

# WeChat concludes agreement with Resolve Mobile

Resolve Mobile has been appointed as an approved WeChat official accounts integration and support partner.

It is the mobile strategy and product development arm of Imperial Holdings and is headed by managing director and cellular industry expert, Tracy Surkont.



Tracy Surkont

## Customer insights

As a WeChat partner, it is able to build brand official accounts in a way that enables them to connect with clients on a personal level. Integrated into the WeChat offering for brands, its proprietary dashboard reveals hourly customer insights, such as the number of new followers, as well as their gender, age and geographic distribution.

Brett Loubser, head of WeChat Africa, adds, "It offers a new way of experiencing social media. A rich user experience is created by the way video, text and graphics are put together. This enhances the ability to communicate and is enjoyed by individuals and sought after by brands."

"Its defining feature that has proven so popular with organisations and individuals alike is 'hold-to-talk' with its automatic playing of record-and-release consecutive voice messages. This offers tremendous upside for brands, in particular, as they are able to engage in real-time group chats for the first time on social media."



## High engagement

An example of a South African brand currently harnessing the power of WeChat with Resolve Mobile's expertise is SuperGP, a major South African sports brand to go live.

SuperGP is taking full advantage of the high engagement medium promised. There is continual engagement with its followers through live race day streaming, live chats with drivers and constantly-updated rankings that motor-racing aficionados follow. QR codes, available on WeChat, are also used to secure entry to SuperGP events.

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