BID Deal- Tata Docomo

Introduction

Since its inception mydala has been India's #1 deal platform, leveraging the power viral marketing. mydala has now become a comprehensive marketing platform offering customized and cost-effective solutions to thousands of businesses across India. It also delivers its services to renowned national brands, thus allowing them to reach their target audience through attractive offers, innovative branding, visibility and promotional campaigns. Mydala users can choose from coupons of favorite things to do

Type of Offers

Mydala offers users more than 150,000 deals on the best of restaurants, events, health and beauty, travel and shopping. Deals and offers range from national brands such as Café Coffee Day, Baskin Robbins, VLCC, Fun Cinemas, Lemon tree Hotels to local popular restaurants in your city, dentist deals, spas among a variety of others mydala works with partners to provide consumers exciting offers at unbeatable prices based on location and buying patterns via mobile and internet. Mydala has partnerships with over 100,000 merchants across 153.

Tata Docomo Offerings

Mydala manages Docomo Deals IVR, USSD, WAP, SMS for Tata Docomo customer's providing them exclusive offers (deals and discounts).

Bid Deal

Bid Deal is a unique and new concept launched by mydala, which give customers a chance to win a lucky draw in which products like Petrol worth 10,000, Iphone5, Samsung S3, Gold, LED/LCD TV's etc.
The Concept is simple- A customer's buys a voucher for the Bid Deal and enters the contest, a winner is taken out post expiry of the Bid Deal and a winner declared. All Customers who have not won the bid, get refunded their bid money in points for them to buy deals @ Docomo Deals.

- *1 Rs = 10 Docomo Deal Points*

Bid Deal Process Flow

Step 1: Promotions of Note 3 BID Deal to be done through IVR, USSD, SMS, WAP, Add Channels etc

Step 2: Dials IVR SC/ USSD Code or customer selects/clicks on Banner, link/ Option, and redirected to CG confirmation page

Step 3: After customer consent, charging will be done and customer enters into the Bid Deal contest.

Step 4: Post buying the BID deal customer has to play the Contest & it is in the form of multiple choice questions based on general knowledge, which must be answered by the customer by using his knowledge and skill. The customer will score 10 points for every correctly answered Total 500+ Question is uploaded in the database.

Step 6: Post expiry of BID Deal, winners will be chosen electronically through a randomized program/ Skill based and contacted.

Step 7: All the non-winner customers will get refund in points to buy Deals except BID Deal from Docomo Deals IVR/ WAPsite/ USSD/ SMS.

Bid Deal Redemption Process

Step 1: Customer Participates in Bid Deal

Step 2: Bid Deal Expires on XX date

Step 3: Winner is declared for Bid Deal within 10 hrs of Deal Expiry date, and he is contacted by mydala team for gratification

Step 4: All Customers who participated in the bid deal are sent an sms stating "Thank you for participating in the bid deal, the bid deal winner for deal ending XX Date is _____", Your money has been refunded in the form of Docomo Deal Points which can be used to shop for deals at Docomo Deals platforms from which they have charged.

Step 5: All customer's when land Docomo Deals i.e. m.docomodeals.in, *422# or on IVR short Code can check their points balance in option **Docomo Deal Points** (About/Info/Points Summary)

Step 6: Customers can buy any deal from their points, example if CCD deal is @ Rs 9, and customer has 150 points, he will be asked to pay only 90 points for the CCD Deal.