How A23 Rummy Boosted Player Engagement & Retention with OneXtel's Solutions

Introduction

As of today, A23 Rummy is one of the leading gaming platforms in India. It caters to millions of users who love playing in a fast and secure environment. However, during its initial days, A23 too faced several challenges with its existing messaging infrastructure. Delayed OTPs, lack of centralized management of invites or alerts, lack of proper support management, and so on directly impacted users' trust and caused problems in fraud prevention.

However, to solve these issues, A23 Rummy partnered with OneXtel, which significantly helped in the growth of their platform. With the help of real-time SMS API integration, geo-targeted messaging, AI chatbots, and other such immersive tools, A23 was able to shift its issues into success.

About A23 Rummy

A23 Rummy, also previously known as Ace2Three, was founded in 2006 as one of the fastest-growing rummy platforms in India. This platform holds 22 million registered users and tens of millions of active players who have turned out to be loyal players and built a vibrant community. They have constantly updated their platform and added game formats like Turbo and Private tables to expand to new areas for their user base.

The A23 holds certification from The Online Rummy Federation(TORF) and is also compliant with industry standards like ISO-27001. This makes sure that the platform is fair and secure for its players. By investing in CPaaS solutions, the company has set standards for fast, reliable deliveries, real-time alerts, personalization, AI tools, and much more, thus helping the players engage

A23 Rummy's Problem Statement

A23 Rummy has indeed been a successful gaming platform over the years. However, it has faced multiple challenges when it comes to player communication infrastructure. With its growing player base, A23's old methods were getting incompetent. This caused delays in alerts, transactions, tournament timings, and updates; personalized messaging became difficult, and the platform struggled to maintain consistency.

This brought up bigger issues, which triggered the loyalty of the customers. There were concerns around fraud prevention, especially in OTP delivery and account verification. A23's generic messaging mechanisms couldn't guarantee a secure routing, thus making the platform vulnerable. The lack of centralized communication systems also increased the manual workflow, which not only made the platform slower but also did not guarantee complete satisfaction.

This indeed caused a huge delay in resolving basic complaints and caused users to walk out. Moreover, all this not only presented a bad user experience but also caused harm to the growth and security of the platform.

The OneXtel Solution

The OneXtel solutions allow platforms like A23 to grow their revenue. One of them is the CPaaS implementation, which is designed specifically for high-frequency real-money gaming. Its features include centralized messaging through SMS, Whatsapp, chatbots, etc., while enhancing the platform's popularity. Here are those solutions in detail:

SMS API Integration

The SMS API integration by OneXtel allows fast and reliable message delivery. Messages like OTP, tournament invites, notifications, bonuses, cashback, rewards, and much more are sent through its SMS API. With their time-sensitive message delivery and retry delivery of failed messages, these solutions can quickly deliver messages to users, thus increasing their loyalty.

AI Chatbot Integration

With the AI chatbot integration system, users will be provided with 24/7 support for their queries and other platform-related issues. This AI chatbot feature allows instant answers to questions related to bonuses, tournaments, gameplay, and rules. Moreover, with such features, the requirement of agents for problem solving will go down, making it way more convenient for you and your users.

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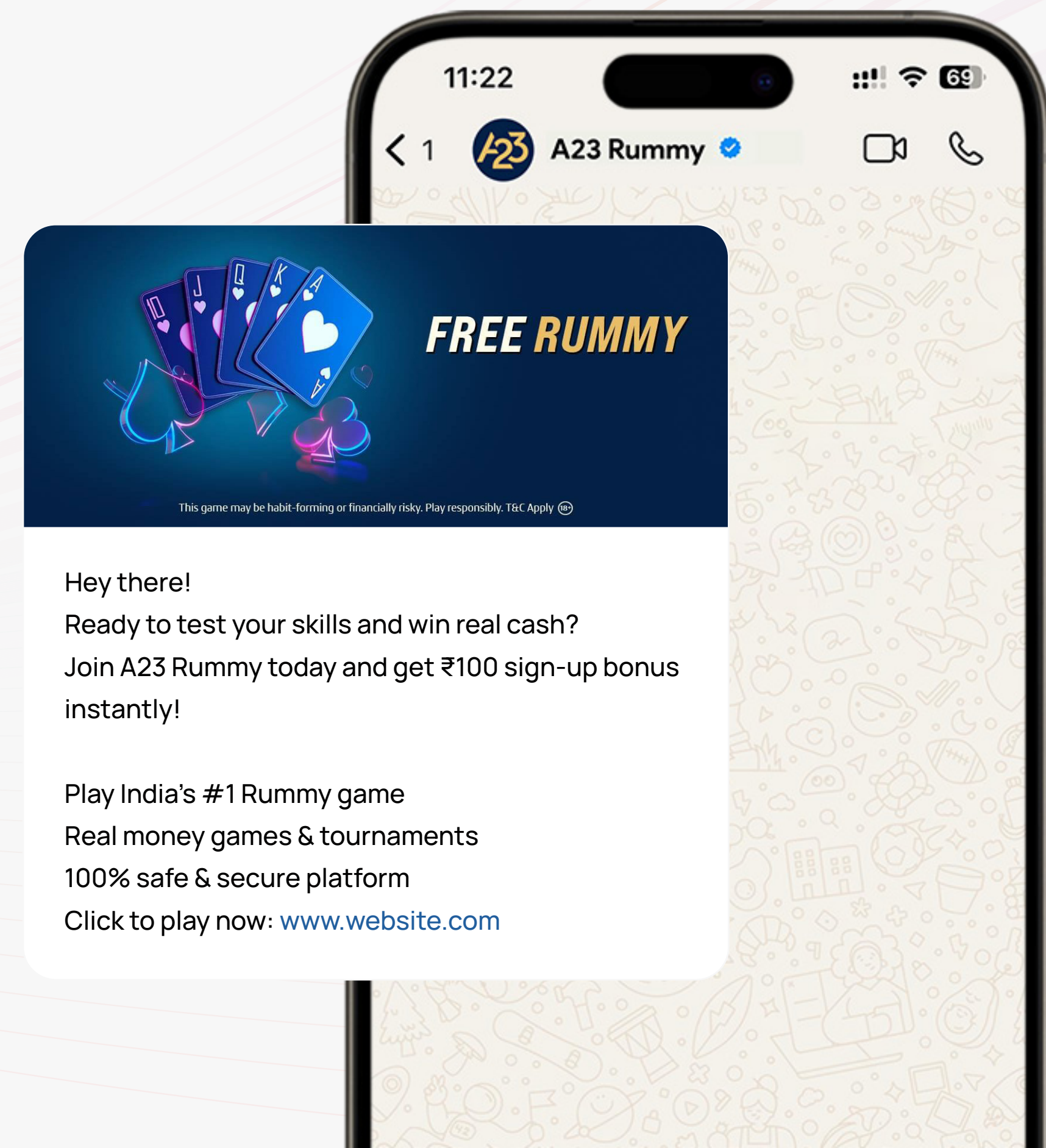
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Custom Features & Strategies

OneXtel's solutions also offer a wide range of custom features, which makes them stand out among other platforms. They provide geo-targeted messaging, which provides personalized messages across all regions of the country. With the CRM and reward system, they provide referral bonuses and loyalty milestones, and much more, allowing an increase in user loyalty.

Implementation Timeline

The implementation plan for the deployment of a platform through OneXtel can be summed up in around five stages. These stages are discovery and planning to build a platform, then it moves to the integration of APIs and chatbots. After this, the pilot launch is to test the platform for deployment across all regions. In case everything goes well, the process of deployment takes place. Finally, the only way a platform can successfully work is with continuous optimization, such as ongoing support, etc.

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< 1 A23 Rummy ✓

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The Outcome of A23 Rummy's Collaboration with OneXtel

The collaboration of A23 Rummy with OneXtel has given A23 a huge advantage in the rummy market and allowed it to gain success. Not only has there been a significant increase in the number of users, but their platform has also advanced in various ways.

Quantitative Benefits

- **Player Trust:** With the help of OneXtel, A23 has managed to provide real-time messaging, instant notifications, winning updates, and much more, which has made their platform users' favorite. This increases transparency among players and thus increases engagement.

- **Scalable and Compliant Messaging Infrastructure:** With the CPaaS setup provided by OneXtel, A23 has managed to achieve a scalable and compliant platform. It handles large volumes of messages and ensures regional outreach for seamless player engagement.

- **Enhanced Player Support Without Added Overhead:** Through AI chatbots and automation, the workflow gets easier while reducing the pressure on agents. It automates the general queries and tasks and allows the support team to focus entirely on the complex issues.

- **Improved Campaigning:** OneXtel has managed to help improve track delivery performances. With real-time dashboards, they are able to monitor messages and their delivery rates, analyse player engagement, use data insights for refined targeting, and much more.

Quantitative
Benefits

The Learning Curve

A23 Rummy's platform, while already quite a successful one, needed an advancement to align with the new market trends. OneXtel was the platform that helped A23 Rummy upgrade their platform and expand its growth potential. With the right infrastructure and tailored CPaaS solutions, OneXtel increased its chances in this high-risk industry.

If you, too, are a business in the gaming industry wanting to have your big launch like A23 Rummy, then OneXtel is just the partner for you. We are known for delivering over 100+ billion messages annually. In fact, we offer a series of solutions like SMS messaging, whatsapp messaging, RCS, etc., that can further help you. These solutions are a go-to choice for numerous other well-known brands like Domino's, NPCL, NoBroker, etc.

So, what are you waiting for? Contact OneXtel today and optimize your business' operations.