

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

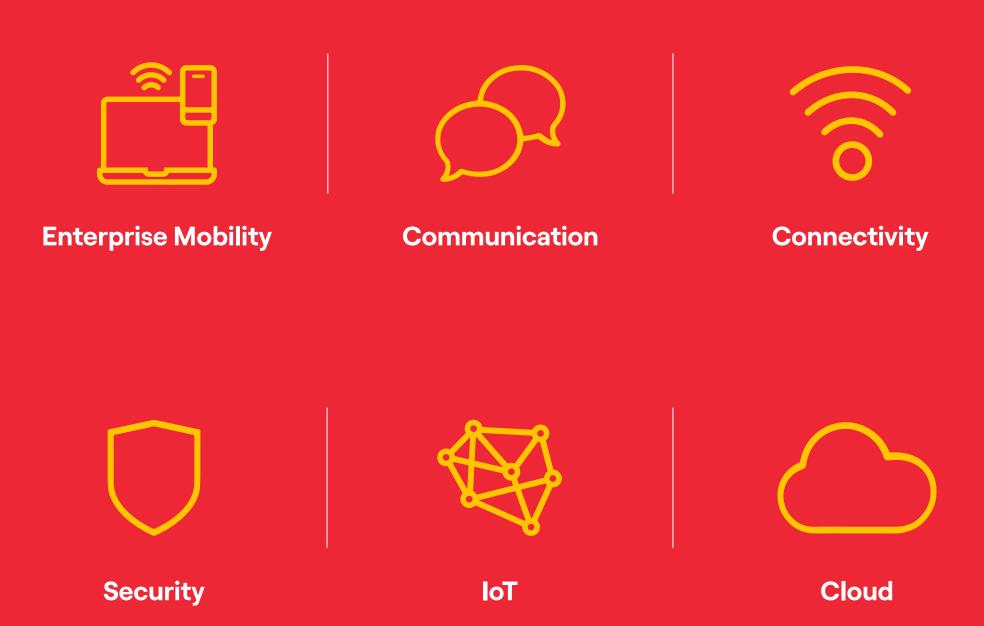
- Vi[™] Business offered them Toll Free Services that can be easily accessed, even from rural areas, without any additional costs
- We also provided voting lines, a call centre with IVR for brand engagements and postpaid connections to keep their employees connected



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™ Business





Vodafone Idea Limited 2020 ©. This document may contain such as text, graphics, images and other material is created / issued by Vodafone Idea Limited or obtained in confidence ("Content") and are for informational purpose only. The Content is not to be reproduced for commercial use or for any otherwise purpose in whole or in part, without the prior written permission of Vodafone Idea Limited. 'Vodafone' and 'Idea' are trademarks of the Vodafone Plc and Idea Cellular Limited renamed as Vodafone Idea Limited, respectively. Any products or services provided by Vodafone Idea Limited under the Trade Mark, Vi™, its motion, logo, trade dress, static or moving depictions with each and every element thereof, is protected under existing trademark, copyright and all intellectual property rights available under law and are owned by Vodafone Idea Limited. The Content contained in this publication is correct at the time of going to print and was derived from events/action taken by Vodafone Idea Limited. Such Content may be subject to change, and services may be modified, supplemented or withdrawn by Vodafone Idea Limited without prior notice. All services are subject to terms and conditions, copies of which may be obtained on request.

Connect with us





