

WOWTRUCK REVVED UP REAL-TIME COMMUNICATIONS WITH TEXTLOCAL



INDUSTRY
Logistics



WEBSITE
www.wowtruck.in

About WowTruck

Wowtruck, owned by Equitas Technologies Pvt. Ltd. provides simplified and cost-effective last-mile connectivity to its customers, while also enabling truck drivers to grow their business.

The company has a tech platform that integrates mobile messaging to streamline communication and provide real-time tracking, accurate distance and rate calculation.

Business Challenge

Wowtruck needed a reliable mobile communications service to provide on-time delivery of critical notifications for real-time customer transactions including bookings and payment status, and pick-up information. Before Textlocal, Wowtruck had collaborated with another SMS provider. However, their business was adversely affected by delayed or non-delivery of real-time alerts leading to customer dissatisfaction, high operational overheads, and loss of market credibility.

“ *With our customer communication deteriorating, we were left looking for a new vendor. We wanted a solution that could help us ensure our customers got real-time alerts whilst being user friendly. Textlocal’s simple to use UI, easy API integration and highest delivery rates cinched the deal for us.*

- Mandakini Kumari, DGM (IT) ”

Solution

Textlocal provided Wowtruck a comprehensive and powerful messaging platform to easily send time-sensitive, automated SMS alerts to their customers.

Textlocal's solution involved:

- Integrating their secure and scalable APIs with Wowtruck's platform to trigger SMS alerts in real-time for booking confirmation and pick up information.
- Leveraging their multi-operator connectivity and robust & redundant infrastructure for best-in-class delivery of time-sensitive SMS.
- Providing granular reports on delivery percentage, invalid mobile numbers, click rates, device characteristics, etc.

Business Benefits

Comprehensive API documentation helped in seamless integration.

On-time delivery of critical notifications for real-time customer transactions

Reduced overhead costs due to fewer trips for pick-ups

Improved customer satisfaction and brand credibility

“Thanks to Textlocal, our customers and drivers are now kept current with the real-time status. The kind of problems we were facing earlier, we just have not faced with Textlocal. So, now we rely only on Textlocal for our transactional messages.

- Mandakini Kumari, DGM (IT) ”

Do you work in the Logistics industry? Don't miss this!

Text with attachments

Share invoices, billings, consignment status and more by easily attaching files and web URLs via SMS.

Easy tracking

Wasting time on frequent queries? Offer real-time shipping updates to customers by integrating your tracking software with Textlocal SMS APIs.

Delivery precision

Enable customers to get information on drop-off or pick-up points by sending a simple SMS with their pin code to your dedicated short codes or long codes.

On-demand updates

Allow your customers to receive updates on-demand. Forward inbound texts to your tracking software and set-up automated responses or respond manually.



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