

Case Study -India Cakes

Efficiently track and manage online leads with integrated Impel SFA.

Customer Profile

Our Customer, India Cakes (www.indiacakes.com), is an online cake booking store offering premium quality frozen, fully finished and packaged cake products for the food service, catering and in-store bakery. They offer a wide range of cakes for every occasion in ready to sell formats. Founded in 2004, India Cakes delivers cakes in more than 200 cities in India and over 4000 across the world. With their wide and established dealer and supplier network they specialize in same day delivery all across the country. They even have a tie up with an International Delivery Network for cake deliveries outside the country.

Challenge

India Cakes wanted to establish themselves as a brand for online cake booking. The company uses JustDial™, India's leading local search service for generating leads. But the India Cakes team did not have a formal system to track enquires and customers information. It was extremely important for India cakes to keep the customer engaged to ensure repeated buying at various occasions. Also they were unable to handle and follow up on the huge inflow of enquires which demands near-instantaneous response.

Solution

PK4 implemented Impel's SMS functionality and Just Dial integration to meet India Cakes specific requirement. With Impel's Just Dial integration, all the enquiries about India Cakes from Just Dial directly land into Impel as leads, so the issue of losing out on leads was out of question with a centralized system. Impel System also provides mechanism to automatically respond to prospects via SMS/email. This helps India cakes to engage with their customers and keep them informed about their cake delivery status right from when the order is placed to when it is dispatched for delivery.

The centralized CRM system provides them with all the necessary customer information at any point of time which empowers their team. Impel's integrated email marketing module helps to segment customer data in various ways to execute marketing campaigns on special occasions and offers. Also Impel's Web2lead feature was customized to collect accurate and usable lead information from India Cakes website to efficiently track web leads.

Benefits

- Automated collection of all Justdial leads/enquires into single centralized database. With this India cakes has a higher conversation rate and increased revenues.
- With a centralized database of all the leads and prospects, India Cakes has a higher conversion rate with increased revenue.
- Since all lead related data is in one centralized repository, India Cakes is able to execute campaigns to keep customers informed of new offers and promotions using Impel's SMS / e-mail campaigns.
- Improved customer satisfaction with real time updates on delivery time and order status. It has helped India Cakes reinforce the Corporate Brand image with consumers.

