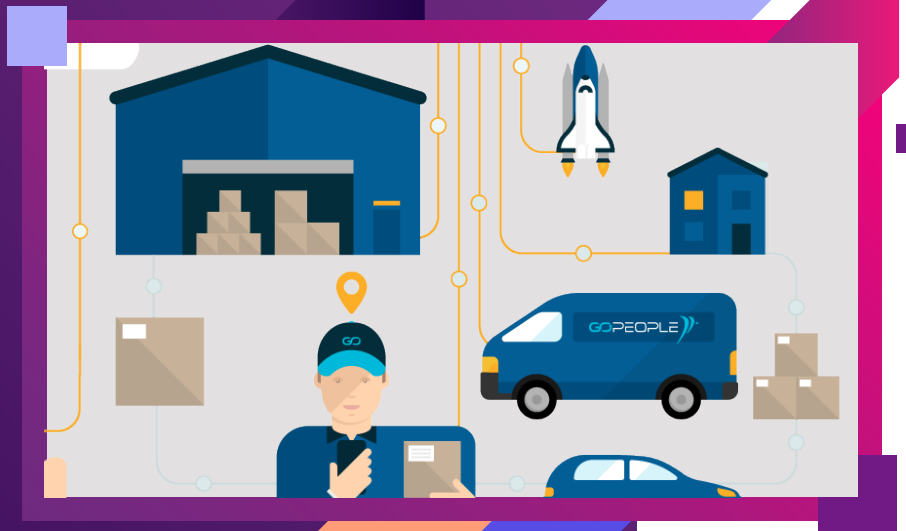




CUSTOMER SUCCESS

GOPEOPLE™



## AUSTRALIAN DELIVERY TECHNOLOGY COMPANY GOPEOPLE BOOSTED COST SAVINGS AND CUSTOMER SATISFACTION WITH MITTO'S SMS API

### GoPeople

Initially launched in 2014 as "PPost," [GoPeople](#) is a leading on-demand and same-day delivery services and technology company headquartered in Chippendale, Australia. The company aims to empower Australian SMBs and drivers with advanced technologies via a crowd-sourcing model to enhance the customer experience and make deliveries faster and more efficient. GoPeople's team built the product from the ground up, and their delivery platform is now available on apps and web interfaces.

#### USE CASE

Notifications  
Marketing Campaigns

#### PRODUCT

SMS API

## CHALLENGE

GoPeople is on a mission to revolutionize how deliveries are made. To achieve this, the company leveraged multi-channel customer service and marketing strategies, including email, phone, and instant messaging. Unfortunately, low email open rates impacted their engagement efforts.

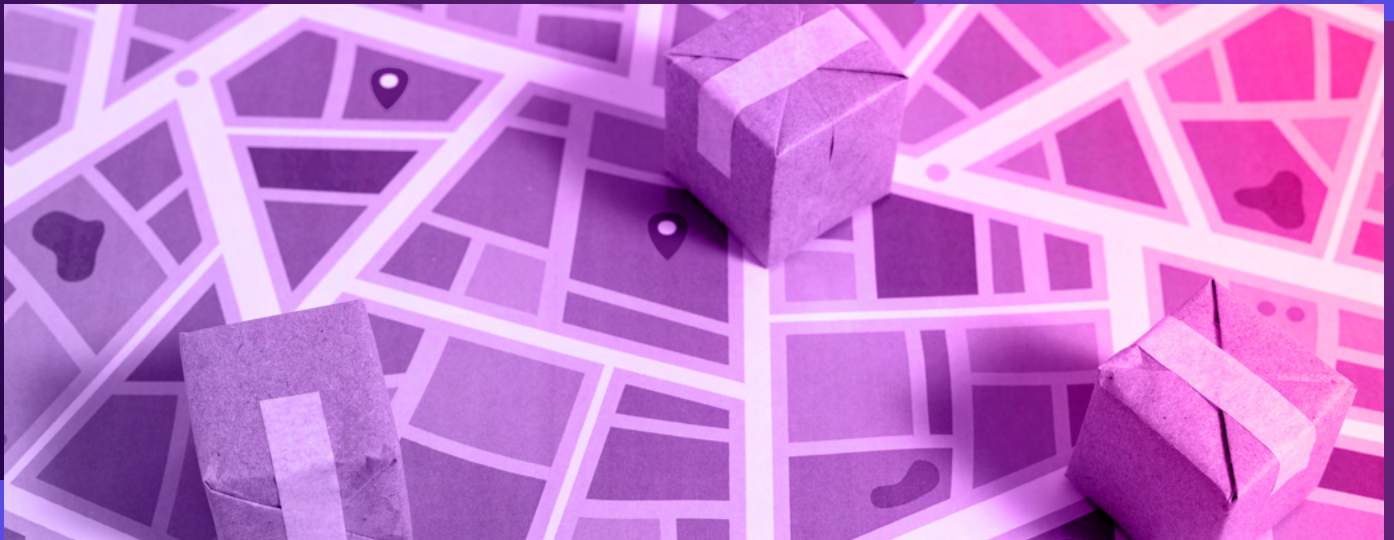
Thanks to its [98% open rates](#) compared to email's 22.7%, GoPeople partnered with an SMS provider to better engage and support customers. However, the supplier's membership fees included unpredictable, added costs, impacting their bottom line. To reduce costs while delivering superior customer experiences, GoPeople knew they had to find a communications partner offering the fastest SMS delivery speeds at the best price possible.

## SOLUTIONS

GoPeople partnered with Mitto because of our best-in-class [proprietary AI-routing](#) platform and strategic global carrier network.

Our advanced technology constantly monitors our networks, conducts simulations, and analyzes and prioritizes traffic to ensure cost-effective, optimal SMS OTP delivery. Additionally, our automated delivery reports mitigate bot attacks and fraud, keeping both GoPeople and their customers safe.

Mitto paired GoPeople with a dedicated customer success manager who worked in the same time zone and spoke the same language. This ensured that all issues were resolved as quickly as possible.



## KEY RESULTS

GoPeople enjoyed immediate cost savings after partnering with Mitto. The company also provided users with concise and intuitive logistics updates, boosting customer satisfaction.

**Contact Mitto today to learn how our intelligent tools can help your brand improve cost savings and customer satisfaction.**



[www.mitto.ch](http://www.mitto.ch)

Mitto is a leading provider of global, omnichannel communications solutions, supporting business growth with advanced customer engagement technology and next-generation business messaging, and end-to-end phone number management. Mitto's platform ensures the world's largest brands and MNOs ready for what's next.

**Bahnhofstrasse 21, 6300 Zug, Switzerland | [info@mitto.ch](mailto:info@mitto.ch)**