

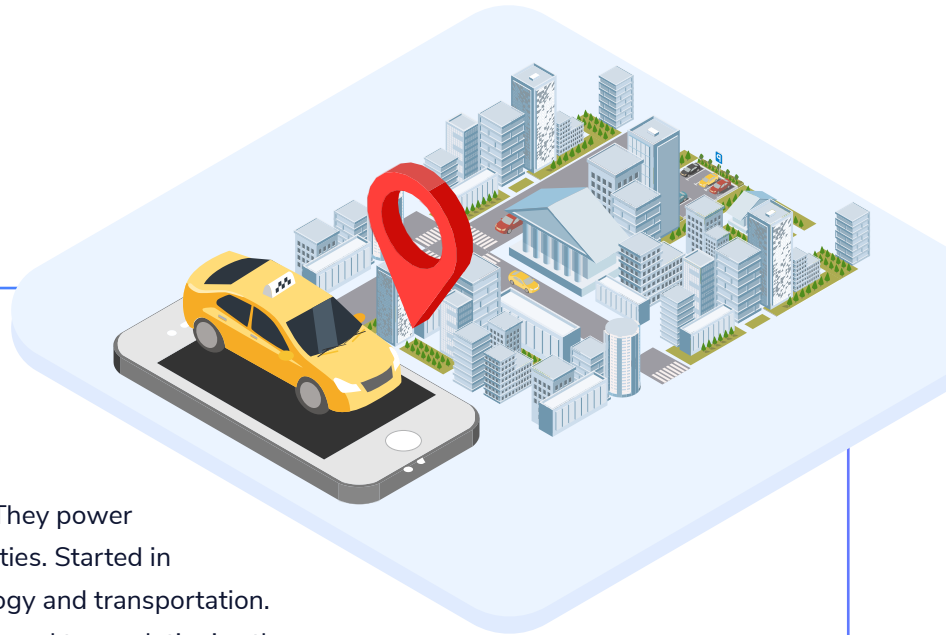


 **OLA Case Study**



## Summary

One of the most significant cab aggregators in the country at present, Ola, utilises Exotel's cloud telephony services for all of its communication operations. Ola's business is heavily dependent on customer communication via calls & SMS. They were looking for a cloud telephony solution that they could easily track, scale and rely on. Exotel did just that. Exotel's value added features such as number masking, click-to-call and automated IVR calling revamped customer experience on Ola.



## About OLA

Ola is one of India's biggest cab aggregators. They power over 7,50,000 cab rides in a day in over 100 cities. Started in 2010, Ola cabs is the perfect blend of technology and transportation.

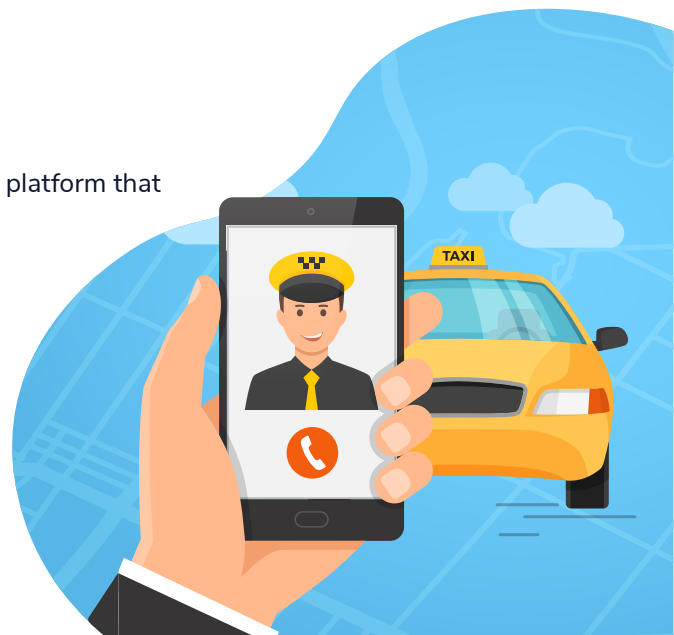
With multiple categories of cabs, Ola has managed to revolutionize the way people travel. They were the first to make available a full-blown mobile app for Android and iOS that allows customers to check, book, track, communicate and even pay for their rides without having to make a single phone call ever!

### OLA Overview

Founding Year	Total Funds Raised	Funding Rounds	Founding Team	Employees (Range)	Cities Listed	Fleet Size (Rented)
2010	\$2 Bn (estimated)	3	2	6000	110	600000

## Objectives

- Running their day-to-day business via phone calls through a platform that they could easily track, scale and rely on
- Connecting drivers and riders without compromising on the customers' privacy
- A smarter way to capture driver training feedback
- Driver updates and engagement via call and SMS



## OLA deployed Exotel's features for following Challenges

### **Problem:** *Connecting the driver and the rider*

Ola's business is heavily dependent on customer communication via calls & SMS. They needed to provide their drivers with an easy, reliable, and scalable calling solution that would simplify communications between the driver and rider

### **Solution:**

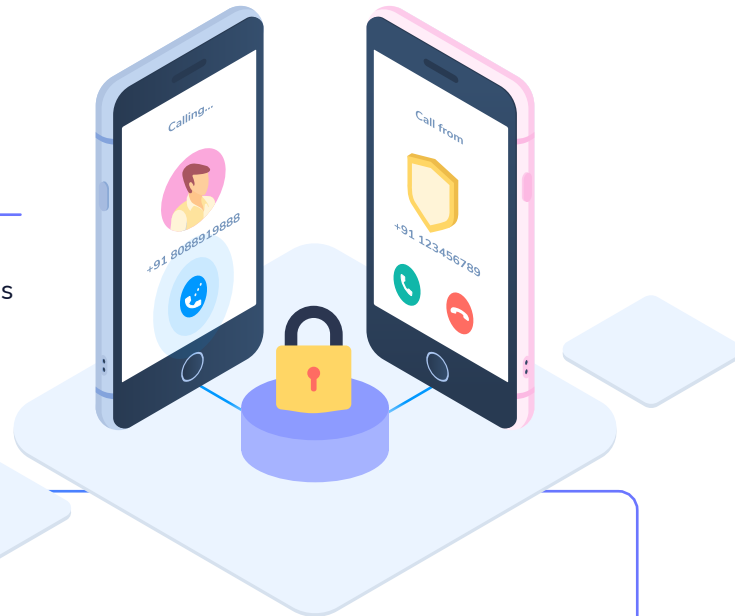
*Click to call with Exotel*

Ola's drivers could now easily call customers using Exotel's virtual numbers. Exotel allowed drivers to connect with customers with just a simple click of a button. Gradually, Ola kept expanding its operations all over India using Exotel's solutions.

Exotel's call solutions are now powering calls in all the 100 cities that Ola operates in. When an Ola cab is booked, all communications with the driver happen via Exotel on both sides. Also, in case of emergencies, the Ola managers could now listen to the call recordings to hear what happened between the driver & the customer and accordingly take suitable action.

## Problem: Protecting customers' privacy

Protecting the privacy of customers has become imperative in almost every business. It's a precautionary step most businesses are willing to take. Ola too wanted to protect the privacy of its customers.



### Solution:

#### Number Masking using Exotel

The best way for them to do this was to not reveal the phone numbers of their customers. Exotel did just that for them. Using a virtual number provided by Exotel, Ola's drivers could now call their customers without being able to see their number.



## Problem: Train their drivers to keep improving the experience

Ola wanted to train their drivers in between cab rides. While videos are used for training them, getting feedback on whether or not they understood the training was difficult to gauge. They would have had to individually call and check this. Therefore, Ola wanted a smarter way to capture this information.

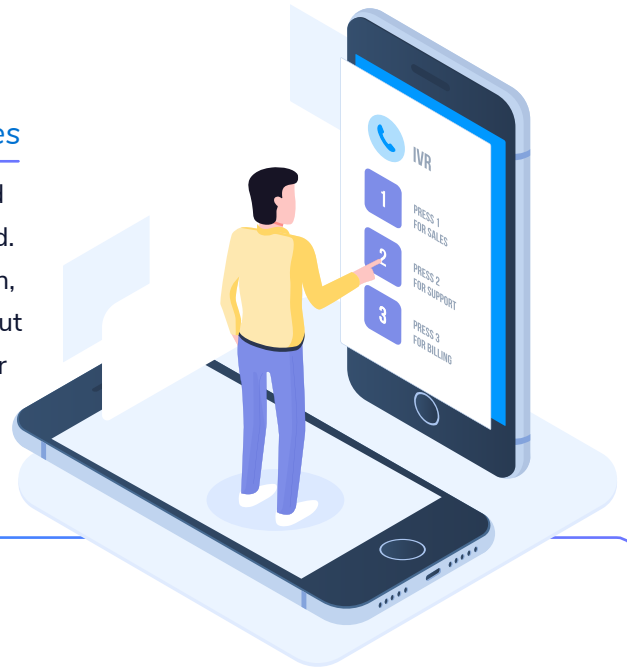
### Solution:

#### Automated calls at the end of the training modules

Exotel's IVR solution helped get feedback on the training the drivers received. Ola could now tell whether the drivers actually understood the training module or not. What's even better, they call back only those drivers that didn't understand the module or had queries about the same.

## Problem: Keeping the drivers informed about updates

Ola wanted to inform drivers about the new features introduced from time to time or the offers running during a particular period. They also wanted a way to remind drivers that haven't logged in, to log in. Of course, telling drivers individually was completely out of the question. Ola was looking for an easy & smart solution for the same.



### **Solution:**

#### *Automated IVR Calling*

Exotel's automated IVR calling helped Ola inform the drivers about the new features and offers they had. Ola's drivers now knew of offers & features as and when they were rolled out. This also solved the problem of drivers not logging in after registering. What's even better, they could call back only those drivers that didn't understand the module or had queries about the same.

## Result



Ola's customers now feel a lot more safe because the cab driver doesn't know their number.



Instead of calling 1000's of drivers to train them, they could call back only those drivers that didn't understand the module or had queries about the same.



Exotel's automated IVR calling helped Ola solve the problem of drivers not logging in after registering.

## OLA speak



We wanted a partner who would take care of the telephony backend and provide us a reliable solution. Exotel did just this for us

**Prateek Jain**

Former Associate Director, Driver Experience, Olacabs



