

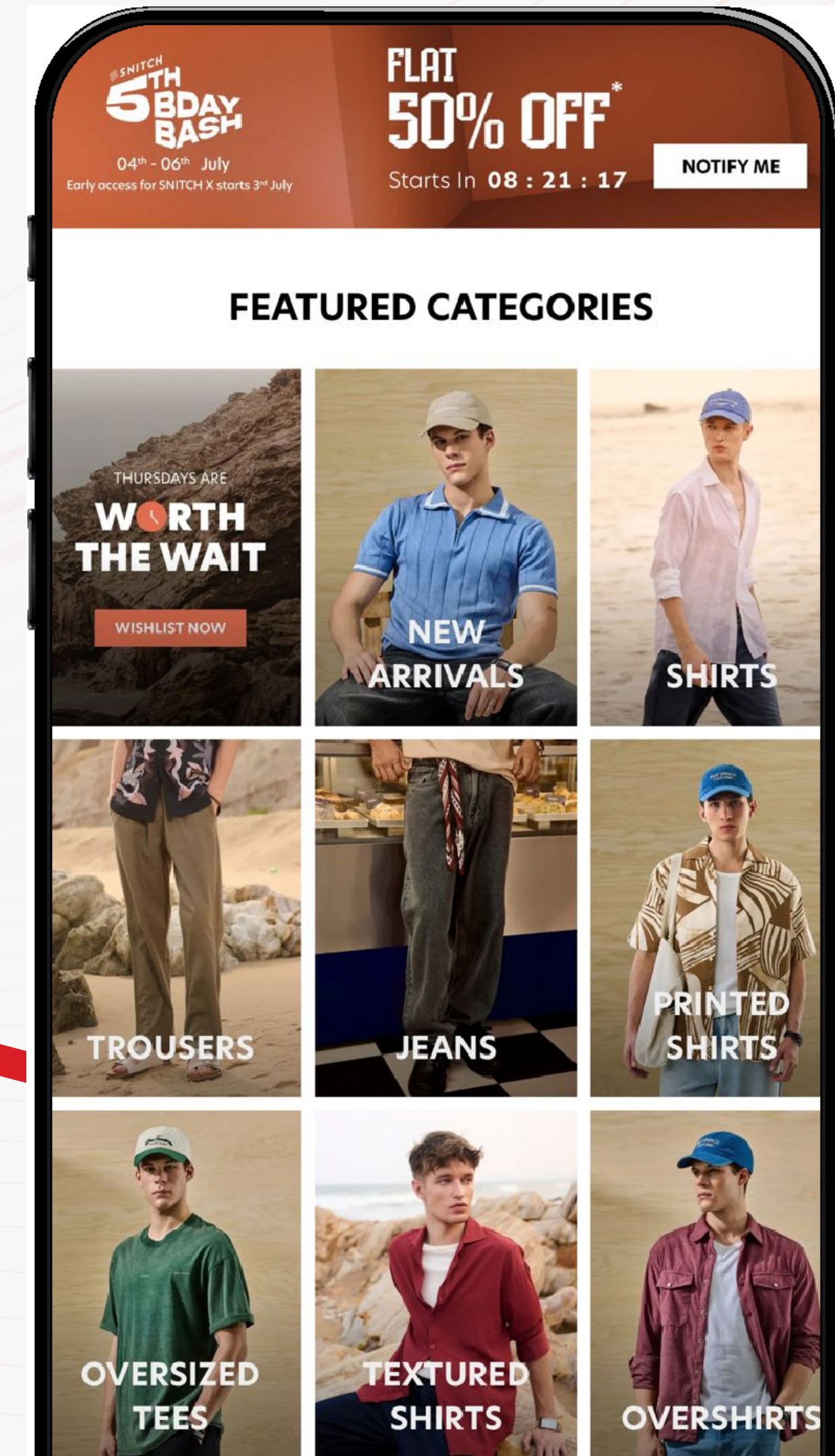


How Snitch Enhanced Customer Loyalty and Retention with OneXtel's Communication Solutions

Introduction

Snitch is a rapidly growing D2C menswear brand that is keen to scale its presence in urban and tier-2 cities across India. As their monthly orders increased, Snitch struggled to keep its communication systems in sync. This further led to delays in order confirmations, inconsistent shipping updates, and less personalized promotional messages. Such delays in response were due to limited visibility into message performance without automation to respond to basic queries.

To help solve this issue, Snitch collaborated with OneXtel to implement a complete CPaaS solution comprising SMS integration for real-time order updates with more targeted flash sale alerts. The entire system was linked back to Snitch's backend and CRM, which enabled brands to send personalized messages based on customer context.

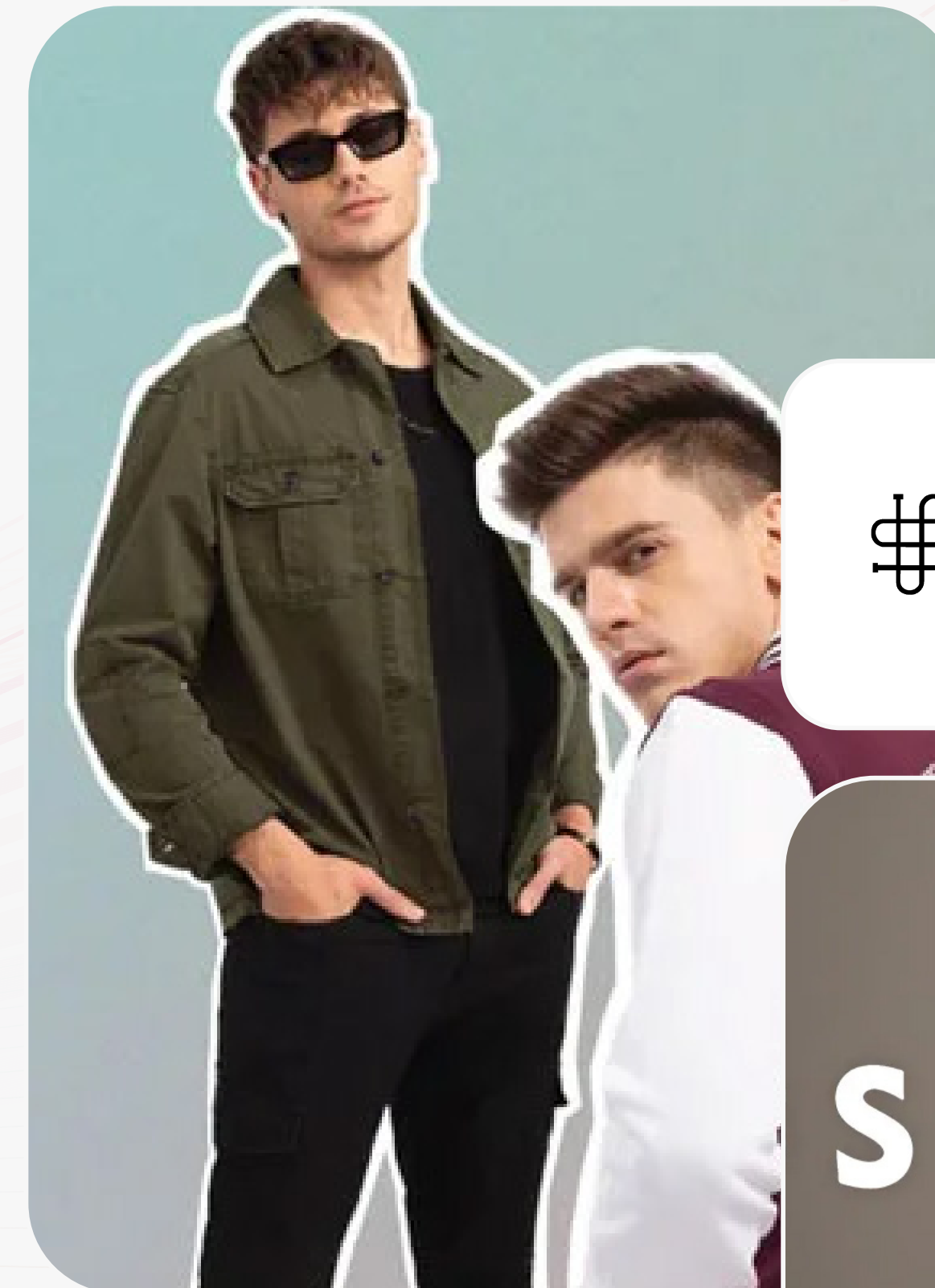


About Snitch

Snitch is an expanding D2C men's fashion brand that began in 2019 in Bengaluru as a B2B fashion manufacturer and later pivoted to direct-to-consumer. The company has scaled well with a focus on fast fashion, creating a data-driven approach to collections. It's building a presence across urban and tier-2 cities and producing ₹120 Cr of revenue in FY23, ₹243 Cr in FY24, and over ₹500 Cr in FY25. The brand has over 55% of sales via mobile commerce and releases new weekly drops on shirts, jackets, innerwear, and accessories segments.

Goals

- Snitch wanted to send personalized messaging about order updates and flash sales depending on user behavior and location to improve engagement across channels.
- Snitch sought to build customer trust and reduce support friction by automating order confirmations, delivery tracking, and returns via SMS.
- The brand wanted to automate routine customer communications (confirmation flows, reminders, NPS surveys) so customer service managers could solve more complex issues and run a smooth operation.



 **SNITCH**

SNITCH

Snitch's Problem Statement

In order to determine the value added to Snitch by the solution offered by OneXtel, the brand needed to list the challenges that were being experienced as it continued to expand on digital platforms. This is what we were able to discover:

Notification Errors

Snitch experienced a discrepancy in sending order confirmations and shipping alerts in a timely manner via SMS. The customers did not get updated in time or by default, which led to confusion and reduced trust in the post-purchase journeys. Delivery delays also ensured that promotional campaigns failed to show a sense of urgency, which is an engagement factor.

Low levels of Personalizing

The sent campaigns to the users were mostly ad hoc and did not possess localized relevance. Flash sale alerts and retargeting messages have not proven effective in creating repeat purchases or conversions in large numbers without location, order history, or behavior-based segmentation. Campaign outreach was missing, and this is why the campaign performed poorly.

No Messaging Analytics

Snitch did not have central visibility of important messaging statistics such as the delivery rate, click-throughs, and ROI. This made measuring what was working and what was not within SMS channels was difficult. Optimization would also take time and be of a reactive nature without real-time insights.

Manual Queries Handling

The most frequently asked customer questions are the status of delivery, the process of returning the goods, and the possibility of exchanging them. These were processed manually via email, and therefore it took a long time to receive an answer, resulting in holds on tickets. This manual workload resulted in staff shortages in the support departments, and customers might lose satisfaction at peak times.

The OneXtel Solution

OneXtel provided an effective CPaaS system to enable the fast development of Snitch and enhance efficient communication with its customers. The solution was designed to increase retention and post-buying experiences with less load to perform manually.

SMS Integration

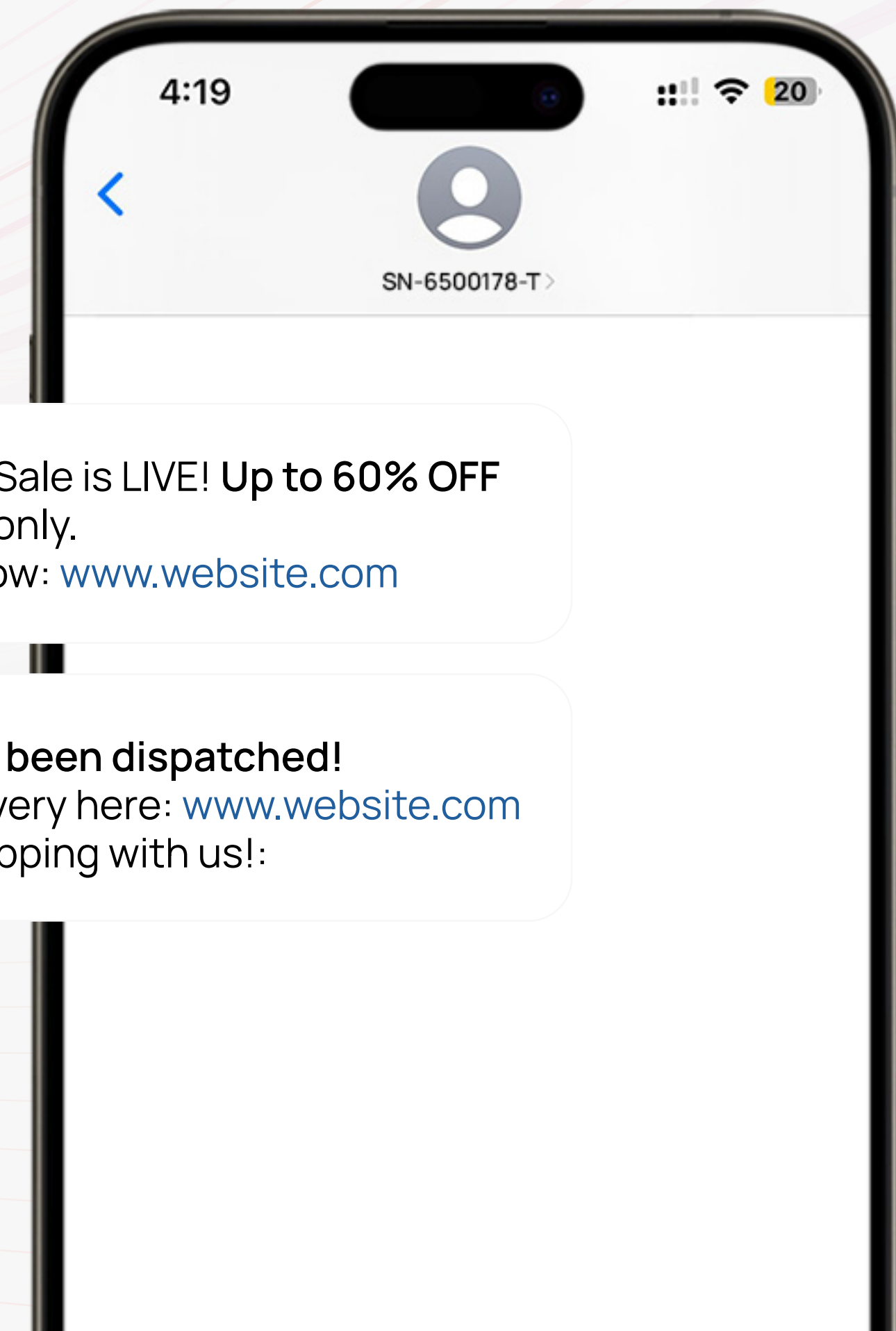
Snitch required a quick and large-scale method to provide customers with information as the volume of orders kept increasing. OneXtel integrated SMS to provide real-time updates when necessary. This encompassed the order confirmations, dispatch notifications, and COD-confirmation messages.

The number of SMS messages managed on the OneXtel platform amounted to **1.2-1.7 crore monthly**, with a high amount of delivery success and minimal delay. The SMS was prioritized as a channel for sending flash sale notifications and time-sensitive interactions due to a better open rate and the interactive nature of the medium.

Smart Campaign Features

Snitch has used the tools of the campaign that OneXtel offers to make the messages more specific and closer to the targets to increase their interest and memorization. It was possible to reach the consumers based on their location, past purchases, and the length of the cart.

The OneXtel system enabled Snitch to create repeat sales, reduce bounce rates, and increase its conversion rate. The campaign's rotation was done by the team in charge of retention and did not affect marketing or customer care.



The OneXtel Solution

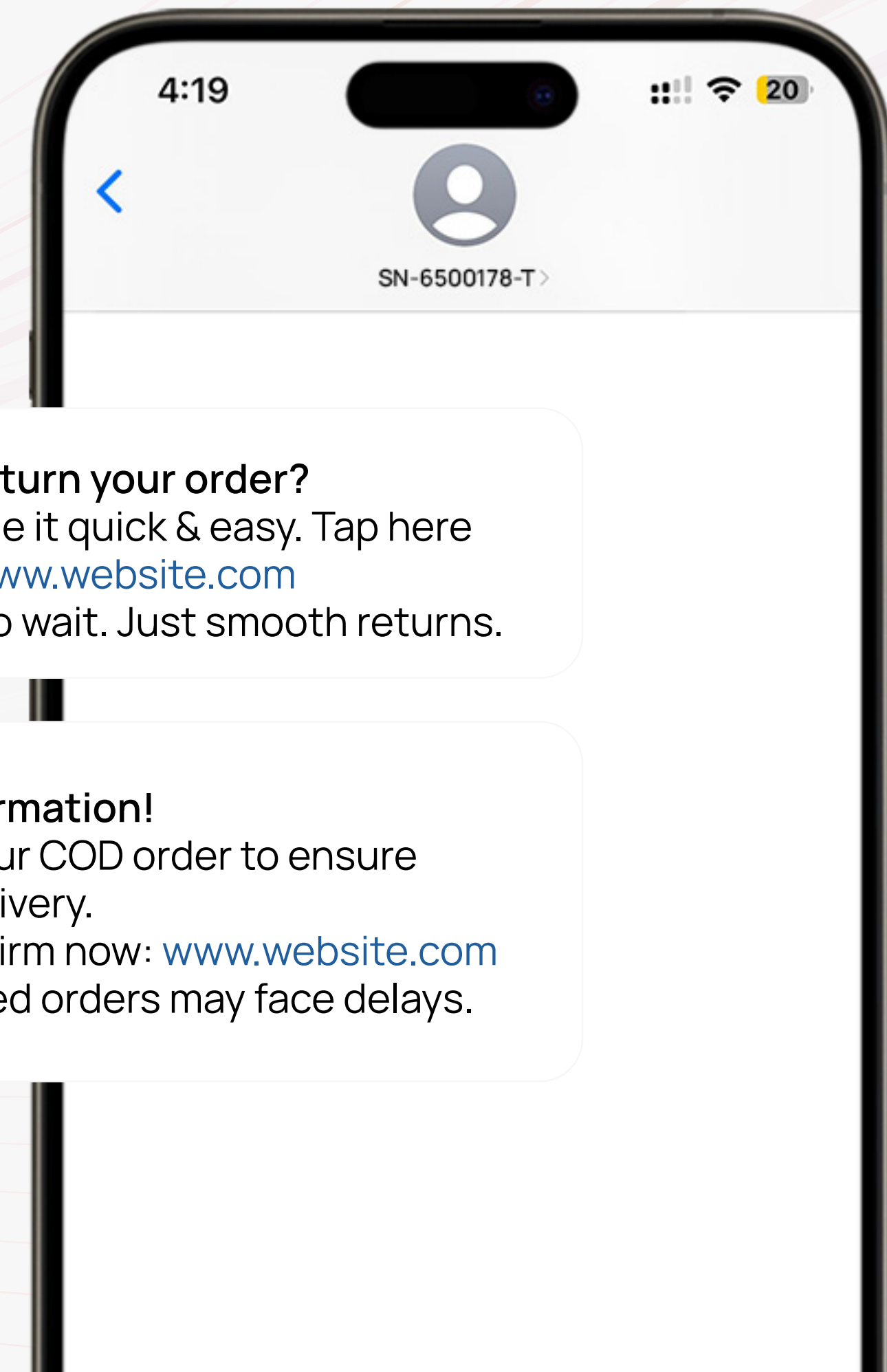
Automated Query Resolution

Snitch automated customer interactions through rule-based SMS automation with the help of OneXtel. It automated the high-volume customer interaction to get rid of manual intervention on repetitive requests. This greatly lowered the load on tickets and response times with no negative effect on either brand tone or the customer experience.

The customers would automatically get the status updates regarding their order in real-time through SMS, without having to send a manual inquiry, adding transparency to the post-purchases.

The SMS messages containing a clear set of steps towards returning were sent at once, which decreased repetitions of communication and allowed faster resolution.

Using SMS-based prompts, cash-on-delivery orders could be pre-verified, reducing the rate of non-deliveries and eliminating unwarranted cases of mail going back to origin.



Need to return your order?

We've made it quick & easy. Tap here to start: www.website.com
No calls, no wait. Just smooth returns.

COD Confirmation!

Confirm your COD order to ensure smooth delivery.
Tap to confirm now: www.website.com
Unconfirmed orders may face delays.

The Outcome of Snitch's Collaboration with OneXtel

Snitch and OneXtel quantified the advantages of the implementation of a CPaaS solution by gauging it on engagement, efficiency, and customer experience. The brand has excelled at facilitating the movement of support and retention by simplifying the communications through SM

Quantitative Benefits

- Snitch facilitated **1.2 to 1.7 crore** pieces of messages per month to communicate with its customers at each of the touchpoints. All this was made possible by OneXtel without compromising the number of deliveries or uptime.
- The automated workflows on self-service delivery tracking, requests for inbound returns, and COD confirmations have enabled the inhibition of ticket load and dependency on agents.
- Since routing in multiple channels through SMS was more effective in delivering than the opening of messages through email alone, this was successful in opening up message visibility.
- The SMS messaging system enabled real-time bi-directional communication, hence implying one-on-one dialogue, which is rather personal and impulsive and cannot be described as being marked by latency and bread-and-butter responses.
- The tone was kept due to rule-based automation, without the use of an AI chatbot or quick reply, since one of the main features of youthfulness was taken into account.
- The flash sales and festive peaks were performed continuously without the issue of customer interaction failure caused by the efficient work of the CPaaS platform.

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The Learning Curve

The experience of Snitch with OneXtel showed the importance of an omnichannel CPaaS platform as a way to enhance communication on a large scale. Using the well-established system of SMS, the brand automated some of the most important touchpoints, like COD confirmations, cart recovery, and delivery statuses. It increases retention and is a testament to the fact that proactive communication is key to any growing D2C brand.

When you have had the same problem of delayed updates and very dense support needs with your brand. Contact OneXtel, as your communication system is so old that it has to be updated. Our CPaaS solutions will make the messaging more efficient with multiple channels like email, voice, WhatsApp, SMS, etc. It requires less manual work and makes the customer experience better at each touchpoint. Do not allow inefficiency to hinder your growth. Team up with OneXtel and enter the next stage of smarter and scalable communication for your business.

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



Thank You
