

GOZOOP



CASE STUDIES

The LAB

- Mahindra Holidays and
Resorts Pvt Ltd

The Objective was to recognize our members, engage with prospects and build a whole **new digital community** wherein we showcase the **#MagicalExperiences** we are known to curate for our members. We achieved this through the following pillars

Hyper Personalization

Generating **Consumer Delights/ Thank you** notes

Campaign Creation through **UGC**s

Bringing the resort fun online through **contests** on Facebook, Instagram, Twitter

Amplifying the Positive mentions through **NPS Surveys**

Showcasing the most beautiful aspects of our resorts through the members eyes

Central control of all queries, issues escalated from the holiday

Liaison with more than **75 resort managers** across India and Abroad

Reduction in TAT due to the quicker escalation process



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