

# delivering campaign efficiency for WebozIndia



WebozIndia is a growing Consumer Engagement and Mobile Marketing Company that specialises in contest management, loyalty programmes and customer engagement campaigns for major brands



## Business Challenge

- WebozIndia wanted to take their brand engagement programs to consumers with ease
- They needed secure connectivity to set up voting lines for running consumer contests



## Our Solution

- Vi<sup>TM</sup> Business offered them Toll Free Services that can be easily accessed, even from rural areas, without any additional costs
- We also provided voting lines, a call centre with IVR for brand engagements and postpaid connections to keep their employees connected



## Business Impact

- WebozIndia could now take their customer contests and engagements live faster, with campaign calling numbers being generated within 24-48 hours, as opposed to the standard TAT of 7-10 days
- They also experienced minimal downtime and a quick turnaround on any service-related issues. This helped them easily handle larger volumes of voice calls, with an average of around 90,000 to 1,00,000 calls per day
- WebozIndia saw a YoY growth of 600% from 2016-17 to 2017-18, with a growth projection of another 600% in the year 2018-19
- 60% of their campaign engagements are now powered by solutions from Vi<sup>TM</sup> Business



**Enterprise Mobility**



**Communication**



**Connectivity**



**Security**



**IoT**



**Cloud**

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