BISLERI STREAMLINES ORDER DISPATCH PROCESS WITH TEXTLOCAL

Bisleri

🛍️ **INDUSTRY**
Retail

🌐 **WEBSITE**
www.bisleri.com

About Bisleri

Owned by the Parle Group, Bisleri International Pvt. Ltd. pioneered the Bisleri brand which is today synonymous with bottled mineral water in India. Bisleri owns 60% share of the mineral water market in India.

Business Challenge

Bisleri receives customer orders through their call centres and sends them to their distilleries for further action. The company wanted to integrate SMS alerts in their existing system to notify customers that their order had been dispatched for delivery. Before Textlocal, Bisleri's business was affected by poor communication. The delivery personnel would reach the customers' site only to find there was no one to receive the order since the customers had not been notified of the delivery dispatch. The order, therefore, had to be re-delivered or the delivery personnel had to wait and this resulted in additional cost to the company. The customers were also dissatisfied since they were unable to stock up, which impacted their business.

> *Lack of timely communication was resulting in disgruntled staff and customers. There was an immediate need for sending automatic updates. After evaluating multiple vendors, we realized Textlocal was the best.*
>
> *- Raghavendra Muttagi, Supply Chain Planner - South*

Solution

Textlocal provided Bisleri a secure and scalable SMS API platform to send automated SMS notifications from its supply chain software. Textlocal's comprehensive API documentation with extensive code snippets enabled Bisleri quickly integrate SMS APIs and get started within minutes. Backed by Textlocal's robust technology infrastructure and intelligent SMS gateway, Bisleri realized best-in-class delivery rates and speeds for all its SMS alerts.

Business Benefits

Textlocal SMS platform enabled Bisleri seamlessly automate its dispatch alert mechanism and brought in a high level of visibility into the order delivery operations. Now, customers are instantly notified via SMS when their orders are dispatched, along with information such as driver's name, and vehicle number. Customer satisfaction has increased as they can estimate the time of arrival and be on site to receive their order, making the entire process smoother.

With real-time dispatch alerts, Textlocal helped Bisleri streamline its order delivery process and unlocked immediate value and cost benefits to all its stakeholders. Timely notifications also served to check the domino effect cascading from Bisleri to its customers, and in turn, to their customers.

> *Textlocal has been a big hit with our delivery personnel as well as with our customers. Sending updates has reduced our delivery times and brought a lot of visibility into the system. Our experience with Textlocal has been smooth and we are satisfied with the service.*
>
> *- Raghavendra Muttagi, Supply Chain Planner - South*

Do you work in the Retail 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.

Shopper feedback

A good day or a bad-hair day? Track customer experience and your service quality by gathering instant feedback from shoppers through a survey sent via Textlocal platform.

Join 225,000+ Delighted Customers

INDIA'S HIGHEST RATED SMS PLATFORM

TRUSTPILOT | TRUST SCORE 4.8/5

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