Retail

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
- SMS alert to registered distributers
- Request to know product price/ store locations/ service center locations

Customer Retention

- Customers receive loyalty coupons over SMS
- 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
- Offers to participate in quiz and win prizes

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 can receive outlet wise periodic sales over SMS
- Management can query Region wise performance over SMS