V.R. INFOSOFT SOLUTION PVT LTD

About Us

- Incorporated on April 5, 2007.

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

- 1100 + Clients

- In House developed, Individual User Interface for SMS to India, SMS to Global & Voice SMS with IVR.
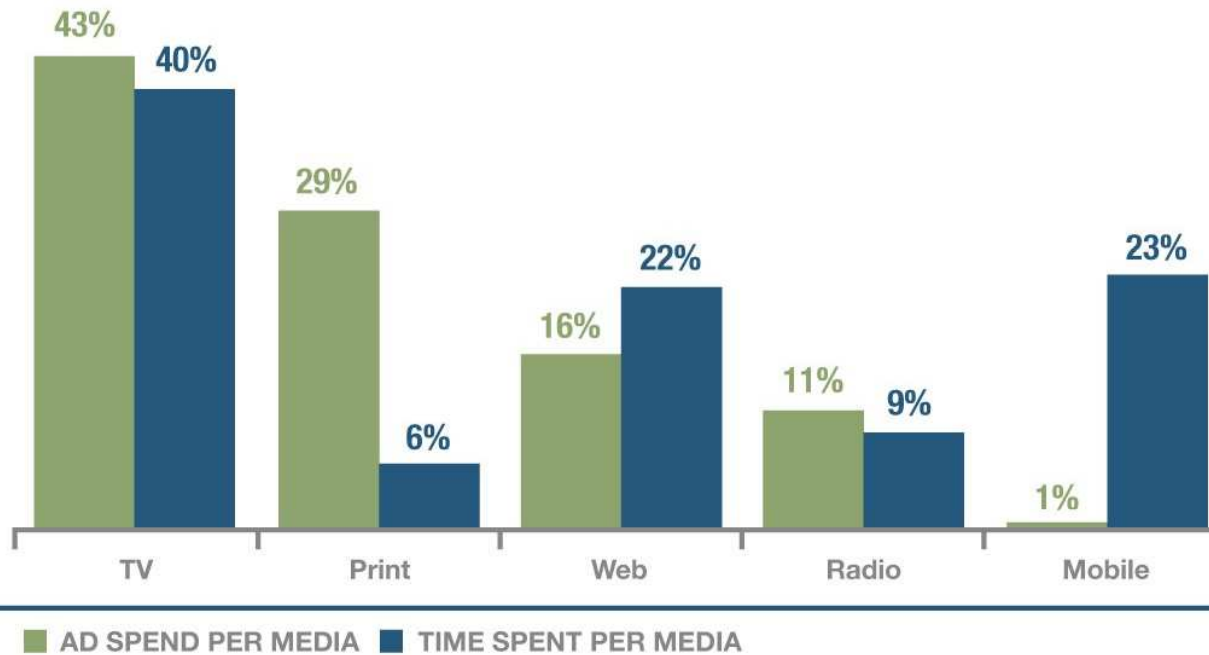
OBJECTIVES

- Minimizing Business 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.

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MOBILE ADS VS OTHERS

Ad Spending vs. Consumer Time Spent by Media

- 43% TV (Ad Spend)
- 40% TV (Time Spent)
- 29% Print (Ad Spend)
- 6% Print (Time Spent)
- 16% Web (Ad Spend)
- 22% Web (Time Spent)
- 11% Radio (Ad Spend)
- 9% Radio (Time Spent)
- 1% Mobile (Ad Spend)
- 23% Mobile (Time Spent)

AD SPEND PER MEDIA   TIME SPENT PER MEDIA

FLURRY   Sources: VSS, Mary Meeker (KPCB), comScore, Alexa, Flurry Analytics

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MOBILE ADS 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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PRODUCTS

- SMS
- Voice Calls
- Location Based Campaign
- Miss Call Service
- Toll Free Numbers
- IVR System
- Keyword on Short\Long Code
  - Dedicated Long Code Available
  - Extended Short Code Available
- International SMS

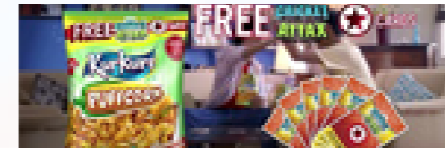# USAGES

- 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.
- International SMS: SMS to people outside India

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WHERE

- SMS:
  - Targeting Urban City
  - Educated Class
- Voice Call:
  - Targeting Rural Area
  - Senior Citizen
  - Uneducated Call
- Location Based Service (SMS & Voice):
  - Urban Target Based Campaign
  - Educated Class
  - Senior Citizen

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FEW CLIENTS

Thank you !!!