

Shaadi.com empowers users with Matrimony 2.0

Shaadi.com - The World's largest matrimonial service provider, now introduces its users to Matrimony 2.0, giving them the freedom to control the way they like to use their favorite matrimonial website. Using the latest technologies, rich interface applications, improved algorithms, comprehensive privacy options and personal settings, Matrimony 2.0 will bring more relevance, convenience, and control into users' hands.

Based on user suggestions through the customer service desk and user research programs, the new functionality is aimed to empower the user and make their search for a life partner, fast, intuitive and easy.

For starters, users will now be able to accomplish tasks faster with lesser effort and convenient interfaces in areas such as Search Results, Profile Details, and the Top Level Site Navigation. Shaadi.com members can now perform key activities such as Expressing Interest from the search results page itself without having to visit individual member profiles; users can also see who has expressed interest in them on the search results page itself, making acceptance or decline of the interest quick and easy.

Keeping in mind the slow Internet speeds in India, Shaadi.com has enabled key tasks like Express/Accept/Decline Interest from the profile page itself. Members can even chat or write messages from the profile page, and the easy drop down menu makes navigation on the site much smoother and faster.

Talking about the recent development and features on the website, **Vibhas Mehta, Business Head, Shaadi.com** says, '*Shaadi.com has been the innovator in Online Matrimony business and these innovations are driven by what our users want. The Internet is all about freedom, choice and being able to set your own preferences and the latest changes on the site are a step in the same direction.*'

The website now comes with a photo upload tool that enables users to upload photographs of any size much faster than before. Users can just drag, drop and upload pictures instantly. Keeping in mind privacy of users, members can display their contact numbers either to all premium members, or accepted members and members in whom they are interested. Premium members also enjoy benefits of having access to phone numbers that are verified, helping them reach a person with minimum effort.

A host of other changes including a new registration page with intuitive tips and a changed Toll Free number that can be reached from landline or mobile have been incorporated to make it even easier for customers to register or reach the help desk.

As summarized by Anupam Mittal, CEO and Chairman of People Group, "We have always put our members at the forefront of our business strategy - we're now thrilled to be able to put them in control."

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