

Onboarding clients in real-time through SMS

CLIENT: Major US Pharma Tech Company

PROJECT TYPE:

HEALTHCARE

ONBOARDING

SMS

REAL-TIME

TECHNOLOGIES INVOLVED:



Adobe Campaign Classic

munvo
SMS Gateway

Munvo's Role



Challenge

Conduct over 200K+ conversations per month using real-time data capture and real-time onboarding, integrated to client API



Timing

- Initial 2-month engagement
- 1-2 new client uses cases every quarter (ongoing)

What?

- Established integration with client "microsite" to initiate SMS conversation
- Integrated SMS Gateway and Adobe Campaign Classic with internal APIs to capture responses (preferences, opt-ins)
- Real-time delivery of mobile wallet cards for immediate client redemption

How?

- Leveraged SMS Gateway with webhook APIs to call real-time events
- Scalable design allowed same design to support new clients with minimal changes

>> Results



Decreased co-pay activation time from **days** to **minutes**



High client engagement, with an average client conversation of **5.8 messages per month**



Active delivery of over **500k SMS messages** per month, with over **100k** conversations



Opt-out rates **less than 0.5%**