

CUSTOMER SUCCESS



INDRIVE INCREASES SMS CONVERSIONS BY 20% WITH MITTO

INDRIVE

inDrive is one of the world's fastest-growing transportation services, ranked as one of the top five most downloaded ridesharing and taxi apps. Passengers across 31 countries are choosing inDrive because it provides freedom of choice as passengers decide how much they will pay for their ride. inDrive has restored fairness to the transportation industry by using a transparent real-time pricing model that offers lower costs and a friendly user interface. By focusing on delivering an excellent customer experience, inDrive can help their 50 million registered users arrive safely at their final destination.

- > 50+ million registered users
- > Used across 31 countries
- > Present in 300+ cities

USE CASE

User Verification
Customer Notifications
Marketing Campaigns

PRODUCT

SMS API
2FA API
Voice API

CHALLENGE

Imagine this. It's Friday morning, it's raining outside and you are late for work. You sign-up for a new rideshare app, but because an SMS never arrived to verify your phone number, you find yourself with an angry boss, wet clothing and your weekend ruined. All the while a driver was moments from your front door, ready to give you a ride.

This was the problem inDrive found themselves in when they saw low SMS delivery rates harming their business. An increase in customer complaints meant a rise in support costs and a frustrated user base. Worst of all, these failed SMS messages were causing app registration abandonment and a drop in new signup conversions, all at a high cost to inDrive. High messaging costs combined with low performance is not the winning combination that successful brands look for in an A2P communications service.

Finding a trusted, reliable SMS provider when you are a global company is difficult. There are many options on the market. High growth brands like inDrive require a partner with international capabilities, excellent routing operations, dedicated support, pricing transparency, and the ability to deliver quick, accurate messaging.

inDrive problem was simple, they needed their SMS messages delivered to their riders and drivers without issue so they could fulfill their mission of returning freedom and fairness to the rideshare industry. Disappointed with their current provider's quality and pricing, inDrive was ready for a change. Fortunately, they turned to Mitto for help.

SOLUTION

After partnering with Mitto, inDrive saw their SMS deliverability rates jump 20% resulting in increased conversion rates across the entire user and customer experience. That's more users signing up, more people getting rides, more drivers earning fares. In addition, due to Mitto's groundbreaking routing platform, in certain instances inDrive was able to actually save money.

inDrive initially deployed Mitto as a secondary SMS service but was so pleased with the initial performance that they switched Mitto to their primary provider in several key markets. Now, with SMS messages reaching their intended destination without delay, inDrive has seen user complaints dropping and an overall uptick in their customer experience and satisfaction. As Lev Fedorov, Senior Project Manager at inDrive explains with regard to registration messages: "It is very beneficial and helpful to have Mitto as a provider of such an important part of our business."



**I VALUE MITTO FOR
PERSONALIZED CUSTOMER
CARE, PROFESSIONAL
CUSTOMER SUPPORT
AND NEGOTIABLE PRICES.
AS A SIDE EFFECT I HAVE
LEARNED A LOT ABOUT
THE TELECOM INDUSTRY
BY COMMUNICATING
WITH THE MITTO TEAM.**

LEV FEDOROV
SENIOR PROJECT MANAGER,
INDRIVE

KEY RESULTS

- **SMS conversion rates grew on average by 20%**
- **Significant cost savings across key markets**
- **Increased customer satisfaction**



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