

# EDENRED AUTOMATED REWARD & LOYALTY MANAGEMENT PROCESS WITH TEXTLOCAL



## INDUSTRY

Advertising & Marketing Agencies



## WEBSITE

[www.edenred.co.in](http://www.edenred.co.in)

## About Edenred

Edenred is a leading distributor of meal vouchers and also the the inventor of Ticket Restaurant. A world leader in prepaid corporate services, the company specializes in offering transactional solutions for companies, employees and merchants including meal and food purchases, childcare, leisure activities, gift vouchers and incentive programs.

## Business Challenge

To run reward campaigns for a major bank, Edenred wanted a reliable bulk SMS provider to send out loyalty coupons and codes across sectors like ifestyle and entertainment to the customers of the bank. They required a solution that can validate caller's mobile number to ensure eligibility and send coupon codes via SMS to eligible customers. The solution also needed to validate against the number of coupons each customer was eligible for.



*We were searching for a bulk SMS platform that could provide maximum reach and connectivity. Our IT team recommended Textlocal to us and after due comparison and testing, we opted for Textlocal.*

*- Prem Anand, Manager (Operations)*



## Solution

Textlocal designed a bespoke end-to-end solution which included:

- Configuring missed call numbers for each sector and sending them to customers via SMS
- Validating customers' eligibility to receive the coupon code and also the number of codes they were eligible for
- Triggering automated text alerts to all customers that gave a missed call - sending codes to redeem reward coupons to those who were eligible, and notifying those who were not
- Monitoring response rate in real-time to continuously improve the campaigns and follow-through

## Result

By collaborating with Textlocal, Edenred gained access to a powerful and comprehensive SMS marketing platform with award-winning features which made customer engagement, tracking, analysis and campaign management easier.

Edenred benefitted from Textlocal by being able to:

- Easily run successful marketing campaigns with on-time delivery of SMS alerts
- Improve client's brand affinity
- Increase the customer engagement rate
- Capture data of customers who benefited from the campaign

“ *We have been using Textlocal for running reward programs for HDFC. It has been a smooth sailing. Being able to generate reports in real-time has helped us keep track of our campaigns and understand the ROI we have been able to attain.*

- Prem Anand, Manager (Operations) ”

## Do you work in the Advertising & Marketing industry? Don't miss this!

### Promote special offers

Enhance your client's marketing campaigns with special offers and discount vouchers. Let us manage these for you from [voucher creation to redemption!](#)

### Leads from offline ads

Ever wondered about inserting a call-to-action in your billboard ads? Now get ad viewers to send SMS to your [client's short codes or long codes](#) or just give a missed call for offers or for more information. Configure unique CTAs for each of your billboards and track their ROIs separately.

### Conduct market research

Easily create [mobile-optimized surveys](#) on our platform, share them via SMS and get superior response rates for your clients' market research and data collection campaigns.



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