

“INNOVATING INTERACTION” with customer

“Media & Entertainment companies which can innovatively engage the customers will create a distinct space in the media clutter”

Catching the eyeballs!

With consumerism on the rise, consumer’s mind is cluttered with lot of media voices and pictures floating around. Consumer’s attention span has reduced and it has become increasingly difficult to create a recall in his mind.

Mobile messaging services will help the media companies in engaging the customer to increase the brand recall. It will not only help in brand reinforcement, but it can also be explored as a new revenue opportunity by providing value added services to the customers.

Benefits of Mobile Messaging

- **Interactivity** – Possible to engage the customers in a dialogue.
- **Anywhere/Anytime** – Mobile is always with in reach.
- **High reach** – Over 100 million mobile subscribers in India.
- **Personal** – Highly effective as communication to an individual.
- **Viral** – Fun factor allows for epidemic phenomenon.
- **Targeted** – Specific message can be conveyed based on the consumer profile.
- **Cost** – Significantly cheaper than other media.

Mobile messaging services empowers the Media & Entertainment enterprises to open a personal, cost-effective and efficient communication channel with the customers.

ValueFirst’s Killer Applications

- **Express** – Customers in a shopping arena can be engaged to play interactive game where they can send in response on SMS which would be displayed on the LED display placed in the arcade
- **Barcode Manager** – Bar-coded tickets can be send to the customer which can be scanned by a bar-code reader

MESSAGING FOR MEDIA & ENTERTAINMENT

Bouquet of mobile messaging services

M-Commerce

- Booking of tickets for movies/travel/theme shows etc.
- To Send requests for the download of song, ring-tone etc.
- To Send requests for the download of games and applications.

M- Information

- Alerts on release of new movie, songs etc.
- Alerts on change in schedule of program, event etc.
- Alerts on ticket booking confirmation
- Sending in birthday greetings
- Intimating about an upcoming event and seek participation by registration through SMS

M-Interaction

- SMS-2-TV Interactive games – auction, bidding etc.
- SMS Chat - Chat in different groups using SMS
- SMS Response – Respond to a set of quiz questions using SMS
- SMS Voting - Customers can vote on a set of questions

How our clients have engaged the employees innovatively?

DLF City Club

- PUSH (Terminates) event notifications to the members of city club.
- Members can PULL (Query) event timings.

Dish TV

- PUSH (Terminates) alerts on bill reminders/changes to the customers.
- PUSH (Terminates) any updates in program guide to the customers/dealers.
- Customers can register their queries through SMS.
- PUSH activation code of the service to the customers.

Raj Travels & Tours

- PUSH (Terminates) updates on new travel schemes.
- Customers can register their booking using SMS.
- PUSH (Terminates) cancellation/confirmation status of the booking to the customers.

ValueFirst’s Killer USP

24 * 7 support
Least time to market – deployment typically is done in one day
The most scalable solution in the industry in terms of architecture
Highly configurable products - processes can be configured on-the-fly
Redundancy of servers with load balancing, failover mechanism and least cost routing
Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown
Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators international

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