

# CLIENT CHRONICLES

A SNIPPET FROM A RECENT CLIENT INTERACTION WITH VIVA DIGITALLY



## CLIENT

*A leading FMCG company with a distribution fleet of over 100 vehicles servicing throughout Europe.*

## REQUIREMENT

They regularly run marketing campaigns to increase sales, primarily during festival seasons. The company wanted a messaging platform to manage sales, orders, payment collections, and customer inquiries.

## CHALLENGE

They use a CRM to manage leads and have previously launched a few campaigns, primarily SMS campaigns, but they were ineffective. The SMS campaigns alone did not help them capture quality leads, and most of them were not converted due to the current system.

## SOLUTION **WhatsApp for Business**

With the help of "Viva's WhatsApp for Business", we offered a messaging platform that helped them run campaigns seamlessly whenever required using pre-designed templates verified by WhatsApp. The customer can now extract a complete analysis after each campaign, including;

- Professional profile.
- Successful reply messages,
- Read receipts,
- Order management,
- Payment management, and
- Integration and monitoring.



## CONTACT

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