



## Al Nahdi Deploys Notice App with unifonic Cloud

Nuhdeek program user engagement increases through real-time notifications and personalized shopping experiences.

### THE CHALLENGES

Al Nahdi needed a fast, instantaneous, and effective way to communicate with customers as it launched its digital platform.

Many **Nuhdeek Program** users opted-in to receive notifications about Nahdi pharmacy updates, offers and status changes.

**Nahdi Pharmacy** also wanted to alert **customers** to relevant updates and offer personalized shopping experiences based on their geographical behavior. This is branded as Nahdi Network.

The company wanted to build on the success of the email opt-in program by adding additional channels to enhance customer communications with more instantaneous and flexible messaging.

*Nahdi needed to improve customer engagement and response using additional communication channels*



**Company:** Nahdi

**Industry:** Medical Company

**Country:** Saudi Arabia

**Website:** [www.nahdionline.com](http://www.nahdionline.com)  
[www.nahdi.sa](http://www.nahdi.sa)



### About Nahdi

**Nahdi Medical Company** is a leading Omni health company. It operates a nationwide network in **125** cities and villages across the Kingdom and is one of the **highest profile and fastest-growing companies** in the region.

As a **'community pharmacy'** Nahdi also aims to educate society through health awareness programs and infection prevention campaigns.

The **Nuhdeek loyalty program** incorporates a customer app and offers advice and information alongside member benefits.

These include exclusive offers and discounts as part of a personalized shopper experience.



## THE SOLUTION

### unifonic NOTICE App

SMS messages are typically **read within 3 minutes**. Nahdi decided that this would be the ideal channel to improve engagement. They wanted a solution that was scalable and easy to manage.

The **unifonic Notice application** and **cloud platform** gave Nahdi an easy way to use SMS messages for the **Nuhdeek app** using a single API. Customers are now kept updated with real-time SMS notifications.

Account authentication and security for the **Nuhdeek application** were improved by sending OTP through the **unifonic Authenticate app**.

## THE APPLICATION



### Notice

simplifies the integration and management of multiple communication channels. It unifies all outbound communications into one app and removes the complexity of cross-channel messaging.

### The Results

**unifonic** helped Nahdi to increase customer engagement by using SMS as a communication channel. Implementation was rapid and easy thanks to the flexibility of the unifonic API.

Now Nuhdeek App users stay connected even when they're not online. Timely notifications ensure App users receive and access information when they need it.

### About unifonic

**unifonic** was started in 2006 with a mission to streamline effective communications between businesses and their customers.

The **unifonic cloud-based communications platform** supports multiple communication channels to meet customer's needs and to reach them through their preferred channel.

Today, unifonic help over **5,000 businesses** around the world connect and engage with **100+ million customers**, delivering more than **5 billion interactions** every year.

### This resulted in:

#### Customer Engagement Increased

- 90% of SMS notifications opened in the first 3 minutes.

#### Customer Retention Grows

- 4.5x higher response rate on SMS compared to email.

