

giving Social Street a competitive advantage

The Social Street is an Integrated Advertising Agency that provides branding, marketing, and advertising services to brands. This includes social media marketing, SMS campaigns, outdoor publicity, events and promotions, etc.



Business Challenge

- The Social Street needed to run a contest for a leading FMCG brand across 8 states, in 9 languages. The contest logics were geography-based, time-based and incident-based
- They needed a technology partner to integrate the required services and help run the campaign end-to-end, while keeping the solution cost within the available campaign budget



Our Solution

- We provided Social Street with a solution on our Hosted IVR (Interactive Voice Response) platform, which included PCN (Pre-Call Notification), OBD (Outbound Dialling), Bulk SMS and a reporting tool, along with the integration of a customer web application
- The solution implemented with PCN and OBD had a 10-digit virtual number, unique to ViTM
- Our expertise in handling and configuring complex IVR logics, along with our wide range of product options helped address the problem



Business Impact

- The Social Street was able to save around 20% to 25% of the total project cost
- The agency can now undertake projects with complex logics and pan-India deployment
- With ViTM Business's Hosted IVR capabilities, The Social Street can now focus on acquiring more campaigns from customers



Enterprise Mobility



Communication



Connectivity



Security



IoT



Cloud

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