

How United Phosphorus Limited Increased Sales Conversions with Texting



“ We needed a real-time and reliable way to get the right information at the right time to our customers. SMS-Magic helped us to establish a personal connect with our target audience.

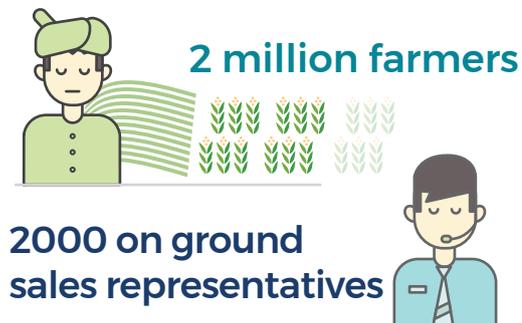


“
- Suryam Chapara
Deputy General Manager, CRM,
United Phosphorus Limited

About United Phosphorus Limited

United Phosphorus Limited (UPL) is a global agricultural company that manufactures crop solution products from seeds to post-harvest solutions.

BUSINESS CHALLENGES



UPL's customers are farmers, who in India are mostly in remote areas. It focuses on 2 million farmers, so reaching out to them in person was costly, even with a 2000 strong team of on ground sales representatives. A UPL sales representative for an area could just reach 300 farmers in a day.

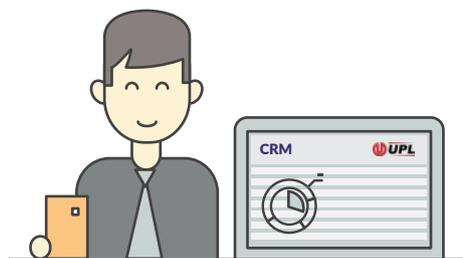
Mass media options like TV and newspaper were tough to measure in terms of reach, effectiveness and relevance.

Although UPL also has a call centre, where 100,000 farmers would call monthly with queries, this was still not quick enough to reach 500,000 rice farmers in a day, for instance.

UPL needed a way to provide quick solutions to farmers in urgent situations like fighting crop disease or pests.

SOLUTIONS

UPL was looking for a solution which would work with their Salesforce CRM, so that conversations could automatically be logged there. UPL's Salesforce implementation partner recommended SMS-Magic. After an initial configuration and testing, UPL decided to go ahead with us.



SMS-Magic's texting experts then worked closely with UPL to plan and action their messaging.

"We discussed best practices in their industry for messaging, based on our experience. Since calling in rural areas is expensive and time consuming, texting is better," says Tanaya Pal, Territory Manager, (Australia, Europe, India), SMS-Magic.

Messages in local languages are easier to read. SMS-Magic team members also advised UPL that they should "take an incoming number to receive responses to messages."

PROCESS



Spreading awareness

UPL advertised a toll free number on the packaging of all its products and its promotional material, to encourage farmers to call and ask for any information they needed. Farmers called with their queries regarding rainfall, pest control, diseases, etc.



Building database

Farmers who called the call centre would be registered in the texting database. They would receive an automated welcome message with information related to their registration.



Engaging customers

UPL sends general educational messages twice a month to 1.5 million farmers. It also promptly responds to farmer queries it receives via message. It receives queries in regional languages and messages back answers in the same language, making it easy for farmers to understand the information they get.

"SMS-Magic is really good. The platform is working very well for reaching farmers and touching base with them regularly. Once a farmer is registered, he gets information about his registration through SMS. Then whenever he raises a query about a pest or a disease on his field, an SMS goes to him, with a recommendation. Like, use so and so product at this particular dose, things like that."

- Suryam Chapara, Deputy General Manager, CRM, United Phosphorus Limited



Closing the sale

When a farmer contacts the call centre, the rep sometimes gives him a product recommendation. A text also goes to the farmer with the product name, as a reminder. Conversions in such cases are above 50%. A text also goes to the distributor, in areas where a particular crop solution is more in demand. This enables them to stock up accordingly.

SMS-Magic's messaging experts send UPL messages content to the Telecom Regulations Authority of India (TRAI), which ensures they meet government regulations.

"SMS-Magic support is great. They're always helpful to us. We're very happy with the platform." -Suryam Chapara, Deputy General Manager, CRM, United Phosphorus Limited

RESULTS

Increased Sales Conversions 1.5 Million Farmers Reached Monthly



By reaching out to 1.5 million farmers every month, UPL has strengthened its relationships with them. It has established itself as a thought leader in their eyes. By providing relevant information to farmers when they most need it, it has helped farmers optimize their farm's productivity.



UPL is planning to extend its use of messaging in countries like Mexico and Indonesia, after the success it has achieved with texting in India. It has also piloted messaging for its distributors and sales team.

It is using messaging for complaint management and payment receivable reminders for its distributors in its CRM. It shares a unique mobile number with them in a message, which they can text. All replies are logged in their Salesforce CRM, making it easy for them to track and resolve.

"We can better reach our customers vis-a-vis our competition and faster. If you want to reach 500,000 farmers in a day, the best means of communication is SMS."

- Suryam Chapara,
Deputy General Manager, CRM,
United Phosphorus Limited



ABOUT SMS-MAGIC

SMS-Magic is a proven bi-directional text messaging application that integrates with Salesforce. Features include batch texting, scheduled texts, and no-coding workflow driven texts along with workflow driven keyword responses. We have over 1,500 clients across 190 countries. Engage buyers, retain and increase customer revenue with individual text conversations all captured in Salesforce.

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