mitto

CUSTOMER SUCCESS

live.me

LEADING SOCIAL PLATFORM LIVEME IMPROVED CUSTOMER SECURITY AND SATISFACTION WHILE REDUCING SMS COSTS WITH MITTO

LiveMe

Recognized as one of Fast Company's Most Innovative Companies of 2018, LiveMe is a global live-streaming and social platform. Launched in 2016, the brand has amassed over 100 million users and three million broadcasters worldwide. In 2021, LiveMe received the Best Entertainment App award from the Samsung Galaxy Store. The company has an estimated annual revenue of $18.6 million and $110 million in total funding. Its headquarters are in Beijing.

USE CASE

Verification

PRODUCT

SMS API

CHALLENGE

With the threat of cybercrimes continually rising, LiveMe is dedicated to optimizing user security and protecting their sensitive information. The company uses two-factor authentication (2FA) to verify users through one-time passcodes (OTP). This reduces fraudulent activity by up to 99.9%.

LiveMe users receive one-time passcodes via SMS messages when they first sign up or log in to the app. Unfortunately, LiveMe's previous communications provider lacked the delivery quality to efficiently send SMS OTP texts. Users were unable to access their accounts, which caused frustration and hindered customer satisfaction. Additionally, LiveMe offers online payment options. The poor OTP delivery quality directly impacted the company's payment processes, causing significant revenue loss.

SOLUTION

LiveMe knew they needed a communications partner with superior SMS delivery capabilities to optimize customer security and satisfaction. They chose Mitto because of our world-class proprietary AI-routing platform and exclusive global carrier network, which ensure optimal and cost-effective SMS OTP delivery.

Mitto runs customer traffic through our carrier-grade, self-adjusting routing platform. We also continually monitor hundreds of possible message routes for every global destination before identifying the best path. This ensures the fastest delivery speeds at the best cost by route. Additionally, Mitto's automated delivery reports help to reduce fraud and bot attacks, further enhancing customer and business security.

KEY RESULTS

Due to Mitto's state-of-the-art technology, LiveMe users promptly received their OTPs and had easy access to their accounts and payments. Users in regions with low SMS deliverability quality, including Brazil, Columbia, Russia, Singapore, and Taiwan, also received texts. This improved security and boosted customer satisfaction.

Mitto also reduced LiveMe's SMS costs while providing best-in-class support to resolve tech issues in real-time, thanks to our globally distributed team of multilingual communications experts.

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> **MITTO ALWAYS GIVES US TIMELY FEEDBACK, WHICH HELPS US UNDERSTAND WHAT IS HAPPENING. WE KNOW SOMEONE OUTSIDE OUR ORGANIZATION CARES ABOUT OUR BUSINESS JUST AS MUCH AS WE DO.**
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> PROCUREMENT MANAGER
> LiveMe

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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.

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