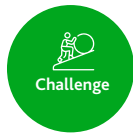


Unlock Precision Marketing: Kalaam's Enterprise Messaging Platform Revolutionizes a Leading Retail Group's Targeted SMS Marketing Campaigns

Location: Bahrain | Industry: Retail | Cluster: Voice & Communications



Engaging with a large customer base through a strong SMS platform

Considering the specialty of the retail sector, the team needed a solution to facilitate the successful engagement of SMS marketing campaigns, effectively announcing sales and special promotions at the various outlets. This tool had to have the ability to announce sales and special promotions across multiple outlets, sending high volumes of SMS messages with multilingual capabilities and a high delivery rate to ensure extensive customer reach.



Kalaam's powerful tool for SMS messaging

Enterprise Messaging Service (EMS) platform, successfully transmitting both transactional and promotional messages. This platform enhanced the Group's marketing campaigns by enabling more precisely targeted SMS, resulting in a higher delivery of messages and an increased conversion rate among interested customers. Additionally, the flexibility offered by Kalaam's EMS contributed to improved cost efficiency for the customer.

"Since adopting Kalaam's new platform, our SMS campaigns have experienced enhanced delivery rates, expanding our reach to more customers. This shift has significantly improved our outcomes compared to our previous approach, where we used to spend significant amounts of SMS without clear insights into performance tracking."

Customer Testimonial

Overview

A fashion and retail group based in the UAE with its headquarters in Dubai, operates across more than 14 countries, primarily in the GCC region. These countries include the UAE, Oman, Bahrain, Kuwait, Saudi Arabia, Egypt, South Africa, and Indonesia. The company manages a diverse portfolio of brands. Established in 1999. A huge volume of customers interacts with the Group's products; therefore, it is essential for the group to keep the end customers informed about new offers and products.

Benefits



Higher Delivery Rate



Single Platform



Real-Time Reporting