

CASE STUDY.2012

Industry: Telecom

Customer: Loop Mobile

Services by: Kirusa Inc

Platform: Voice Platform

Loop
Sulekha
Mobile
Classified
Service



**Deals on Tips:
Value Add for
Customers**

About Loop Mobile

Loop Mobile, with over 3 million customers in Mumbai, has several firsts to its credit in the value-added services (VAS) space which are technologically state-of-art and yet customer friendly. It has been the first operator in the country to launch GPRS, Caller Tunes, Intelligent Network for Prepaid, Roaming on Prepaid, Missed Call alert etc. Loop Mobile launched Loop Mobile Videos, Loop Mobile Mail, Loop Mobile M-News, Reply-All, Multimedia Messaging Service (MMS), Mobile Karaoke and Live Trading and more. It revolutionized the market further by launching Epaid - a new line of service and combining the benefits of prepaid and postpaid services. Loop Mobile introduced for the 1st time in India a Network Challenge -- giving subscribers money back for every call drop since December 2010. It also created a new benchmark in service in Mumbai by launching again for the 1st time in India in December 2010 a 'Service Guarantee'. This has two promises - to activate any service within 15 minutes flat or answer all calls at call centre within 10 seconds or else provide a free coffee voucher to the customer.

Background

Technology has added many layers of comforts to human existence. The memories of bulky telephone sets in our drawing room are still fresh; not too long ago we booked trunk calls to speak to someone in other cities or country – two-way communication came at a premium. Pager brought in a fresh dimension to interpersonal communication – text was used for the first time to communicate. Mobile telephony added tremendous speed to two-way communication. It cut the barriers of time and space. It made communication seamless. Internet brought in a new dimension – it expanded the horizon of two-way and multiple channel communication, it heralded the death of distance. Mobile and internet today have metamorphosed the way we connect, communicate and conduct businesses.

Loop Mobile, Mumbai's Non-stop Network, announced a tie-up with India's largest online classified portal, Sulekha Classified Service to offer local needs services in Mumbai. Loop Mobile Local Needs is in association with Sulekha, which is India's foremost provider of all kinds of classifieds needs ranging from property, sale or hire, household needs, loans etc. Subscribers simply need to dial 55160 (toll free) from their Loop Mobile. As an added benefit, subscribers can also post their advertisements free of cost. Or they can also avail special discounts for premium postings.

The search service will offer Loop Mobile subscribers instant and concrete information as per their need and context. The basic information on products and services like hotels, restaurants, cab services, real estate agents, financial agents, rentals, educational, interiors, coaching institutes and much more shall be handy and of great benefit to the subscriber.

Loop Mobile Innovation

A leading player in the Mumbai circle for over 16 years, Loop Mobile has constantly strived to bring the best experience to its customers. Loop Mobile deployment of Kirusa's voice platform to bring to its customers seamless connectivity with a leading local classified service provider is yet another significant innovation.

Need for Mobile Utility Service

Loop Mobile has always believed that modern consumers are increasingly relying on using their mobile phones to avail of a variety of services – and what if consumers were given the option of searching for options to address their day-to-day personal and professional needs through a mobile classified service. A house on rent, a teacher to learn guitar, a temporary driver or even a second-hand office desk! In other words, Loop Mobile contemplated offering a classified service to its consumers on move.

Choice of Sulekha

Sulekha is India's leading online and mobile platform, enabling millions of connections and transactions every month. We do this by innovatively integrating multiple mechanisms – business listings, classifieds, deals, ecommerce and reviews/ratings – through which our users satisfy their local needs across multiple domains: Property, Home Needs, Office Needs, Lifestyle, Health, Education, Mobiles, Eat-outs, Cars, Travel, Jobs, Food. In addition to this, Sulekha is rated as the most popular Indian site for local commerce and the 4th most popular Indian site overall by comScore. It attracts over 20 million visits per month from users seeking to transact, besides registering over 3 millions connections plus transactions per month. It has 5500 + purchasable deals and over 2 million M business listings. It has a 2 plus million classified ads plus responses per month.

“We are a Mumbai operator and it is imperative to offer services that suit our subscriber needs. As the mobile phone continues to grow as an integral part of our lives, we hope Loop Mobile Local Needs will work as a convenient tool to access relevant information instantly on mobile phones”. Mr. **Surya Mahadevan**, Chief

Operating Officer, Loop Mobile (India) Limited said

Sulekha Services

- Sulekha offered consumers the ability to enquire and seek help on various needs such as looking for a home on rent / businessman might be looking for an office space on rent.
- This is a one of its kind service and a huge value add for mobile customers that Sulekha was offering – and made available to consumers in a hassle free manner

Toll Free Service for Loop Mobile Subscribers

Loop Mobile continues to improve their service offerings to consumers and works relentlessly on adding more value to subscribers' experience. Consumers today use their mobile to do a variety of things including exchange of information. However, they are at a loss when it comes to using mobile phones to address their local search needs - let's say locating a domestic help placement agency or a plumber. There was a clear need in this space and to address this need of its consumers Loop Mobile decided to launch a **Toll Free Classified service**. They needed a partner with experience in helping buyers and sellers connect and Sulekha was the apt choice. Sulekha and Loop Mobile partnered to offer this first of its kind service to Loop Mobile Subscribers in Mumbai.

Now Loop Mobile subscribers can call 55160, select their preferred language and choose the category for which they are seeking information or need any assistance. The **Voice Platform** captures the customers details and passes onto the Sulekha call center which in-turn calls the customer and then assists the customer by addressing their queries as well helps the customer in posting a free classified onto their website www.sulekha.com

Loop Mobile Sulekha Mobile Classified Service: Benefits to Customers

Loop Mobile Sulekha Classified Service allows consumers to satisfy their many local needs in the quickest, smartest way possible. With this service consumers can transact with local businesses in an environment of trust and security and address their local search needs across multiple domains like Property, Home Needs, Cars & Automobiles, Office Needs, Health, Lifestyle etc.

Loop Mobile consumers can now call the Toll-Free number and get answers to all their Local needs. They can also do the following:

- Users can post a classified advertisement for Buy / Sell on Sulekha.com free of cost
- Users can sell or buy old & used item

All this by one simple call and that too Free of Cost!



Unique Quadrilateral Collaborative Model

Deployment of Kirusa voice platform now means a happy situation for all four partners – Loop Mobile, Sulekha, Kirusa and the customers!

- ✚ Customers don't have to pay, unlike in past
- ✚ Loop offers value add to its customers
- ✚ Sulekha gets a new customer base
- ✚ Kirusa gets a happy customer

