

**CASE  
STUDY**



**Missed Call to offer  
discounts and increase  
Customer footprint in  
stores across the nation**

# Missed Call to offer discounts and increase Customer footprint in stores across the nation

## Missed Call Case Study

### About the Organization

J. Junaid Jamshed is a leading fashion retail brand of Pakistan. The brand targets men, women and children clothing, footwear and accessories through its stores within and outside Pakistan. Its mission of “adding vitality to life” has been observed in its marketing and promotional activities undertaken to cater the target audience.

### Challenge

J. Was looking for an innovative and non-intrusive way to engage with a large pool of consumers using mobile technology. The brand's objective was to capture mobile numbers by offering discounts and increase customer footprint in their 57 stores across the nation that could later be used for intelligent data driven marketing to promote its brand.

### The Solution

Eocean provided a completely automated web based Missed call Solution which provisioned a phone number that J. showcased on their billboards, In-store standees and social media. In order to participate in the one-day campaign, consumers gave a missed call on a dedicated number and the call got disconnected automatically without getting charged. As a response to this, they received a thank you text message for every missed call and a customized text message offering different store level discounts for every 5<sup>th</sup>, 10<sup>th</sup>, 15<sup>th</sup> and 20<sup>th</sup> caller. Automated rules were for offering discounts and to reset the counter to 1 after the 20<sup>th</sup> missed call to repeat the discount cycle.

### The Results

- ▶ Campaign generated 122,000 missed calls
- ▶ Analytic report identified 50,587 unique numbers for future brand engagement