

Bulk SMS - Game Changer For Political Parties



About the Political Party

The political party in consideration is a state party with an influential following in the urban regions of the North India. Due to confidentiality agreement of the study, name of the party has not been disclosed.

Challenges

Reaching to a larger audience

The political party is functional mostly in the urban regions and wanted to simplify its the process of adding volunteer members. In early 2015, the party adopted the process of adding members using the web-based forms. Links to the form we distributed over emails and several online portals (party's website, social media channels, etc.). The campaign did not deliver the expected results and it was noticed that a very small number of clicks were landing on the web form. So, the first challenge was to reach the larger number of audience and getting them reach the web form.



Servetel's Bulk SMS Solution

Even though the followers for the party was urban-based, their activeness with emails may not be very high. Moreover, SMS is more personalized option and instantly impacts the recipient. So, the party opted for Bulk SMS service of Servetel to send a number of text messages in one go.

Results Delivered by Servetel's Bulk SMS

- Compared to the email campaigns, Bulk SMS campaign earned a massive improvement of **71%** in the ink-click.
- The response to the message was more **instant**.

Simplifying the Process of Joining as Members

After the improvement of the clicks on the web form, the increase in the membership was visible. But a closer analysis indicated that ratio of form submission and landing on the page was very low. The party listed some of the reasons that might be keeping the form submission rate low:

- Form filling process was lengthy
- Form might not be compatible with different mobile phone versions
- Users may be afraid of submitting the details on online portal considering the various cyber threats

Servetel's Missed Call Solution over Virtual Number

Servetel's missed call solutions can be used by the political parties to track the response of the prospect members. They deployed two different Virtual Numbers - one to confirm the membership and other to decline it.

- Process of dialing a missed call is simpler and quicker than filling a form
- Dialing a missed call is possible for every phone (even those without internet access)
- It overcomes the cyber threats that loomed with the online forms
- By offering the opt-out/decline number, the political party was able to filter out the uninterested prospects
- The contact numbers of the interested members are added to the logs for later followups



Results Delivered by Servetel's Missed Call Service

Missed call service by Servetel was able to overcome the concerns that the political party had anticipated as the reason for people not filling the form

- Compared to online-form request, the missed membership acceptance increased by **136%**

Improving Turnout at Political Events

The political party organized various political and social events, for which it required the participation and attendance of its followers(members).

Servetel's Bulk SMS and Voice Broadcasting Solutions

The political party used the same Bulk SMS and Voice Broadcasting solutions to notify about the campaigns it is organizing to update the followers about venue and timing. The practice was initially adopted for testing purpose at garbage cleaning drive organized by the party.

Results Delivered by Servetel's Bulk SMS and Voice Broadcasting Solutions

- Compared to almost similar garbage cleaning drive organized earlier by the party, the one powered by Bulk SMS and Voice Broadcasting Solutions gained an impressive **60%** increase in member participation.

