



sms
56070

In this Case Study

- Introduction
- Business Scenario
- Business Needs
- Solution
- M-Powering TOLMOL
- Benefits
- ValueFirst USP
- Service Architecture



M - Powering TOLMOL

A Case Study

July 2009

Introduction

ToIMol.com. is an online service from Avake Technology offering a better way to search and compare information. It is India's leading product search and comparison shopping website. ToIMol is a social platform where users can connect and communicate with their friends on ToIMol as well as friends across other networking sites. With millions of products and online/local businesses listed on its website, ToIMol offers one of the most comprehensive shopping destinations for consumers in India. Its suite of services includes ToIMol Comparison Shopping, ToIMol Jobs/Careers, ToIMol News, ToIMol Travel and ToIMol Autos.

Business Scenario

It is a one stop search and comparison service empowering people to make best informed shopping decisions by comparing the prices of the products, features, and ratings of products and services in all popular categories like Mobiles, Computers, Electronics, Clothing, Autos, Travel, and more. ToIMol offers application which enable users to search and find information from the web, organized around useful verticals such as shopping, jobs, news and more. ToIMol's one stop search and comparison service saves time – as users no longer need to jump from site to site to find that best deal on the product they are looking to buy. ToIMol's proprietary vertical search technology does just that for users. Users can also find information on local shops, dealing in products and services of their interest, in their city.

ValueFirst Messaging Pvt. Ltd.

B 17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
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TOLMOL
BETA

Business Need

People usually look for shopping bargains by visiting from shop to shop or checking multiple websites which consumed lot of time. ToIMol with a mission to empower people to make informed decision needed an intrinsic solution with the help of which they could reach to the audience who were not accessible through internet earlier as internet services were not accessible from all places. ToIMol wanted to endow people in finding a best deal on the products they were looking to buy without putting any extra resource and time.

Solution

Based on discussions & understanding of the requirements of ToIMol, ValueFirst short code (56070) was suggested as a solution. Shortcode is basically a 5 digit number, provided by mobile network operators. All incoming sms, to the short code are made available with full details to the customer and also have a high top of the mind recall as it is relatively easy to remember. This enabled ToIMol to reach those customers who were inaccessible via internet.

M – Powering TOLMOL

- ToIMol was able to reach the audience who were not accessible through internet.
- Users can request for the price of the product which they wish to buy over SMS.
- Users can also find information on local shops, dealing in products and services of their interest, in their city.
- Empowered people to pick the best deal and aided as a catalyst for their purchasing decisions.
- Reduction in delivery time of information due to automation.

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Benefits

- Enabled two way communications between customers, partners and the company.
- Enabled customers to check whether their purchased product is original or not.
- Reduced the chances for duplication of products in the market.
- Improved customer service and hence greater customer satisfaction.
- Reduction in delivery time of information due to automation.
- Highly reliable as instant delivery reports are available providing the status of messages.

ValueFirst USP

- 24 X 7support.
- Least time to market – deployment typically is done in one day.
- Scalable solution in terms of architecture.
- Highly configurable products - processes can be configured on-the-fly.
- Redundancy of servers with load balancing, fail-over mechanism and least cost routing.
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown.
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally.

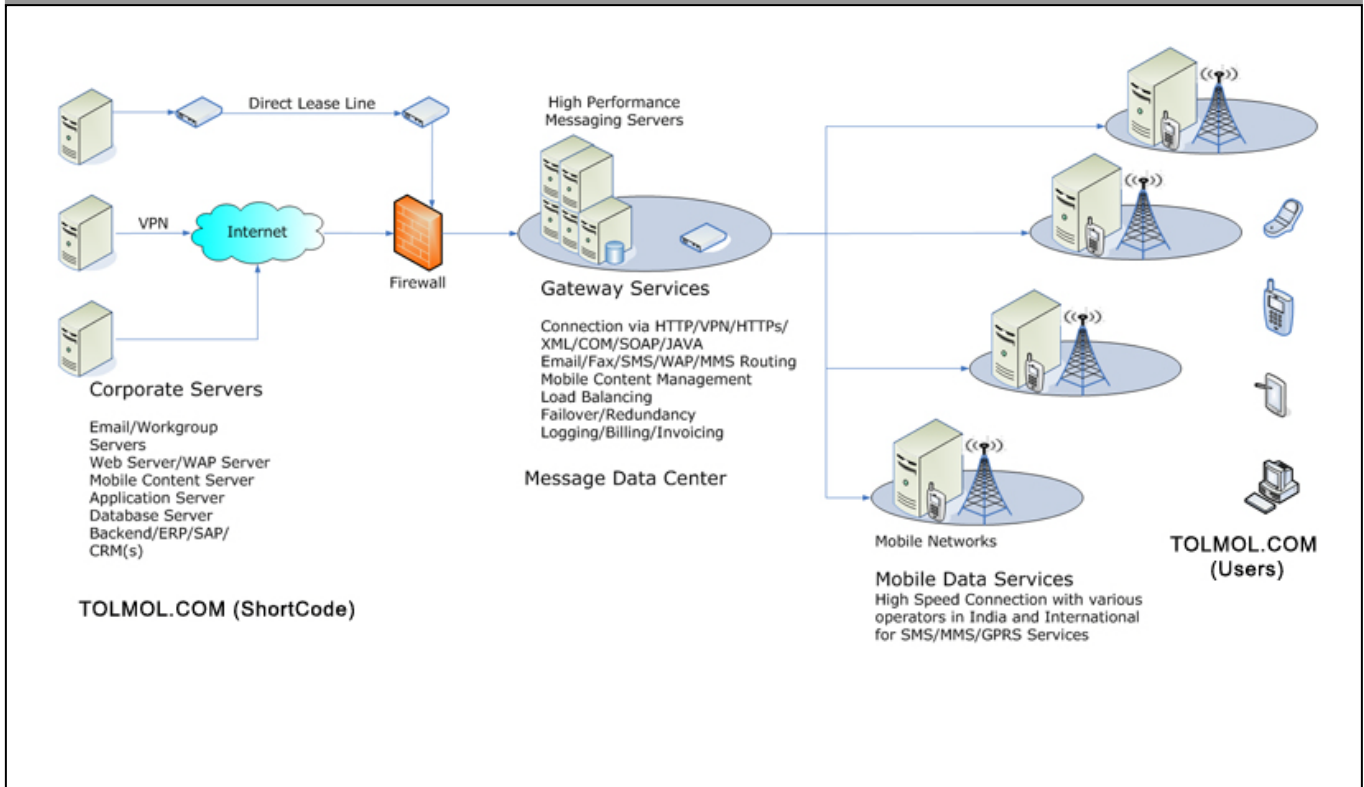
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Service Architecture



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