

The "CUTTING EDGE" technology

MESSAGING FOR RETAIL SECTOR

Retail Sector –Thriving in competition

A decade of consumerism has changed the landscape of retail sector; with new age retail stores replacing the traditional mom-and-pop stores.

In recent years the competition has become intense in the organized retail sector. Further, the rising infrastructure costs are putting pressure on the retail chains to curtail their operational costs.

To thrive in the ever increasing competition, today organized retail needs to aim for process excellence. Mobile messaging solutions can help the retail industry by connecting them with two most important entities in the retail value chain – partners and consumers.

Why mobile Messaging has become crucial in Retail Sector?

Enterprises

Enterprises use mobile messaging solution to communicate efficiently with their dealers, partners and the sales teams.

Retailers

Retailers use mobile messaging solution to connect seamlessly with the enterprises using two-way SMS gateway services.

Consumers

Consumers benefit from the mobile messaging solution by having the consumer specific information via SMS.

Mobile messaging services empowers the retailers to drive performance by seamless interaction with their partners and the consumers.

ValueFirst's Killer Application

- **Bluetooth service** – a unique Bluetooth-driven service to provide promotional material on customer mobiles.
- **Loyalty Program on Mobile** – Run a loyalty program on mobile phone without any plastic card.

Bouquet of mobile messaging services

Working Capital Management

- Send automated SMS reminders to franchises/dealers to improve the account receivables situation.
- Franchises send order confirmation over SMS to reduce the lead time and inventory holding cost.

Customer Retention

- Customers receive loyalty coupons over SMS and these SMS are scanned by a barcode reader during redemption.
- Customers send SMS to a short-code and a company representative calls back.
- Intimate customers about new, exciting and relevant offers based on their purchase history.
- Provide SMS-based comparison tool to customers so that they compare the prices with other stores.
- Customers use mobile phone as loyalty cards instead of expensive to plastic cards.

Customer Acquisition

- Launch customer referral program over SMS.
- Send a viral SMS to opt-in list who will then forward the SMS to their friends.
- Promote the keyword in print/TV media for the purpose of lead generation.

Management control

- Management can receive SKU-wise periodic sales over SMS.
- Management can query Region/SKU wise performance over SMS.

How ValueFirst clients have m-powered themselves?

Piramyd

- Send SMS to customers about the latest relevant offers.
- Send promotional messages to opt-in list of prospects.

LG

- Send SMS of MIS on SKU-wise sales to the top management.
- Customers send their queries/complaints over the SMS.

ValueFirst's 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

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
Call: +91-124-46 32 000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070

www.vfirst.com