

The reasons for success of Zalo

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1. **Instructions for using Zalo Web right on the browser**
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Zalo - Vietnam's No. 1 free messaging and calling application

Talking about OTT applications in general, and messaging applications, free phone calls over the Internet in general, can not fail to mention Zalo. The product is completely branded Vietnam, is "dominating" the App Store rankings and is the No. 1 application among users.



It is a question that Zalo development team may find difficult to answer immediately. If you find out about the product *This 'homegrown'*, will probably be surprised by many people that Zalo started with the car crash, applied the web version, Zalo development team has pushed itself into a mysterious position, making the product debut standing on the edge of the abyss. But shortly thereafter, the group realized the mistake and changed tactics, focusing on the goal of helping users with free and fast text messaging in the context of weak telecommunications infrastructure in Vietnam. However, only half a year later (**January 2013**), this pure

Vietnamese application knocked out the giant who was dominating the chart at the time, WeChat.

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Zalo 's competitors were most prominent then **Wechat, Viber, Line and Kakao Talk** . However, **Line** and **Kakao Talk** do not really focus on the purpose and needs of Vietnamese users, **Viber** does not have video calling function. As for Wechat, the phrase '*climb higher, more painful falls*' is indeed true of this Chinese application. Taking advantage of its large customer base and its irreplaceable position, WeChat has implicitly integrated the '*U-shaped line*' into the product, which has met with tremendous opposition, making WeChat Being '*wiped out*' almost immediately in **OTT** Vietnam market. At this moment, **Zalo** returned with new changes and improvements in products hitting the Vietnamese market.



If you look at it, the latest member of the "*big family*" of **OTT** is nothing outstanding, even less so than its siblings, however, deep inside, if the other applications Only works on smartphones with Wifi or 3G stable, **Zalo can run well even with 2G, 2.5G right on the 'popular' touch phones**. Because of this reason, Zalo becomes friendly, approachable and suitable for Vietnamese users at that time, when smartphones cost up to ten million dong.

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Looking back at the development process, was first launched in August 2012, Zalo almost hidden the "*siblings*" before. When no one believed that Vietnamese products could defeat technology powers like China, South Korea or Japan, it was only about 6 months later, '*the dream of the Don-sots guys*' was created. The unprecedented Revolution, a spectacular overthrow with not only the Line or Viber, but with the "*invincible tycoon*" **WeChat**, is taking the No. 1 position on the **App Store Vietnam** According to the latest survey, Zalo ranked No. 2, just behind **Facebook** on the number of users by 3G, which shows that Zalo is the only domestic OTT in the top of OTT users 3G.



Can point out some outstanding features, and can also be considered as the reason for success of **Zalo** as follows:

1. Free messaging is extremely fast and extremely stable.
2. Compatible with current phone operating systems, even Symbian and Nokia. This helps expand the customer base, not only in Vietnam.
3. Connect well with rich **Zing** , **Facebook** , and "free " social networks.
4. Perfectly suited to Vietnamese users.
5. Continuous updates to improve product quality.
6. High community interaction, helps Zalo quickly spread in the user community.

MỘT SỐ THÔNG TIN VỀ ZALO



No one, not even Zalo's *'father'* could suspect that, in such a short time, his *'child'* could be so successful. Perhaps, it is through perseverance, the power of faith and the desire to win, that a product that once stood on the brink of victory over the giants and brought the people of Vietnam closer to the dream of property. Domestic technology products will be on par, even surpassing similar products of the world, something no one dares to think, until Zalo does it.

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