



# India Consumes 15bn SMS Every Month

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The recent report by 'India Meets Britain Tracker 2018', released annually by professional services major Grant Thornton in collaboration with the Confederation of Indian Industry (CII), has listed Route Mobile as one of the top five fastest-growing Indian companies in Britain. Further, the report has also identified a record 87 fast-growing Indian companies in Britain to conclude that Indian investment remains integral to post-Brexit growth in the UK. Route Mobile is among the leading Cloud Communications Platform service provider, catering to enterprises, over-the-top (OTT) players and mobile network operators (MNO). They offer a comprehensive portfolio of customizable solutions in Messaging, Voice, Email, SMS Filtering, Analytics & Monetization. In a chat with Cell IT, Rajdip Gupta – MD & Group CEO, Route Mobile, explains the way ahead for the organization.

## 1. Other than OTP, what are the other areas where SMS are critical in this data age?

There are two types of business messages you would receive on your mobile phone – promotional and transactional. One-time-passwords are largely used for transactional purposes. Other examples of critical transactional SMS that go beyond OTPs are alert messages like debit and credit, flight alerts, purchase alerts etc. In spite of being in the digital age, the benefit of transactions alerts is that it does not rely on data connectivity or require any application to run. These messages can reach remotest part of the country as it depends on telecom operators' reliable network infrastructures. Promotional SMS



are also another example apart from OTP that have a wider scope as it offers limitless mobile marketing opportunities. Studies have shown that SMS has eight times the response rate of an email. With a read rate of 97% within 15 minutes of delivery, one can be assured of the message being read instantly. Hence, messages relying on product notifications, alerts, reminders, surveys etc. from your preferred brands have higher customer attraction and engagement. For e.g: Route Mobile works with different enterprises to enhance their customer experience with SMS using its highly customisable, plug-and-play messaging platform provides solutions like two-way messaging, number lookup and Acculync etc.,

## 2. Can you give us some insights on the SMS consumption in India?

Although there is no definite industry number, the estimated size is 15bn messages per month in India.

## 3. What are the key industry verticals are depending on SMS or Voice for their primary mode of communication in this data age?

Banking, financial services, aviation, retail, e-commerce, logistics, healthcare, hospitality, media and entertainment, pharmaceuticals and telecom industries are dependent on SMS or Voice as primary mode of communications. Amongst these, Banks and financial institution use it widely as two-factor authentication (2FA) is a mandated regulatory requirement. It is an effective method of fraud prevention as well. OTP sent over SMS to an individual mobile are the most common form of 2FA as they don't rely on third-party apps or data connectivity, which makes them the most straightforward method to validate any transactions.

## 4. What are the advantages of partnering with your organisation as a partner?

Route Mobile is a leading Cloud communications platform service provider. We cater to enterprises, over-the-top (OTT) players and mobile network operators (MNO). Our portfolio comprises of smart solutions in Messaging, Voice, Email, SMS Filtering, Analytics and Monetisation. We have global reach through direct operator connectivity, robust in-house customisable platform, ability to help enterprises with existing systems for rapid and cost effective communications.

### Below are the advantages of partnering with Route Mobile:

- We empower businesses by providing comprehensive and tailor-made communication services that enrich customer experience and journey
- We offer a range of cloud communication services to clients across diverse sectors including but not limited to banking and financial services, aviation, retail, e-commerce, logistics, healthcare, hospitality, media and entertainment, pharmaceuticals and telecom
- Our clients include some of the world's largest and well-known organisations, including a number of Fortune Global 500 companies
- We have state-of-art data centers strategically located across the globe which are equipped with requisite failovers and redundancies necessary for maintaining 24x7 operations
- Enterprises / businesses from above mentioned industries can utilise our mobile messaging platform through a tailored solution to engage with their global audiences instantly, securely and in a cost-effective manner
- Our team of domain experts can address any enterprise / business communication requirements, challenges, and deliver a robust solution that easily integrates with existing applications to cost-effectively manage campaigns and evaluate results with real-time analytics.

Route Mobile vision is to connect the world through its high-end mobile solutions and help enterprises; their customers and partners prosper locally and globally.

## 5. Can you give any one case study on your successful deployment? (Just about the deployment)

A financial institution faced a challenge of providing OTPs, transactional messages, and promotional messages to its huge database of customers manually. In addition they wanted a control over their database to ensure customer privacy and security. Route Mobile addressed this concern by installing Route Connector at the client's premise. The application was connected to the client's database where all the relevant information is stored. Route Connector gathers all the necessary information from the database and responds to messages in an automated mode without any human intervention. We were also able to help our client to cut-down costs, ensure the security and integrity of their consumer data.