

Customer story

INDUSTRY:

FMCG



HIGHLIGHTS

Professional profile management for Fast Moving Consumer Goods(FMCG) using Viva's Whatsapp for Business

CLIENT

A leading FMCG company with a distribution fleet of over 100 vehicles servicing throughout Europe.

REQUIREMENT

The company sought an integrated solution to streamline its sales and customer management processes, particularly during peak marketing campaigns.

- They regularly run marketing campaigns to increase sales, primarily during festival seasons.
- The company wanted a messaging platform to manage sales, orders, payment collections, and customer inquiries.

CHALLENGE

The client used a CRM to manage leads and has previously launched a few campaigns, primarily SMS campaigns, but they were ineffective.

The SMS campaigns alone did not help them capture quality leads, and most of them were not converted due to the current system.

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SOLUTION

[Social Media eXperience]

To address this complex requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- Viva offered a messaging platform that helped them run campaigns seamlessly whenever required using pre-designed templates verified by WhatsApp.
- The customer can now extract a complete analysis after each campaign
- The platform also allowed for real-time tracking and reporting of campaign performance.

The analysis provided the following

- Professional profile.
- Successful reply messages,
- Read receipts,
- Order management,
- Payment management,
- Integration and monitoring.