V.R. INFOSOFT SOLUTION PVT LTD

About Us

- Incorporated on April 5, 2007.

- Strong After Sales Service, Customer Relationship and Innovative Team.

- 1100 + Clients

- Master in deploying Complex Solutions as per Corporate requirement.
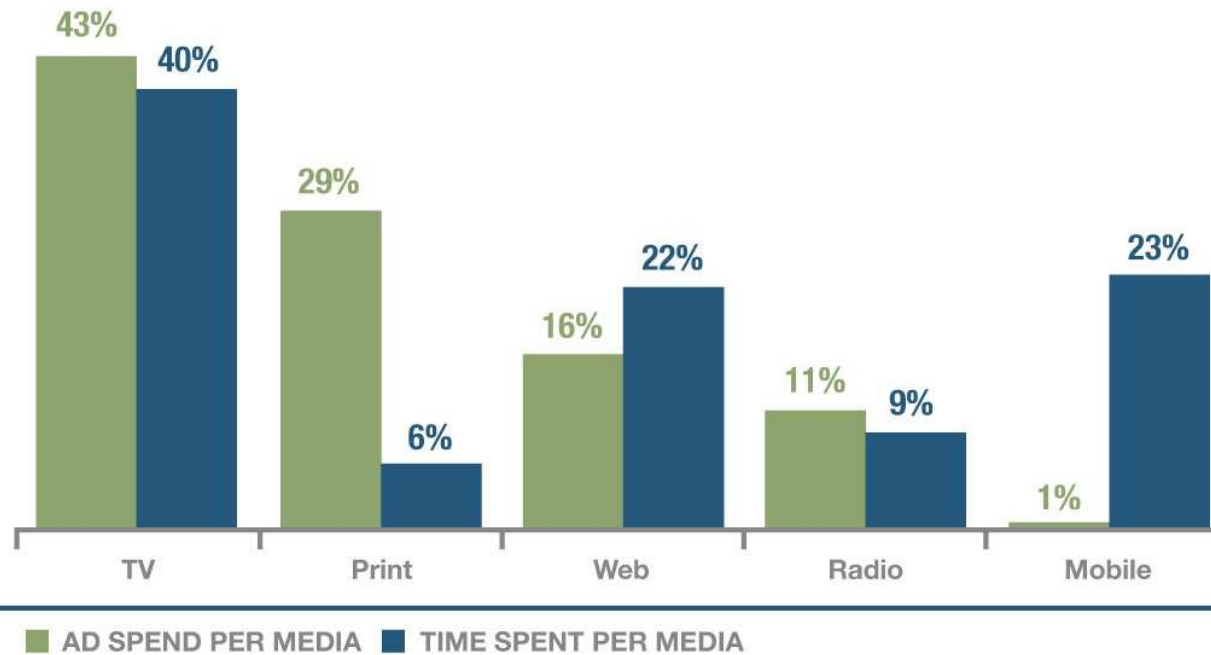
OBJECTIVES

- Minimizing Company and Customer Communication gap through use of Mobile Technology.

- 100's of Solution deployed for Corporate & Non-Corporate Clients.

- Has deployed solutions ranging from Mobile Coupons for Allen Solly to highly complicate & dynamic IVR for Mountain Dew.

AD SPENDING VS TIME SPENT

Ad Spending vs. Consumer Time Spent by Media

- AD SPEND PER MEDIA
- TIME SPENT PER MEDIA

FLURRY

Sources: VSS, Mary Meeker (KPCB), comScore, Alexa, Flurry Analytics
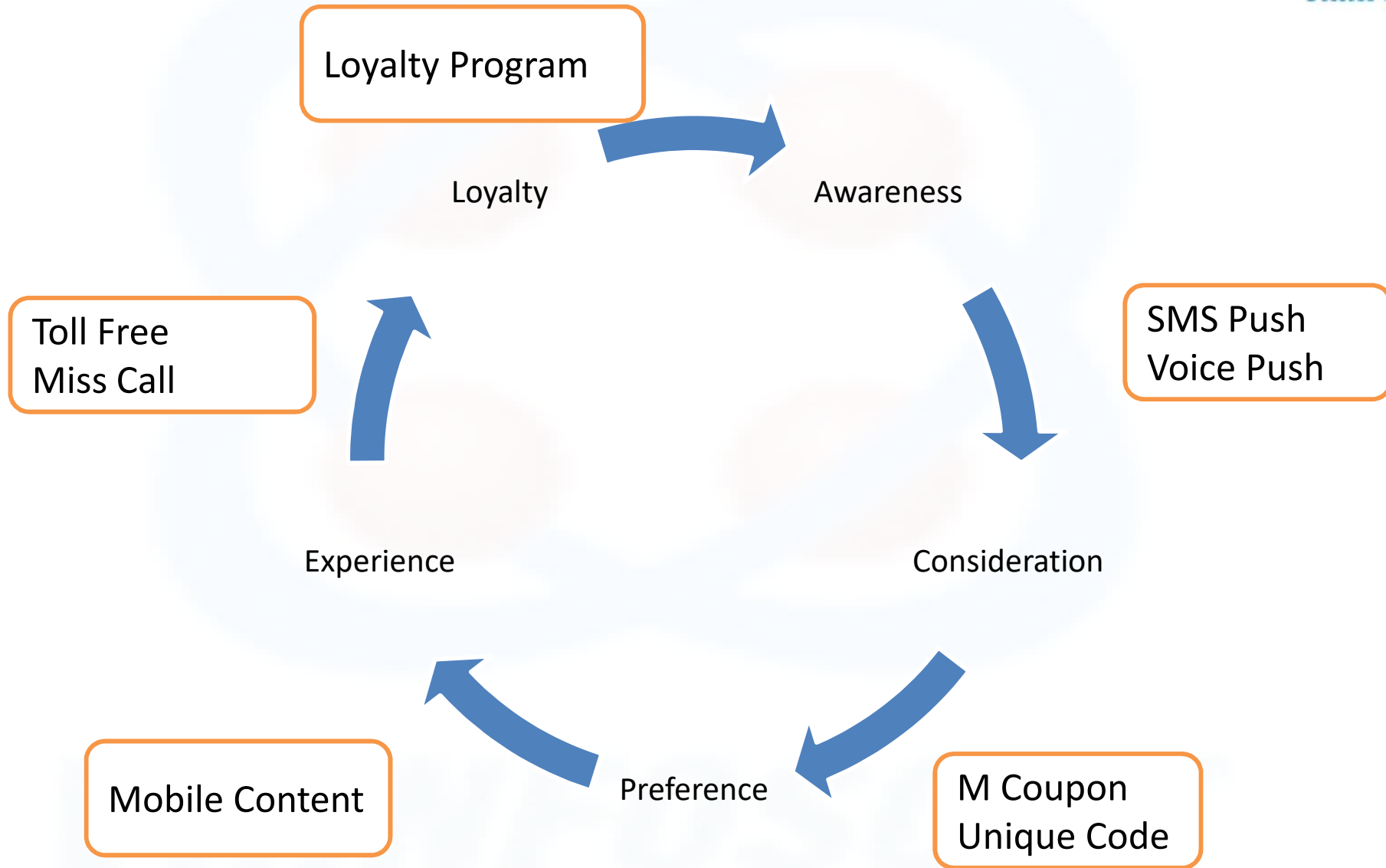
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MOBILE VS OTHERS

India has 53 Crore Active Mobile Users and on an average, person spend 23% of his time on mobile.

Hence, reaching consumer on mobile is very fruitful and also very cost effective as mobile marketing options are quite Inexpensive.

And also Personalized and Geo Marketing is very much possible besides Mass marketing.

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MARKETING CYCLE

VRINFOSOFT

Loyalty Program

Loyalty

Awareness

SMS Push
Voice Push

Toll Free
Miss Call

Experience

Consideration

Mobile Content

Preference

M Coupon
Unique Code

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PRODUCTS

- SMS
  - Text SMS
  - Flash SMS
  - Unicode SMS
  - Location Based Campaign
- Voice Calls
  - Static Calls
  - Interactive Voice Calls
- Customized IVR System
- Missed Call Service
- Toll Free Numbers
- Dedicated Long Code
- Extended Short Code

PRODUCTS

- M-Coupons
- QR Codes
- Unique Codes
    - Generation
    - Verification
- Randomizer
- Quiz on:
    - Short\Long Code
    - IVR
- SMS Based Store Locator
- Content Service
    - Ringtone Download
    - Wall paper Download
    - Video Download
    - Video Streaming

CASE STUDIES

http://bit.ly/2jKbqJm

Best Every

Implementation

Of

Mobile Marketing

CASE STUDIES

http://bit.ly/2jKa80Z

http://bit.ly/2jKgq0r

http://bit.ly/2jK51xY

http://bit.ly/2jKlu4X

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CASE STUDIES

http://bit.ly/2jK8IU1

http://bit.ly/2jKoO07

http://bit.ly/2jKbCs4

http://bit.ly/2jK7WGC

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CASE STUDIES

http://bit.ly/2jOeqnU

http://bit.ly/2jKa80S

http://bit.ly/2jKllhV

http://bit.ly/2jKaswJ
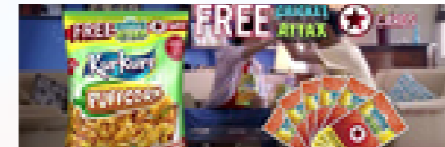
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USAGES

- **SMS & Voice Calls (Out Going Service)**:
  - Update to Existing Customers regarding
    - New Products/Services
    - Features & Usage of products/Services
    - Add On Products/Services
  - Update to Staff & Associates
  - Offers
  - New Launch
- **Miss Call\Keywords (Incoming Service)**:
  - To Capture Interest, Complaint or Inquiry.
- **IVR System**: Automatic Incoming inquiry Solving Solution.

WHERE

- **SMS:**
  - Targeting Urban City
  - Educated Class

- **Voice Call**:
  - Targeting Rural Area
  - Senior Citizen
  - Uneducated Class

- **Location Based Service (SMS & Voice)**:
  - Urban Target Based Campaign
  - Educated Class
  - Senior Citizen

FEW CLIENTS

V.R. Infosoft Solution Pvt Ltd

Thank you !!!

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