

SMS-based E-Coupon Module

Customer Profile

Our customer OnSite Electro Services (www.onsite.co.in) is a pioneer in the electronic after sales service industry in India. They believe in putting the customer at the center of every business. Understanding that time is the most precious commodity for today's consumer, OnSite started the pioneering idea of **bringing the service center home** to the consumer. Consumers never need to search and go to a service center again. OnSite picks up your electronic item for service (and will even give you a free replacement while your item is out) and brings it back to you once the item is serviced. A terrific service that frees you up from the mundane chores of search, travel and wait with the service center.

Challenge:

OnSite uses Impel CRM for their lead tracking from Just Dial and for tracking items picked up for service. To gain additional customers, OnSite decided to issue E-Coupons that stores could hand out to consumers along with the purchase of any electronic goods.

OnSite needed a simple system that would allow them to track the coupons issued to various stores. They also wanted a simple SMS based system through which consumers could redeem the coupons that they had received from the store. OnSite wanted the coupon redemption process to tie in with their existing lead management process, so that every lead could be tracked and responded to in a uniform manner, regardless of how the lead originated.

Solution:

PK4's solution to OnSite was a simple add-on to their existing Lead Management process called E-Coupon Plan Management. OnSite now has the ability to define Coupon Plans with specific sets of coupon numbers assigned to different stores. There is an easy upload mechanism that lets OnSite upload coupon numbers, the store that the coupon has been assigned to, and if available the name of the consumer to whom that particular coupon has been assigned to. While defining the Coupon plan, OnSite can create specific templates for SMS messages that go out for Valid, Invalid and Used coupon numbers.

For the consumer the redemption of a coupon is just a matter of sending a simple SMS to a number that is pre-printed on the coupon that they received at the store. The SMS is integrated with Impel CRM and lands directly into OnSite's Lead Management System if it is a valid coupon. Based on whether the coupon is valid, invalid or used, specific SMS's that OnSite set up during the creation of the E-Coupon Plan are automatically sent out to the consumer.

Business Impact:

Our simple SMS-based E-Coupon module together with Impel's Lead Management system has served as an extremely effective solution for Onsite.

- Defining Coupon Plans for various stores and mapping specific coupon numbers has become very simple
- Since coupon redemption SMSs land up directly in the Lead Management system, OnSite is able to track and follow up on these leads very effectively
- Since all lead related data is in one centralized repository, OnSite is able to keep consumers informed of new promotions and schemes using Impel's SMS / e-mail campaigns

- It has eliminated the need to rely on the stores for tracking coupons. This has bridged the time gap which is most critical to On Site's business model
- E-Coupons have served as an effective media to advertise OnSite's services and track effectiveness at affordable prices
- It has helped OnSite reinforce the Corporate Brand image with consumers
