gupshup

CASE STUDY:

Indian Information Systems Company processes ~40 lakh records a day with the Gupshup solution

Introduction

The Indian Information Systems company designs, develops, implements and maintains important information systems of the Indian Railways.

The Challenge

Staff of the Indian Information Systems company are required to manually upload the train update status on the pre and post chart data. This ended up taking a lot of human effort on a daily basis, which was tedious as well as error prone at times. The need to automate the entire process was very urgent.

Conversational Messaging Solution on WhatsApp

Gupshup, with its conversational messaging platform, has been able to automate the process of making data entry to a great extent. Gupshup provided Secure File Transfer Protocol (SFTP) to the company. On transferring the files in this SFTP, Gupshup's script automatically pulls up the record and processes the campaigns. This automation was so successful that we helped process close to 40L records per day. We also created a searcher for the company to provide visibility on the messages triggered and the train status.

Impact of Conversational Messaging

The major impacts of integrating the Gupshup solution included:

- Man hours saved from the client's end. The manual updating of the pre and post chart data and train status has been reduced extensively.
- Auto processing ensures data security.
- Improved the overall visibility for the critical messages.
- Removal of human error and lag due to absence of manpower.