



COMPLEX
MOBILE MARKETING
IMPLEMENTATION
WITH
IVR



OBJECTIVE

1. Increase Sales in off Season.
2. Engage & Motivate consumer to drink Mountain Dew despite of Winter.



REQUIREMENT

1. Generation of Unique Code 4 Crore.
2. 10 Digit Mobile Number to receive unique Code.
3. Verification of Unique Code.
4. Push SMS
5. **Multi Level Push IVR with capturing & Time Limit feature.**
6. Online Randomizer to fetch Daily, Weekly & Overall Winner.
7. Two way Conference Solutions to their Team to communicate will winners with recording & Miss Called Facility.
8. Push Recorded Voice.



CHALLENGE

1. IVR Call to be made 3 mins after receiving SMS.
2. IVR was having 30 questions. Each Question was Hindi & English. if language selected is Hindi then Hindi version of question was to be played else English version.
3. DTMF input was to be take only after clip "Your time start now". Ten seconds to given to answer.
4. **Scoring Calculation:** 60% for right Answer & 40% of time taken in descending order. More the time, less the score.
5. If call get disconnected before completing IVR, again call to be made (Max 3 time with the interval of 15 mins).
6. Question to be ask has to be different from the one already asked, if client is calling again.



ACHIEVEMENT

Except IVR, all others option were already developed & deployed twice.

But, IVR was really very Complicated and we were given 48 hours to develop, test & deploy complete Solution.



RESULT

1. Solution deployed in time.
2. Really Successful Activity with 4,08,609 participation received and that in off season.



Thank you !!!