



Order Tracking and Management System

About the Organization

Client has a mobile app product that allows consumers to buy from multiple businesses over the app and allows businesses to sell to their consumers over the app. It offloads the responsibility of managing an app, payment gateways, & marketing expense off the seller & helps them create their own digital presence.

Challenges Faced

Since client's product accommodate sellers across all categories, they had to make sure the orders are being processed timely. In the event of seller 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.

Solution Deployed

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 fulfillment of the order.

Impact of Solution

Keeping their sellers prompt with the orders, client manages to satisfy the customer request effectively.