



MCoupon and Store Search via SMS

Business Requirement: The client was looking for an outsourced model of m-coupon delivery and management with real time case tracking and conversion logging. Due to the wide presence of the brand in the target location, it was also required to convey the nearest store via SMS.

Solution:

BIPL provided the client with a turnkey solution for sending SMS and embedding Mcoupon code within each SMS. Since each code was tagged to the user's mobile phone it was unique key combination. The client was also provided with an individual case tracking back – end which was communicated at each store for checking the authenticity of the code and to track conversion.

In addition, BIPL developed a pin code search for end – users to perform a store lookup via SMS. The stores were mapped with the different pin codes and each outgoing SMS was appended with a text saying “SMS <keyword> <pincode> to 099xxxxxxx to find the nearest store.”

Value Propostion:

For any retail brand, even if the discount coupon is sent via SMS, the end – user almost always postpones the decision to purchase the product due to unavailability of store information or the nearest place to buy the product. By adding the store search application we enabled the end – user to get over that mindset and search instantly for the retail store nearest to his/her current location.