



Park+'s Journey to Smarter Communication with OneXtel's CPaaS Stack

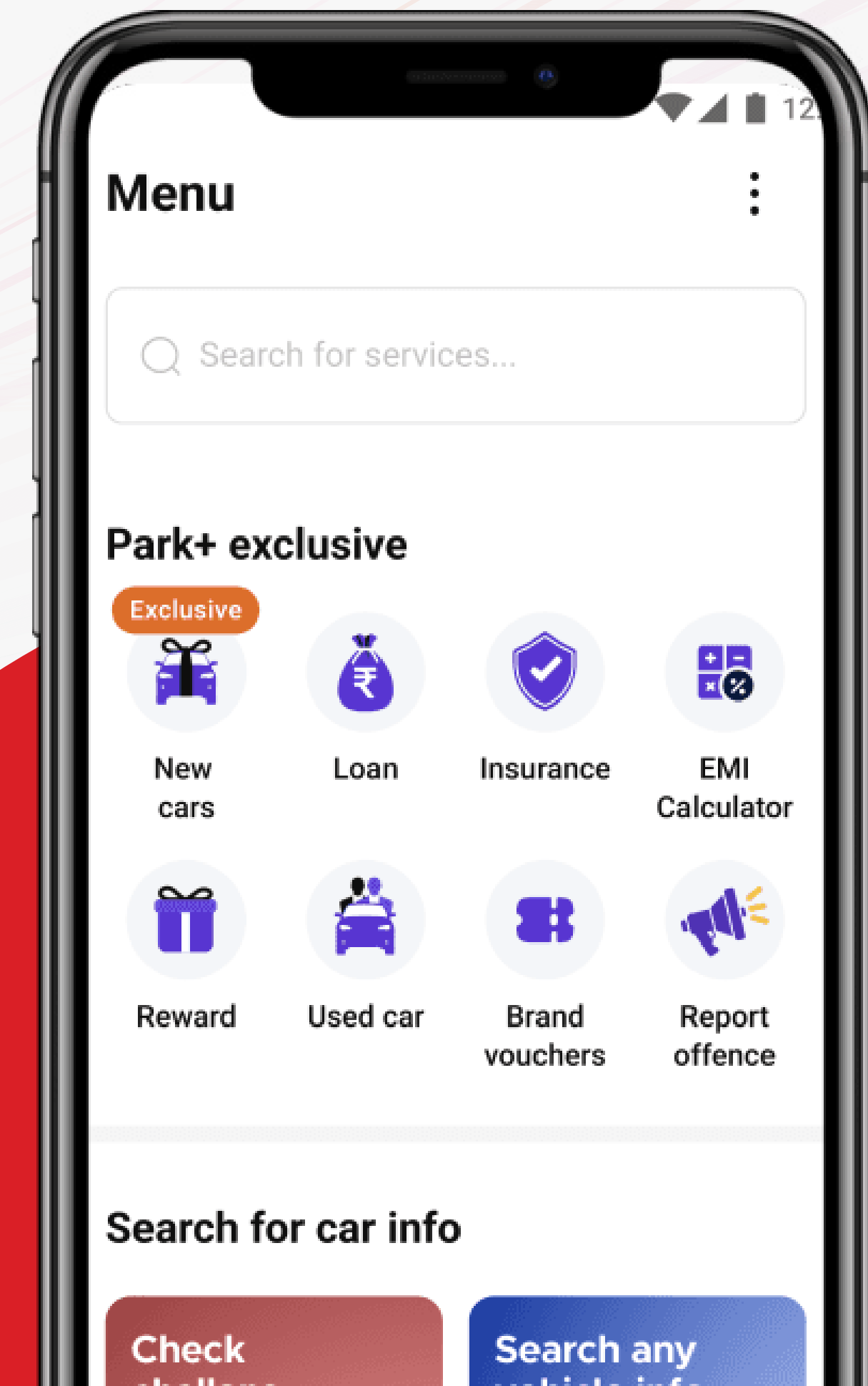
Introduction

Communication is a powerful catalyst of contact and performance by the current connected customers who are expecting smooth interactions. Park+ provides a cutting-edge Parking Guidance System that aims at enhancing the manner in which businesses manage parking.

As the adoption increased, Park+ realized that it was of utmost importance to change its approach to customers, particularly in terms of timely renewals and intelligent user segmentation. Advances were gaps in service and unmet opportunities rife with manual follow-ups, irregular outreach and haphazard communications channels.

The solution to this was by Park+ collaborating with OneXtel, a CPaaS provider that specialises in automating voice channels and WhatsApp Business messages. The goal was to keep communication simple, leverage customer retention, and scale its service delivery with precision.

The case study considered how Park+ revolutionized its communication policy with the help of solutions provided by OneXtel as a result of which the company increased its retention and wiser work with customers.

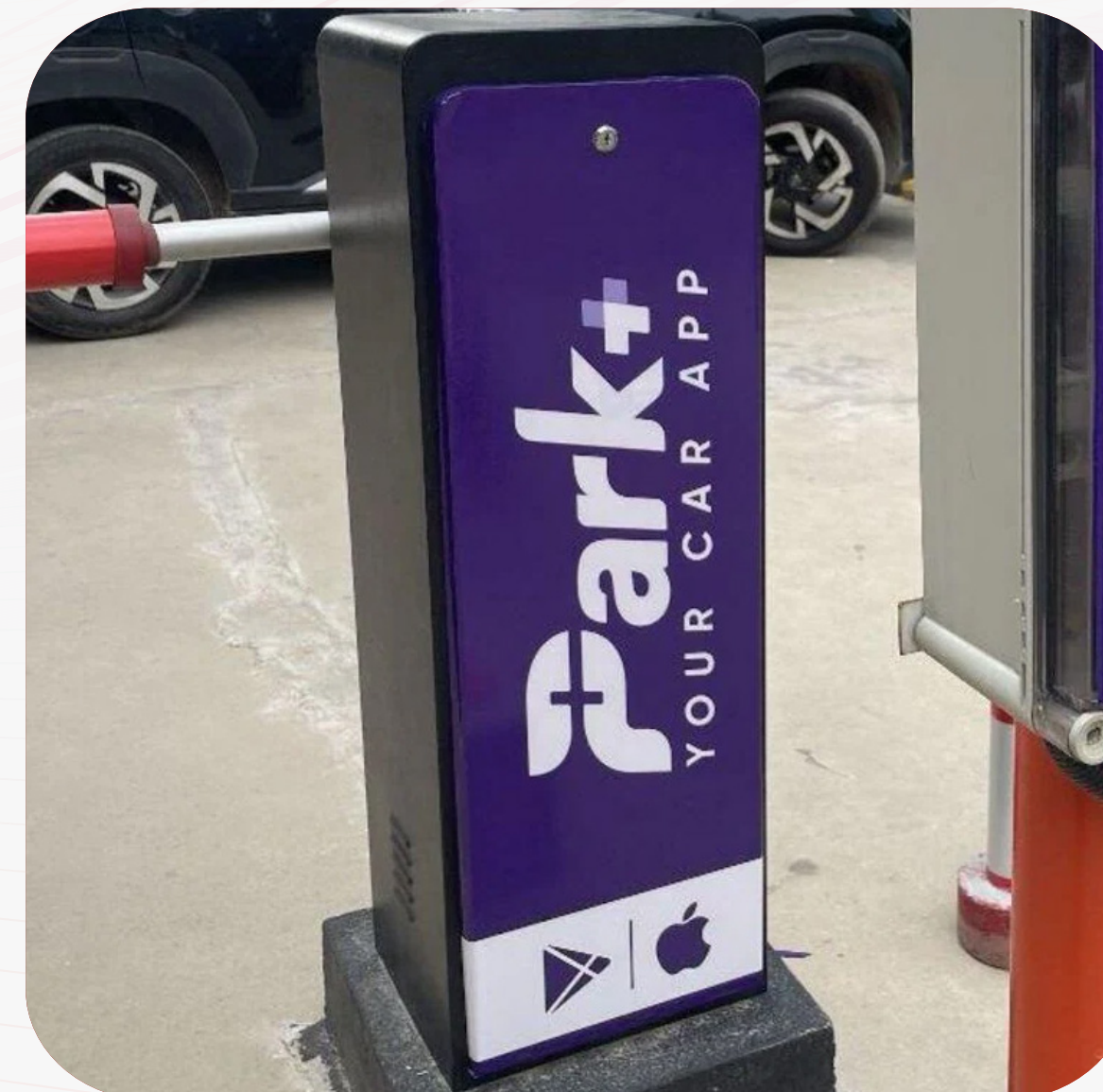


About Park+

Park+ was established in 2019 to help car owners and businesses to address their daily issues related to mobility technology. by basing its operations on product innovation and operational scalability, Park+ has established itself in the major Indian cities through products related to efficient management of vehicles and property development.

One of the most successful products the company has in the enterprise segment is its Parking Guidance System. It helps gated neighborhoods, office complexes, shopping centers and campuses to manage car parking facilities and occupancy spaces easily, as well as guarantee controlled vehicle movement at the premises of these establishments.

Park+ collaborates with infrastructure managers, facility operators and property developers to develop integrated parking ecosystems. The platform is catered to serve operational staff and end users functions via the same, tech-supported interface due to its emphasis on automation, data visibility, and ease of use.



The Challenges Faced by Park+

Although it has scaled up at a very fast rate, Park+ experienced various set of communication and operational challenges that slowed down the retention of users and continuation of its service. These problems grew more as the customer base increased cities and lines of services.

Messages Classification as Spam

Serious quantities of transactional- and revival -messages, such as key reminders, were being marked as spam by user-devices, or network-filters. This caused loss of important communications, particularly in areas to do with renewals, lowering the total conversion and confusion in the minds of customers.

Auto-Renewal Confusion

A lot of users were unsure whether services such as FASTag or auto-renewing insurance were going to auto-renew. This caused late payments or loss of service. Transparency was influenced by impacting the user experience and upsurge of support questions and criticisms.

In-effective Customer Bucketing

Park+ did not have a system that categorised users either on their previous engagement with the firm, renewal habits or even their present status in our services. In the absence of such insights, campaigns were often generic, and thus it was hard to use personalised nudges or offer to a specific segment of users.

These issues developed friction in various customer touch points. Park+ required a partner that could assist them in restructuring their outreach tactic using more intelligent slicing, cross-channel distribution, and real-time observation.

OneXtel's Approach

Park+ enlisted the services of OneXtel, where it launched an integrated CPaaS stack that could bridge its communication gaps and segmentation gaps. It was aimed at providing timely reminders, personalising engagement, and easing the pressure on the manual teams.

This was implemented at different stages. The Telecalling services were launched in September 2024, and WhatsApp Business API was launched in January 2025. Park+ also connected a solution with MoEngage to target CRM-led and a WhatsApp chatbot is also in the pipeline to further automate the customer journeys.

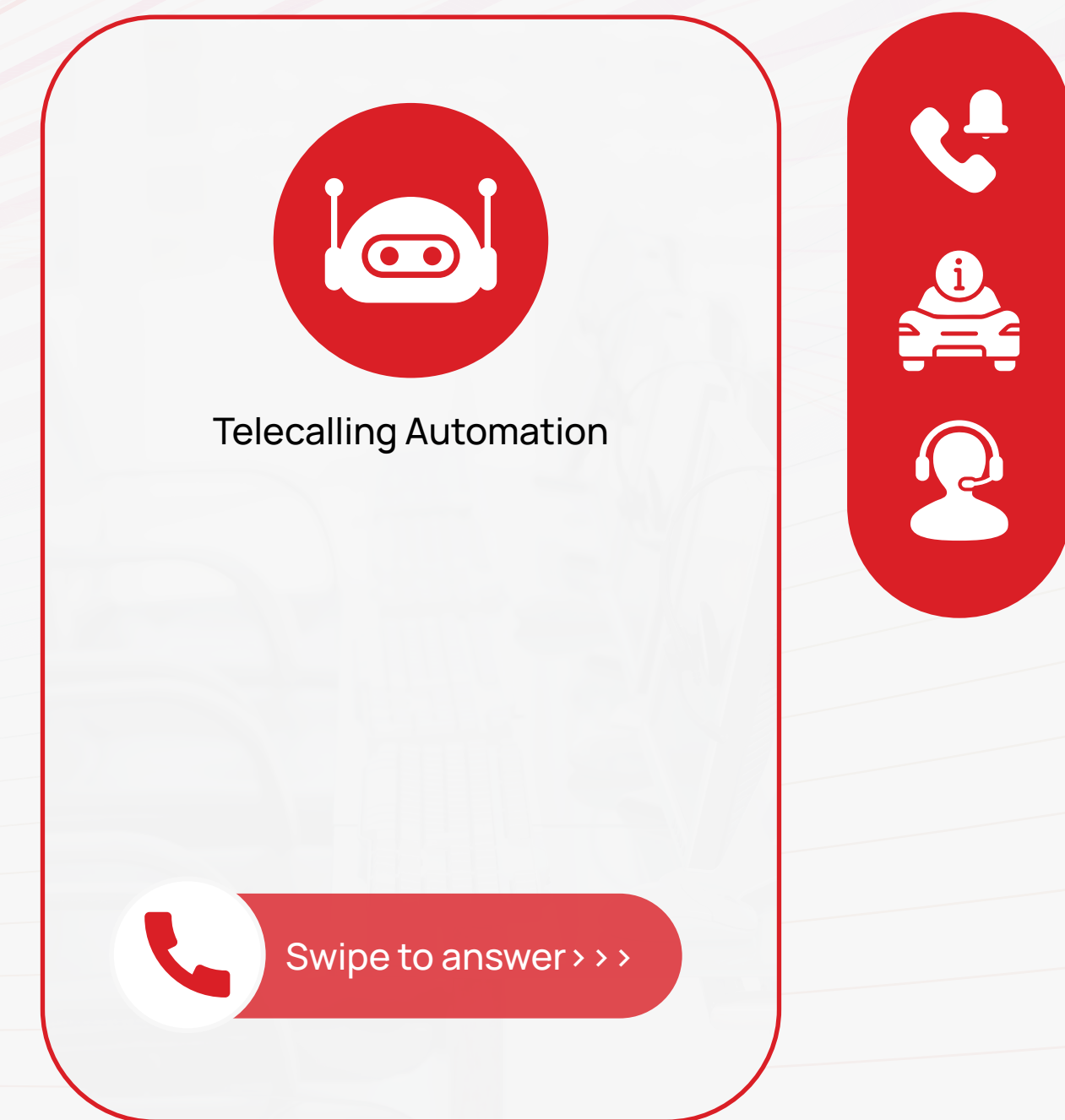
Telecalling Automation

Reminder Calling

Customers were sent automated calls before their renewals. Such calls made sure that the users were reminded of crucial service schedules thus the lapses were minimized drastically. Consequently, the number of lost renewals started decreasing and manual call support on the internal teams was decreased.

Service Awareness

Most of the users were uncertain whether such services as the FASTag would be renewed or not. This knowledge gap was countered by the scripted call flows of OneXtel where the auto-renewal policies were taught to the users in the reminder calls. Such transparency resulted into customer trust and reduced complaints.



OneXtel's Approach

Support of Customer Segmentation

The telecalling system helped Park+ to record structured feedbacks on the customer response in the calls. The customers were auto grouped into categories based on user behaviour and interaction as either active, dormant, or high-risk churn. These classifications in real-time were fed back into the CRM at Park+ to assist in targeted messaging on other channels.

WhatsApp Business Messaging

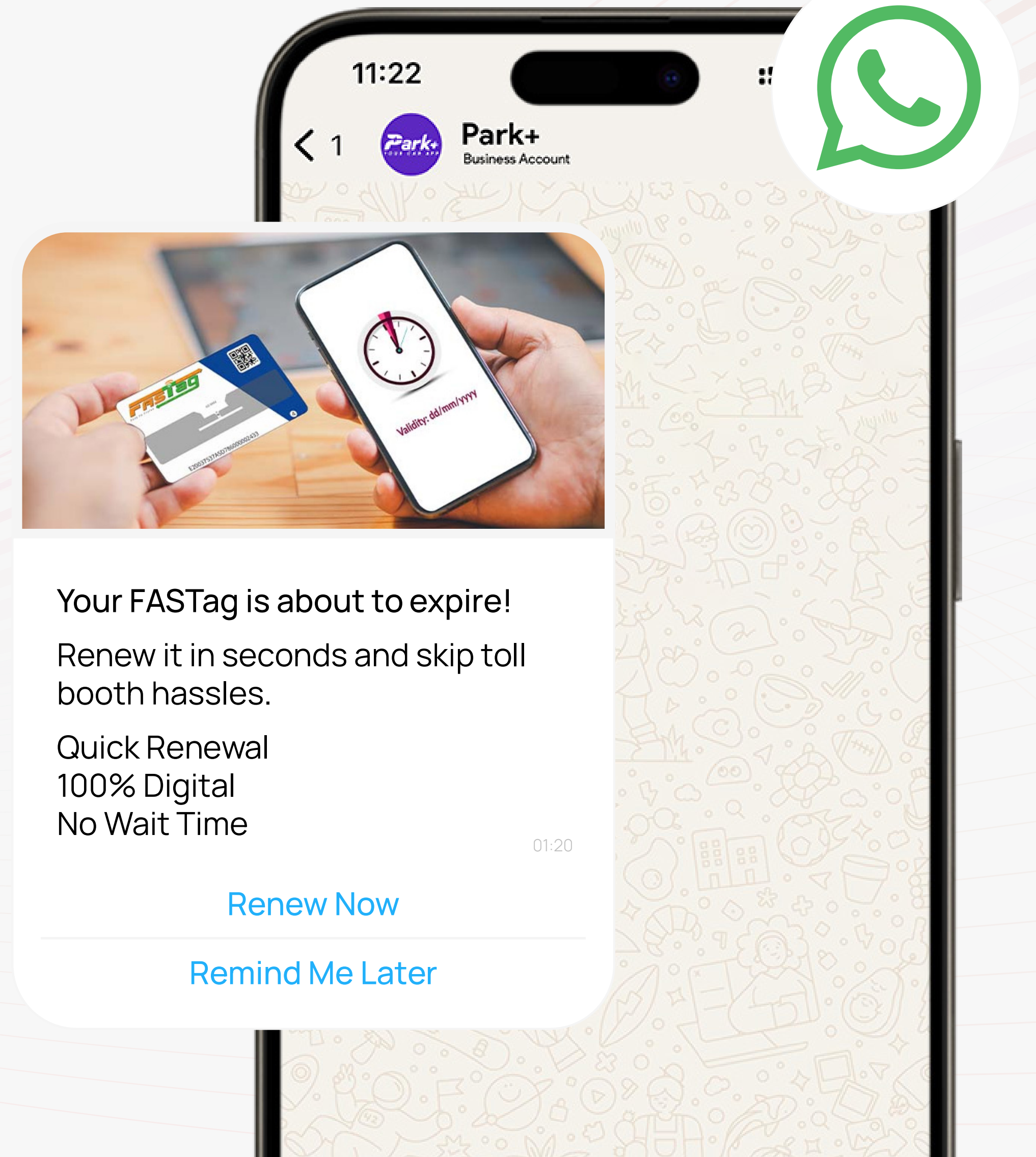
In addition to voice automation, OneXtel introduced WhatsApp Business messaging to make sure the customers were updated, especially with the severe notifications, via a familiar, mobile-first channel. The WhatsApp integration provided increased delivery rates as compared to SMS and was used to:

Send reminders on renewal with call-to-action buttons

Refreshen lapsed customers

Send customised service reminders

The combination of these solutions gave Park+ a scalable platform through which it could automate important aspects of its customer lifecycle. The usage of telecalling and WhatsApp enhanced user learning, minimized service gaps, and made customer segmentation smarter.



The Outcomes

The partnership between Park+ and OneXtel produced a high impact which resolved the important communication and operational issues.

Increase to Renewal Rate

The rate of service renewal went up to 73 percent within a few months of implementation as opposed to 50 percent. This boost was possible due to the presence of the automated reminders, individual outreach, and proper follow-ups through the channels of voice and WhatsApp.

Reduction of the Manual Workload

The automated voice processes replaced outbound renewal call making processes. This helped Park+ to expand its communication without straining in-house support departments and now Park+ may concentrate on higher-level issues, instead of including reminders on the routine.

The Core Channel of WhatsApp

Compared to conventional SMS, messages delivered via OneXtel WhatsApp business API achieved greater delivery and visibility and increased engagement. Park+ now uses WhatsApp as the main source of renewals, service information and marketing actions.

Intelligent Segmentation using CRM Sync

The results of the telecalling were fed into the MoEngage CRM of Park+ that allowed live bucketing of customers. This enhanced spherical effectiveness and enabled Park+ to profile campaigns on the basis of user activity, service health and churn potential.

Combined, these results proved the effectiveness of systematically structured automation and communication intelligence on the enhancement of customer retention and efficiency.

Customer Testimonials

Park+ has had a positive overall experience with OneXtel. The platform's seamless cloud calling solution has made communication more efficient and well-organized. OneXtel was chosen over other providers due to its competitive pricing, ease of integration, and reliable service. The added benefits of analytics and call tracking features made it a compelling choice for the Park+ team. Since implementation, OneXtel has significantly streamlined their call management processes, enabling better tracking of conversations and improving follow-ups. The ability to monitor call history and agent performance in real time has directly contributed to enhanced operational efficiency.



The Learning Curve

The cooperation between Park+ and OneXtel demonstrated that enhancing customer retention is not all about reminding. It needs a well-organized multi-channel communication strategy that is constructed on the principles of clarity, automation, and smart targeting.

The lesson is that voice calls combined with WhatsApp messaging and CRM segmentation is much more efficient than using any of the channels separately. Automation not only minimised manual work but also made sure that the messages were uniform particularly when it came to service renewals.

What is more important is that real-time customer segmenting became the key to enhancing the campaign activities. Giving CRM the user response data enabled personalised outreach to other users and avoided service drop-offs.

The way forward, in the case of digital-first platforms, is obvious: long-term retention is most effective when the problem of data-driven communication adaptation to user behavior is solved at scale in an integrated manner.



Thank You
