the finance team, this application is used to send payment reminders and collection status updates.

Sales Team Application

Used exclusively by the sales team to inform customers about the latest movies, promotional offers, and events.

Outcomes of #RouteItRight methodology

Centralised Management

The entire platform is centrally managed and each department has the option to use the most convenient interface (SMPP, Web, HTTP, etc.). As the client's stakeholders are located across the region, the ability to communicate instantly with each of them has facilitated enhanced relationship management

Operational Excellence

Operational response time is expedited and streamlined using this system

Instant & Seamless Communications

Any downtime or issues are instantly communicated with the relevant staff without the need for costlier phone calls and resources to manage the process

Revenue Enhancement

With instant & seamless delivery of OTPs for specific orders (movies, special events) and other transactional information enables the network to ensure every order is processed and paid for

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.

