

CUSTOMER
SUCCESS



LEADING AIRLINE TURNS TO MITTO FOR GLOBAL REACH

HK EXPRESS

Hong Kong Express, or HK Express, is a low-cost airline owned by Cathay Pacific Airways. Ranked first in Asia and third globally for on-time performance among low-cost carriers, HK Express provides air service to 27 destinations throughout Asia and has a fleet of 28 aircraft. Headquartered in Hong Kong, the airline was founded in 2004 and has a seven-star safety rating.

USE CASES

Verification

PRODUCT

SMS API

CHALLENGE

Reflecting their “Gotta Go” spirit, HK Express is dedicated to enhancing travel accessibility in Asia and has helped tens of millions of passengers travel on their own terms with affordable fares. As such, the airline strives to provide world-class value and security to its customers and understands that timely, accessible communications are pivotal in their efforts.

With a global reach of 7.4 billion active users and **98% open rates**, SMS is one of the most effective channels for connecting with and protecting customers worldwide at scale.

HK Express was already using SMS to verify customers with one-time passcodes. Unfortunately, their previous communications provider stopped offering SMS delivery in China, one of the airline’s key target markets. As a result, HK Express had to disable its SMS verification services, impacting overall operations.

The airline knew it needed a new communications partner with unrivaled reach to better support customers in China and expand its global footprint. Additionally, HK Express wanted a provider who delivered the world-class support they offered to their own customers.

SOLUTION

HK Express chose to partner with Mitto because of our exclusive network of global carriers and intelligent **proprietary AI-routing platform**. This allowed customers in every region HK Express served to receive expedient SMS-based one-time passcodes every time. Our advanced technology prevents issues before they arise, analyzes and prioritizes traffic, and continually runs simulations to ensure the fastest, most dependable message paths for optimized, cost-effective delivery.

Mitto paired HK Express with a seasoned communications consultant who provided swift support to troubleshoot technical issues, ensuring they could reactivate their SMS service without a hitch.

KEY RESULTS

After partnering with Mitto, HK Express restored their SMS services, particularly in China, and expanded their global reach. This collaboration enhanced customer engagement and security with reliable, cost-effective SMS delivery across all regions. Leveraging Mitto’s technology and network, HK Express improved operational efficiency and ensured timely, dependable communications worldwide.



PARTNERING WITH MITTO HAS BEEN A GAME-CHANGER FOR OUR COMMUNICATION STRATEGY. NOT ONLY HAVE WE SUCCESSFULLY RESUMED OUR SMS SERVICES IN CHINA, BUT WE’VE ALSO EXPANDED OUR REACH GLOBALLY, CONNECTING WITH A WIDER MARKET AND ENHANCING CUSTOMER EXPERIENCE.

SAI LAM
MANAGER OF DIGITAL PRODUCTS
HK EXPRESS



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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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