

**CASE
STUDY**



2 way SMS solution to facilitate faster and effective transmission and processing of business to business (B2B) orders

2 way SMS solution to facilitate faster and effective transmission and processing of business to business (B2B) orders

Two-way SMS communication Case Study

About the Organization

Syngenta Pakistan Limited is a subsidiary of Syngenta Participations AG, Basel, Switzerland. The principal activities of the company comprise of import and sale of agricultural products. The company operates through a big network of Franchisees (customers) to provide crop protection products and seeds to farmers across the country.

Challenge

Syngenta Pakistan was looking for a communication channel to provide faster, easy and an effective way of booking and confirming orders from its customers across the country.

They also wanted to be able to provide a mechanism to their customers to check their outstanding balance against the delivered inventory without any human involvement.

The Solution

Eocean provided a dedicated short code to enable 2 way sms communication between Syngenta and its customers. Inbound and outbound SMS is integrated into Syngenta's business application using SMS APIs to automate tasks such as order booking, order confirmation and balance inquiry. Syngenta can easily configure auto-responses for order booking and balance inquiry on keywords using an online portal. Customers use a predefined format using short code keywords to perform order related communication with Syngenta.

The Results

- ▶ Increase in order volumes by providing an easier, quicker and a reliable way to its customer to book and confirm orders.
- ▶ Increase in customer satisfaction as their order can be handled much faster and they can stay up to date with the real time information about the outstanding balance on their accounts on a 24x7 basis.