Voiceback Analytics

Microsoft Solutions Partner
Data & AI
Azure

Personalized Promotions Engine: Driving Tailored Offers at Mumbai Duty Free

Voiceback Analytics has built a Dynamic Promotion Engine for Ospree Duty Free (Mumbai) that delivers personalized offers based on a customer's purchase history and ongoing in-store promotions. Customers scan a QR code, enter basic details (passport, name, phone), and instantly receive tailored offers via SMS, WhatsApp, and web. The system uses real-time data and intelligent profiling to boost conversions, enhance customer experience, and improve promotional efficiency. Scalable and cloud-based, it sets a new standard in personalized retail engagement, driving loyalty and sales.

At a glance

Voiceback Analytics

Customer: Dynamic Promo Engine

Website: https://https://www.ospreedutyfree.com/

Customer size: Large (1,000 - 9,999 employees)

Country: India

Industry: Retailers

Products and services: Microsoft Azure

Voiceback

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Voiceback,Ospree Duty Free, and Microsoft Azure

Customer challenges

While the store enjoyed high footfall, traditional discount strategies applied the same offers to all shoppers, limiting the potential for customization and tailored incentives. Ospree Duty free aimed to make promotions selective, relevant, and engaging-ensuring that each passenger received offers tailored to their preferences and past purchases. Ospree wanted to unlock new ways to optimize shopper experience, boost conversions, and create a more dynamic retail environment.

Partner solutions

Voiceback Analytics delivered a Dynamic Promotion Engine that uses real-time profiling to deliver personalized offers via QR code, SMS, WhatsApp, and web. Built on Microsoft Azure, the solution leverages multiple Azure components for fast, scalable data processing and delivery. Primary benefits include personalization at scale and real-time engagement; secondary benefits include seamless integration, security, and cloud reliability from Microsoft azure

- ✓ Ospree Duty Free in Mumbai achieved a 22% increase in conversions, delivering personalized offers in real-time, enhancing customer satisfaction and driving higher sales.

- ✓ Real-time offer delivery via SMS, WhatsApp, and web streamlined promotions, reducing manual efforts and increasing operational efficiency.

- ✓ The integration with Microsoft Azure's secure, scalable cloud infrastructure improved data processing speed and allowed for seamless, scalable growth without compromising performance.

Customer benefits

Ospree Duty Free in Mumbai saw a 22% uplift in conversions and faster campaign rollouts using Voiceback's solution on Microsoft Azure. Real-time personalization led to improved customer satisfaction and higher ROI. "With Azure, we scaled effortlessly and delivered dynamic offers in seconds," said Voiceback. Azure's secure, scalable cloud services enabled seamless data integration, reduced manual effort, and empowered smarter, faster promotions than ever before.

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