# Public voting for movie awards via SMS

Problem:

- The organizers of an upcoming award function for Indian movies wanted to capture votes from movie-lovers in 5 different categories.
- They needed an easy way to capture those votes on SMS without asking voters to type long text strings.
- They were also looking at collecting these thousands of responses coming on SMS and consolidating them into a single report.

Solution:

- Gupshup designed a solution that let the event organizers advertise a single dedicated phone number to its target audience.
- Once the interested voter gives a missed call on that number, Gupshup sends her an SMS with a link to the award's nomination page
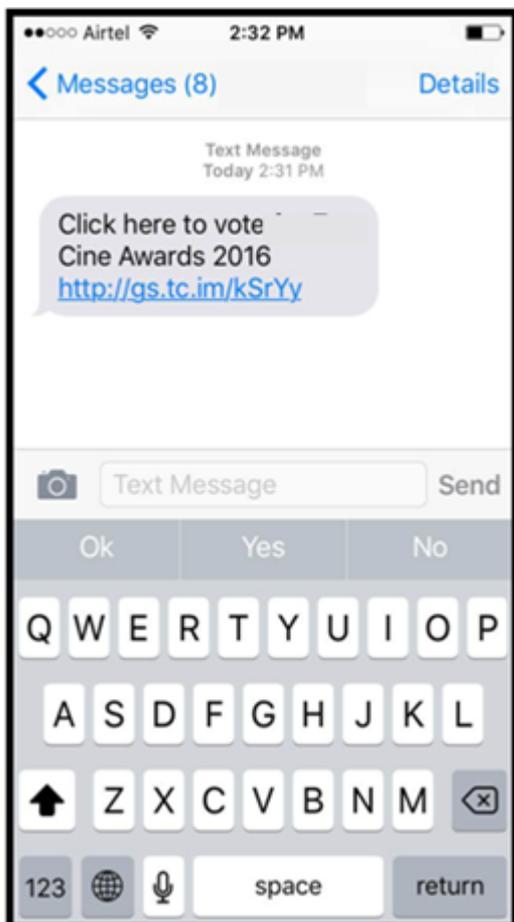
- The link opens up a smart message in the user's smartphone browser that shows the
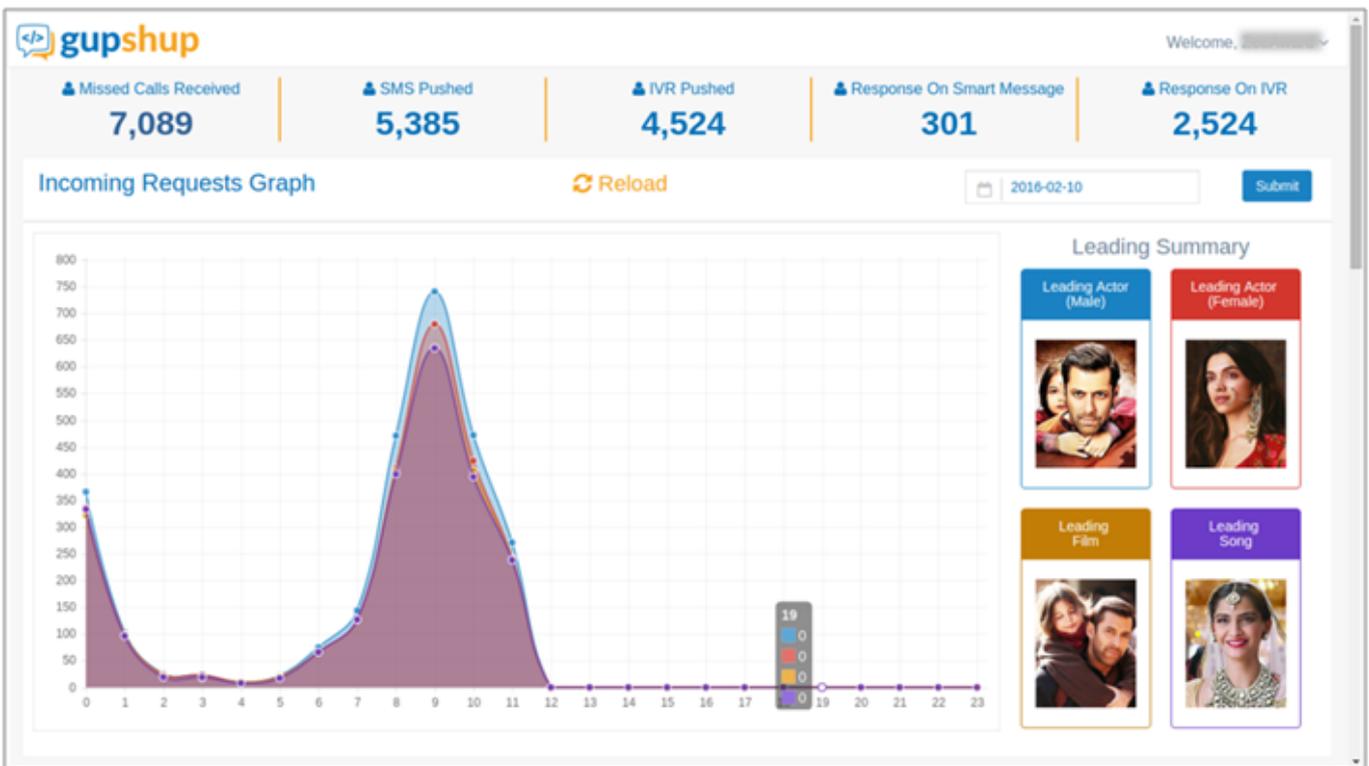
nominations in all 5 categories.
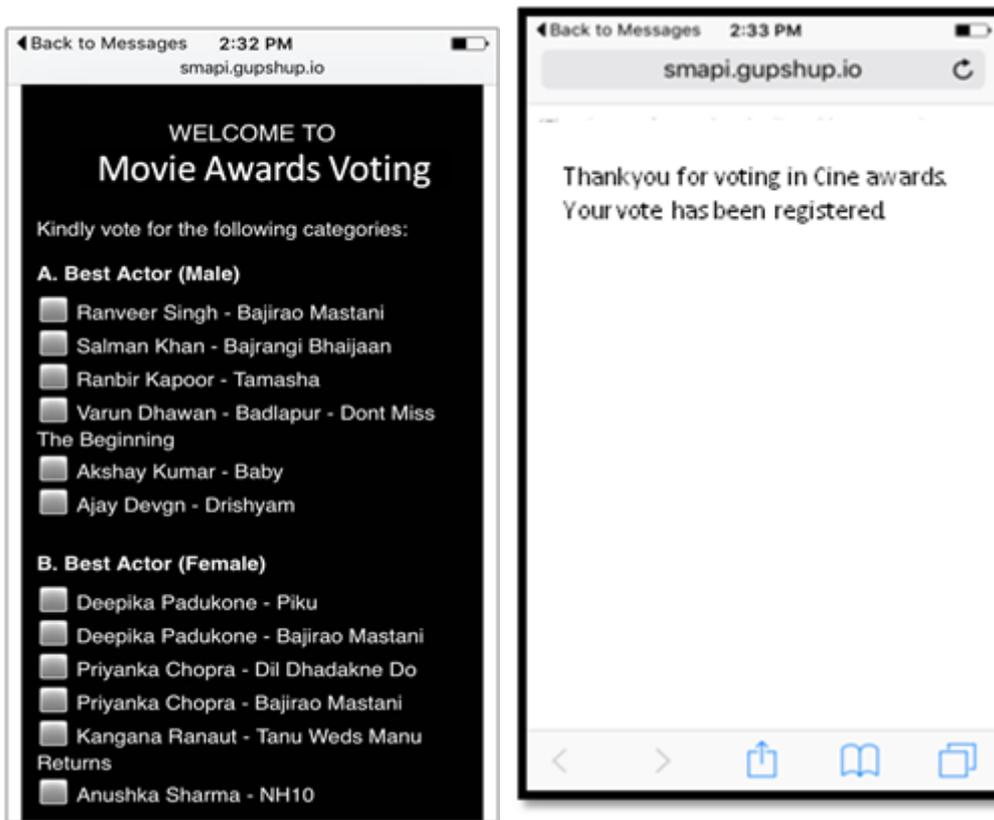
- As each user submits their vote, the system instantly aggregates all responses.
- If a user fails to respond to the smart message within 20 minutes, the system triggers an automatic IVR to the voter.
- The IVR takes the user through all the choices in each award category; the user submits her votes by dialing the dedicated number for that choice.
- Votes flowing in from both SMSs and IVR channels get aggregated and tabulated in real time, and the results appear instantly on a dashboard custom-designed for the event.

Date							Total
2016-02-03	2	0	0	1	5	0	8
2016-02-04	0	1	1	1	1	0	4
2016-02-05	649	70	63	165	159	56	1,162
2016-02-06	4,346	459	352	1,436	1,391	651	8,635
2016-02-07	6,935	663	496	2,064	1,930	1,007	13,095
2016-02-08	1,917	130	130	548	593	206	3,524
2016-02-09	8,207	779	655	2,444	1,646	1,039	14,770
2016-02-10	1,327	128	100	373	287	146	2,361
Total	23383	2230	1797	7032	6012	3105	43,559

Date							Total
2016-02-03	1	0	0	3	2	1	7
2016-02-04	0	1	0	1	1	0	3
2016-02-05	194	422	154	65	151	169	1,155
2016-02-06	1,351	2,912	1,302	465	1,261	1,266	8,557
2016-02-07	2,152	4,692	1,965	684	1,780	1,766	13,039
2016-02-08	528	1,182	497	143	540	562	3,452
2016-02-09	2,354	5,763	1,999	758	2,026	1,873	14,773
2016-02-10	335	933	302	125	336	318	2,349
Total	6915	15905	6219	2244	6097	5955	43,335

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Welcome,

Missed Calls Received	SMS Pushed	IVR Pushed	Response On Smart Message	Response On IVR
7,089	5,385	4,524	301	2,524

Incoming Requests Graph   ⟳ Reload   2016-02-10   Submit

Leading Summary

- Leading Actor (Male)
- Leading Actor (Female)
- Leading Film
- Leading Song

Results:

- The simplicity and efficiency of such a mechanism has brought the organizers a higher response rate and more voters than through a plain vanilla SMS system
- Labour costs have got trimmed by aggregating all categories into a single "awards report"
- The alternate IVR mechanism has assisted in capturing responses from voters who don't have smartphones or data packs
- Gupshup's omnichannel smart messaging capabilities have dramatically reduced the cost of the campaign too.