

## “ENHANCING” the customer experience

“This era would belong to the companies which would be able to create a better customer experience with a marginal addition to their cost base”

### Why to create a mobile service channel?

No company can afford to ignore the customer in today's world. Increased competition demands organizations to maintain a healthy relationship with customers through multiple service channels – both using offline & online.

Today, while a huge percentage of the population carrying mobile phones, mobile channel are the best medium to engage the customer in the process of improving the customer stickiness.

### Why to use SMS over voice?

SMS has gained the acceptability for preferred mode of customer service because of its two-way communication capabilities; it is fast, economical and less time-consuming for the service staff.

SMS offers following advantages as a channel of customer service: -

- **Instant:** No delay because of busy/ switched-off phones.
- **Automated:** Automatic relay of critical information.
- **Two-way:** Instant processing of customer queries.
- **Targeted:** Specific message can be conveyed based on the consumer profile.
- **Cost:** Significantly economical than any other medium.
- **Anywhere/Anytime:** Mobile is always with in reach.
- **Personal:** Highly effective as communication to an individual

**SMS provides a cost effective means to engage the customer and build a long-term relationship**

### ValueFirst's Killer Application

- **Express** – Remote customer care centres can receive updates on product/service on-the-fly over the GSM/CDMA network.
- **Barcode Manager** – Coupons/Vouchers can be issued to customers as a bar-coded SMS and that can be redeemed by them as per their convenience.

## MESSAGING FOR CUSTOMER SERVICES

### Bouquet of mobile messaging Services

#### Alerts/Information:

Automatic push (Termination) of relevant and/or critical information to the customers based on configurable business rules.

#### Queries/Complaints:

Customers can log in their complaints/queries by messaging to a short-code or long-code, upon which they receive an automated reply or a phone call.

#### Order Booking/Tracking:

Customers can book and track the delivery of orders using Pull (Origination) service.

#### Service:

Birthday, anniversary greetings etc can be send to customers and also can be informed about new schemes, discounts and service renewals etc.

### How some of our clients have enhanced their customer experience?

#### ICICI Lombard

- PUSH (Terminates) acknowledgement of payment receipts to customers.
- Customers can use PULL (Ask) messaging to track their claim status.

#### Apollo Tyres

- Conveying corporate information to dealers that make them feel as a part of Apollo family.
- Sending automated messages on invoice due and payment received etc.
- Receiving feedback from dealers on any scheme etc.

#### Hewlett Packard

- Place instant order to the dealer nearest to the customer location using EMAIL-2-SMS services.
- Receives acknowledgement of product delivery from the dealer.

#### Competent Automobiles

- PUSH (Terminates), alerts on service due, insurance due and payment reminders etc.

### 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

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