

KINTO

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## KINTO Singapore Doubled Lead Growth with Gamification

Using WhatsApp as its primary communication channel, KINTO Singapore provides customers with a smooth and pleasant online booking experience. They engage with their customers through interactive games that offer irresistible prizes, resulting in an impressive 20% growth in ROI.

**20%**

Increase in ROI growth

**2x**

Growth in lead generation

**75%**

Increase in customer engagement

Book a Demo

### Brand Story

KINTO Singapore is the ultimate car rental company that prioritizes its customers above everything else. Backed by Toyota Financial Services, KINTO Singapore is committed to delivering a hassle-free and unforgettable car rental experience by setting new quality standards, ensuring convenience, and exceeding customer satisfaction.



## Leverage Omnichat to achieve business goals

### Customer Engagements

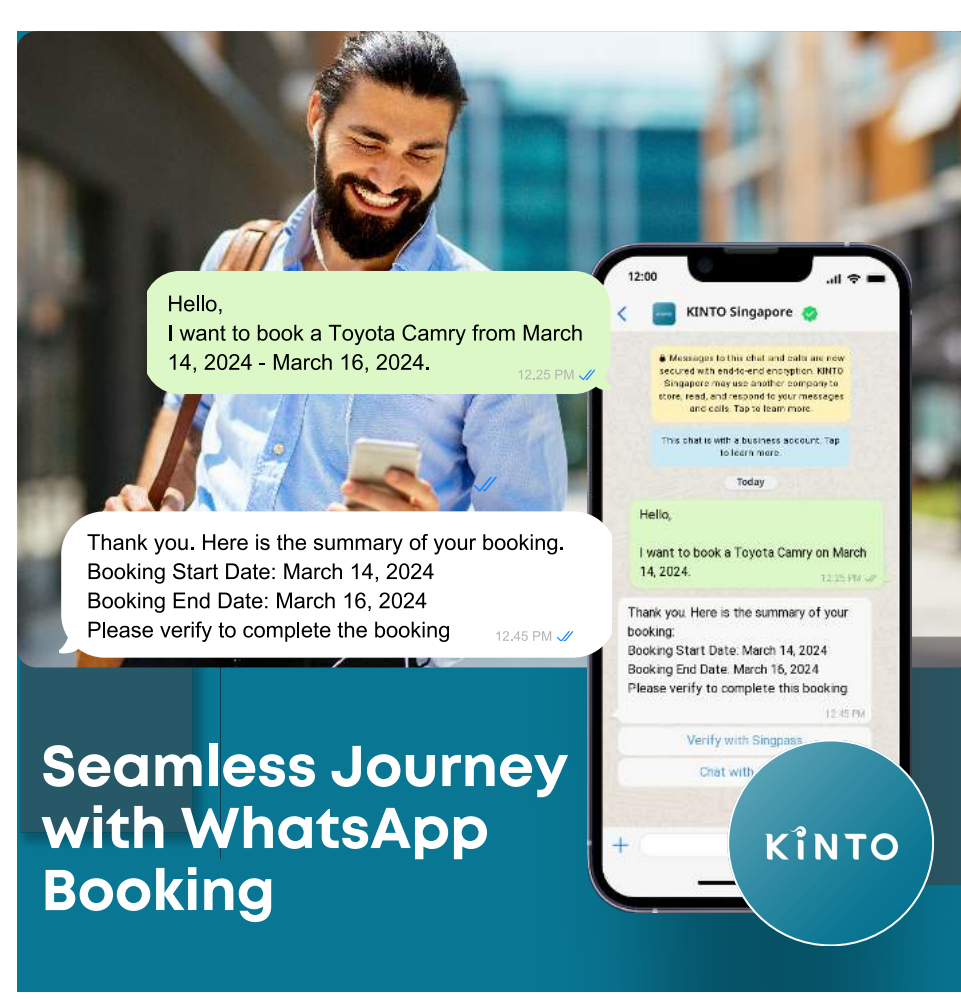
With Omnichat as its co-pilot, KINTO Singapore can effectively roll out new campaigns to delight and engage its customers. Together, KINTO and Omnichat are committed to providing exceptional experiences that will keep customers returning for more.

Gamification has helped us create a more enticing and natural call to action to obtain new leads and grow our database more easily. With Omnichat, we enjoyed the flexibility of setting up our mechanics and accessibility to run these campaigns independently anytime.

— Sin Yee, Business Development Manager of KINTO Singapore.

### Chat Automation

KINTO Singapore has launched a new service that allows customers to book car rentals via WhatsApp. The aim is to provide a seamless customer journey, making it easier for customers to book a car without the need for complicated online forms or phone calls. To complete a booking, customers must send a message with their details to KINTO's official WhatsApp account.



Seamless Journey with WhatsApp Booking



KINTO experienced a surge in customer engagement through interactive games

### Gamification Marketing

KINTO Singapore took customer engagement to a whole new level by leveraging the creative power of Omnichat's gamification module. Last November, they launched the "Sure-Win Lucky Spin" campaign, which boosted customer engagement and fostered partnerships with leading fuel providers.

### WhatsApp Coupons

KINTO Singapore has modernized coupon redemption with WhatsApp. Winners receive exclusive codes directly on WhatsApp, eliminating the need for paper vouchers. Customers can redeem these codes with a quick verification process, either online or in-store, making the entire experience effortless and secure.



### Achieved 20% increase in lead generation

The "Sure Win campaign" helped KINTO double their lead generation in just two months, significantly expanding its customer base.



## Omnichat features used by the brand



#### Automated Chatbot

Set up automated WhatsApp, FB, IG and LINE Chatbot to reduce customer waiting time.



#### OMO Sales

Online merging Offline sales. Frontline sales can conduct 1 on 1 selling anytime, anywhere.



#### Coupons

Available for online and offline stores. Support tracking, counting, and distribution quantity features. Exclusive coupons can be sent to VIPs by sales.



#### Gamification

5 interactive games are available: Scratch-off tickets, Lucky wheel, Jackpot, Draw lots, Gashapon, enhancing customer shopping experience.

By using Omnichat's gamification marketing solution, we can redirect offline customers to KINTO's WhatsApp, where the brand can connect with potential customers online and approach them for future promotions and offers.

— Sin Yee, Business Development Manager of KINTO Singapore.

#### Customer Service

- Omnichannel CS
- Chatbot
- CS support via APP
- Satisfaction Survey
- Saved Replies

#### Marketing

- Abandoned Cart Recovery
- Broadcast
- Website Remarketing
- Coupons
- Interactive Games

#### OMO Sales

- Sales Performance Tracking
- Store Management
- Roster Management
- Keyword auto-assign

#### Features

- WhatsApp Business API
- Facebook Messenger
- Instagram
- LINE
- Social CDP

#### Pricing

- Success Stories
- Events
- User Manual
- About Us

#### Download App

