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Pulp Strategy launches Near Field Communication solutions for clients

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In order to enhance the consumer experience and prolong engagement with the consumer, Pulp Strategy Communications launched Near Field Communications (NFC) based engagement solutions, allowing brands to engage with consumers in a new and innovative way on a real time basis. Pulp Strategy powered its first NFC initiative by creating a number of virtual stores for Yebhi.com.



NFC is a short-range wireless connectivity technology that makes it possible to browse, choose, review, download, connect with brands on social media and even buy with a single tap of a smart phone. Pulp Strategy offers about 45 unique solutions for smart campaigns like smart posters, bookmarks, brochures, smart kiosks, wristers (NFC enabled wrist band), cards, invitations, backpacks, key chains, retail collars like shelf talkers etc. They also have a web solution which tracks each NFC chip and its action taken. This means they can provide real time analytics for NFC solutions which define consumer action, the geographical area, the number of engagements and with multi-action campaigns they also provide analytics from consumer preference to the creative and the product as well. These are all real time analytics with negligible delay.

Commenting on how the technology helps enhance the consumer engagement experience, Ambika Sharma, Managing Director and CEO, Pulp Strategy Communications Pvt. Ltd. said: "With NFC, one can give any action command to a smart phone device, making engagement easier, faster and more to the point. For example, if one were to send an invite for a conference, the RSVP could be done with just a 'tap'. One tap will ensure your smart phone opens a new mail with a pre-typed email address, subject as well as acceptance text. On the other hand a smart poster could give away a new jingle, a song or even an app with just a tap. The possibilities are immense."

Further commenting on how NFC empowers brands with a customized consumer experience, Sharma said: "NFC allows brand content as well as two way engagement with the brand directly via the consumer's smart phone. This, with the added advantage of not having to navigate through multi clicks or pages to get to the engagement, results in a lower drop out ratio. We have used things like smart posters which enable download of the product brochure and interactive apps with just one tap."

According to Sharma, since NFC is a smart phone technology it will work best (as of now with current smart phone penetration) for products and brands which target urban / affluent tech savvy youth consumers. She feels that e-commerce, automobiles, IT, high end white goods and lifestyle products will find more acceptability for the technology. Sharma also believes that with NFC being a new technology, its usage also breaks clutter and also allows savvy consumers to proactively self engage with the brand.

In the case of Yebhi.com, Pulp Strategy created 30 virtual stores for them in Delhi and Bengaluru. The virtual stores, which have a virtual wall with pictures of products in place of physical ones, allow consumers to shop for a product of their choice with a single tap of their smart phones. Each range or showcased merchandise can be tapped and the consumer goes directly to the 'buy now' page for the item. The consumers can browse the range, a specific category as well as get to a particular item with the NFC incorporated virtual stores. Pulp Strategy designed the virtual stores to look like any other store shelf in a high end retail store. This was done to give consumers the comfort of shopping in their familiar style before they proceeded to use their devices to shop.

Yebhi.com chose to set up its first set of virtual stores in Bengaluru and Delhi as they are the cities that generate the maximum online traffic and hence provide a customer base that can be explored and attracted to try out their new offering. According to Nikhil Rungta, Chief Business Officer at Yebhi.com, they received a positive response from Bengaluru and Delhi, and will plan their agenda keeping in mind the expected response of consumers based in other locations.

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Further commenting on the virtual wall at their virtual stores, Rungta said: "Yebhi.com's virtual wall is one of the most innovative customer engagement platforms initiated by an e-commerce portal. Its unique, one of a kind features are what attracted the customers to it. Since we are aware of our target group, our objective was to reach out to them directly by creating virtual stores at popular hang outs, in this case - Café Coffee Days across both the cities. At the virtual wall, we also incorporated the latest smart phone technology (NFC and QR codes) which definitely intrigued consumers further to try out a new feature. We arranged for a guide at our virtual stores, who would assist customers to connect with the 'wall' and shop while sipping coffee."

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