



## **BookMyShow awarded the 'Best Omni-channel Customer Experience Brand'**

**Mumbai, May 5, 2016:** BookMyShow (BMS), India's largest entertainment ticketing brand, won the award for 'Best Omni-channel Customer Experience Brand' at the OneDirect Quest Customer Experience (QuestCX) Awards held in New Delhi last week. This award recognized BMS as an organization that developed and implemented an omni-channel CX strategy, demonstrating a clear understanding of the customer journey as well as the channels chosen to interact with the customer.

BookMyShow is among the pioneers in India to have adopted an omni-channel customer service approach. The customers can reach out to BMS through its in-house contact centre, LIVE Chat services, 24\*7 social media support, e-mails, Android Forum and in-app chat. The customer service also extends on-ground for large scale live events wherein a social squad of ushers are made available on site to guide the customers. In addition, BMS is also keen on 'listening' and receiving feedback from its valued customers. For this, the company sends out over 10,000 customer surveys on weekly basis.

On winning the award, **Anil Makhija, VP - Service Delivery, BookMyShow** said, "Given the massive scale of our operations and the fact that a ticket is perishable in nature, it was important for us to be available on as many platforms to enable our customers to reach us quickly. Through our omni-channel approach, we have been able to address these concerns and deliver on them. We are truly thrilled to have received this award and believe that this encouragement will only make us try harder to keep our customers happy and content."

The award entries were judged and evaluated by an esteemed panel of leaders from Tata Unistore, Twitter, Al-Futtaim Automotive, Wazir Consultants and Nearbuy.

### **About BookMyShow**

BookMyShow, a flagship brand of Bigtree Entertainment Pvt. Ltd., is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. Founded in Mumbai (India) in 2007 by three long-time friends - Ashish Hemrajani, Parikshit Dar and Rajesh Balpande, BookMyShow is now present in over 350 towns and cities across India, currently meeting the entertainment demands of over 14 million customers. With support and encouragement from its investors Network 18, Accel Partners and SAIF Partners, BookMyShow continues to innovate in the e-commerce ecosystem of India. For more information, please visit [www.in.bookmyshow.com](http://www.in.bookmyshow.com)

### **Media Contacts:**

Arushi Maheshwari: 8802999023 | [arushi.maheshwari@bookmyshow.com](mailto:arushi.maheshwari@bookmyshow.com)

Kapil Daryani: 9987210099 | [kapil@communicateindia.com](mailto:kapil@communicateindia.com)

Ayesha Rangani: 7506360666 | [ayasha@communicateindia.com](mailto:ayasha@communicateindia.com)

Divya Mishra: 9820590648 | [divya@comunicateindia.com](mailto:divya@comunicateindia.com)