



Order Reconfirmation System

About the Organization

It is an online seller offering a one-stop solution for tech accessories such as mobile covers, tablet accessories, cables, power banks, Android TVs and CCTVs.

Challenges Faced

It specializes in selling accessories for various brands and deliver the same from the warehouses in different cities. Many of the online orders received had “cash on delivery” selection for payment. It became necessary to have a validation done before the product is shipped from the warehouse.

Solution Deployed

- ▶ Product Order Confirmations (Route Mobile Intelli Responder and SMS).
- ▶ Once the user placed an online order, the OBD call gets generated from Route Mobile to validate and authenticate the order.
- ▶ User is asked to confirm the order with order details like Order ID, Product name and date by pressing the correct key (DTMF input).
- ▶ Once the user confirms the order through valid DTMF input, the order is finally placed for convenient cash on delivery mode of payment.
- ▶ API based Call & Reporting.
- ▶ DTMF input recording.
- ▶ Retry Logic for answered calls.
- ▶ Time based configuration (8am-8pm).

Impact of Solution

- ▶ Reduced fake orders as authentication of Mobile Numbers is done.
- ▶ Cash on Delivery (COD) order was more accurate & hassle free.
- ▶ Improvement in COD sales.
- ▶ Reduced manpower to validate the order.