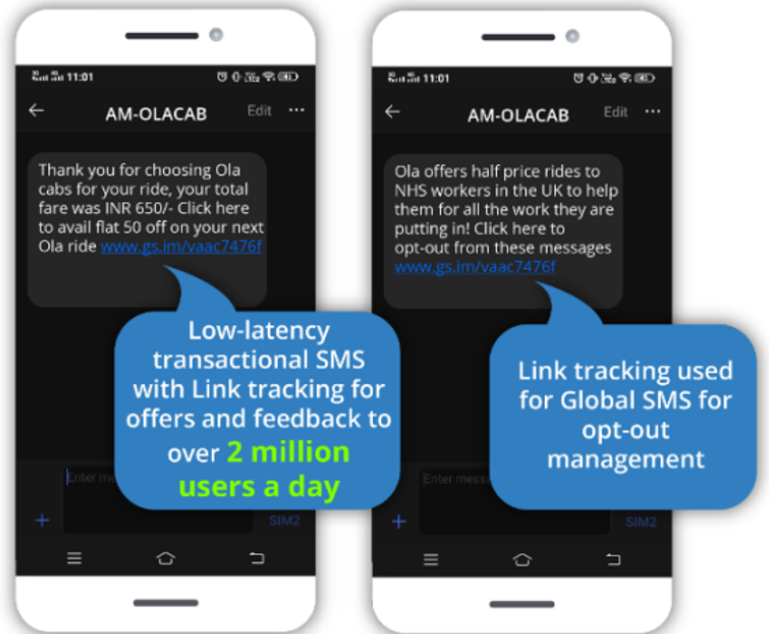


Case Study: OLA






Given OLA's global ambitions, they needed a messaging partner that could provide a single Global messaging API that can handle seamless communication between OLA and their network of drivers and customer across multiple geographies and messaging channels including SMS, Voice, WhatsApp, RCS.



Solution:

Gupshup's single Messaging API helped Ola communicate and engage with their drivers and clients seamlessly.

-  As OLA expanded from India to international markets such as Australia, New Zealand and the UK Gupshup enabled Ola cabs to seamlessly communicate with its drivers and customers in real-time across multiple channels in these international markets, using Gupshup's promotional and transactional messaging capabilities, with link tracking options for referrals, local offers and capturing ride feedback surveys.
-  Since opt-out link tracking is mandatory for the GDPR regulation in UK, Gupshup managed consumer opt-in and opt-outs and also ensured all SMS communication in the UK went out with link tracking details for opt-outs as well.
-  Gupshup also enabled customer privacy and safety by ensuring the drivers and customers communicate via a common number that is connected from the backend to avoid sharing customer contact details with the drivers.