



PRP

MOVING THE WORLD

IVR LOYALTY PROGRAM FOR CUSTOMERS

(COUPON/REWARD MARKETING)

1.

CLIENT DIALS THE NUMBER

MISSED CALL NUMBER



CALL DISCONNECTS AFTER RING

2.

IVR CALL COMES ON THE CLIENTS NUMBER



PROMPT 1



ARE YOU 18+ OR NOT?
(CONFIRM WITH 1 FOR YES AND 2 FOR NO)

PROMPT 2



WHICH BRAND CIGARETTE DO YOU USE?
(CONFIRM WITH 1 FOR ABC, 2 FOR PQR,
3 FOR XYZ)

PROMPT 3



ENTER THE COUPON CODE FROM THE
BACK SIDE OF THE CIGARETTE PACK.

CLIENT ENTERS THE
COUPON CODE



IF THE COUPON CODE MATCHES, THEN
THE CLIENT GETS A CASHBACK REWARD
FROM PAYTM.



ABOUT THE SOLUTION -

WE MADE A SOLUTION FOR A CIGARETTE COMPANY TO BOOST THEIR SALES...

- As shown in the flowchart, the IVR CALL comes on the clients number, playing the prompts and asking them to confirm their age, the brand they use and at last to enter the coupon code at the backside of the Cigarette Packet so that he/she can get the reward.
- This helped our customer for getting the data for all of the customers of cigarette industry and his sales also boosted by almost 65%...