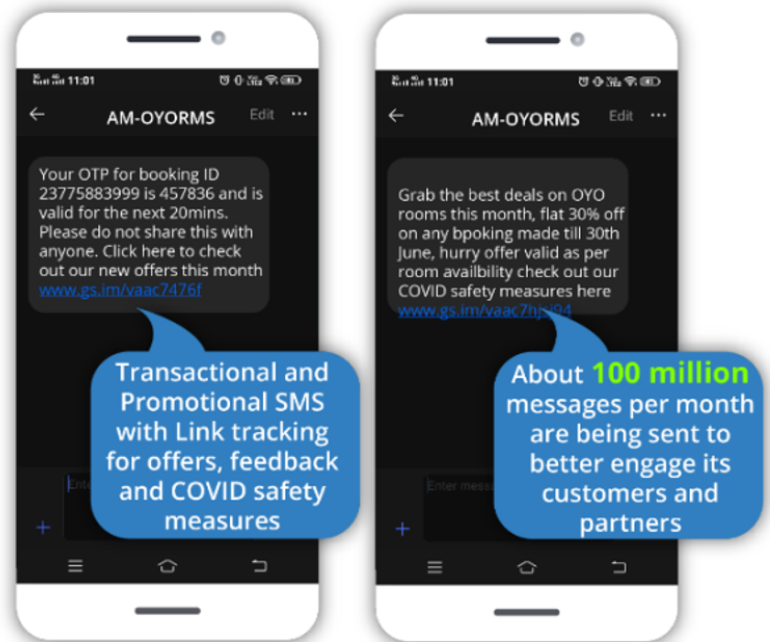


Case Study: OYO






OYO Rooms decided to partner with Gupshup to engage and communicate with its customers and living space partners, as Gupshup's Global Messaging API helped reach its customers and partners across multiple geographies and messaging channels including using mobile web-widget for NPS surveys and feedbacks



Solution:

Gupshup helped OYO to grow and engage its several million customers base across various geographies and messaging channels

-  Gupshup provided OYO with low latency 2FA and transactional messaging with Voice OTP backup using its single messaging API across countries such as India, Indonesia, Malaysia, Vietnam, and Philippines.
-  Gupshup's Mobile marketing tools like link tracking were also used by OYO to market various promotional offers, manage opt-in opt-out, get customer feedback, run COVID safety campaigns and various other marketing activities.
-  Gupshup also provided OYO with a unified dashboard for real time usage statistics and a single panel to browse through all their marketing campaigns across all countries thus helping OYO seamlessly expand to new markets and increase their global presence.