

## CUSTOMER SUCCESS



MICRO CLOUD



# MICRO CLOUD BOLSTERS CUSTOMER SECURITY AND COST-SAVINGS WITH MITTO

## MICRO CLOUD

Founded in 2020, [Micro Cloud Technology Pte. Ltd.](#) is a technology company that provides application-to-person (A2P) and voice communication solutions to enterprises and businesses in over 200 countries worldwide. Headquartered in Singapore, the brand offers a diverse suite of telecommunications products that accommodate customers' preferred performance and budget expectations, including SMS, eSIMS services, and WhatsApp Business messaging. With offices in China, Hong Kong, India, the Philippines, and South Korea, Micro Cloud strives to meet the needs of their customers efficiently.

### USE CASE

Verification

### PRODUCT

SMS API  
Viber Business

## CHALLENGE

Micro Cloud's core mission is to provide cutting-edge communication platforms to quickly deploy their solutions and enable a seamlessly connected world. Additionally, with cyber crimes on the rise, Micro Cloud continuously seeks ways to improve efficiency and security to increase customer satisfaction and deepen trust. As such, the company uses one-time passwords (OTPs) sent via SMS to verify customers' identities.

However, Micro Cloud's previous communications provider lacked the product diversity and coverage they needed to ensure customers received their passcodes promptly. Swift delivery is essential, as OTPs expire within minutes. Micro Cloud knew they had to find a better partner that provided the solutions they needed to succeed.

## SOLUTION

Micro Cloud collaborated with Mitto because of our superior product coverage and customer support.

Micro Cloud incorporated Mitto's **Viber Business solutions** into their workflow to enable failover if customers did not receive their OTPs via SMS. This provided immediate cost-savings, protected customers' sensitive data, and ensured they quickly received their one-time passwords to gain access to their accounts.

Micro Cloud was also paired with a dedicated customer success manager, who provided detailed product explanations and continuous support. If Micro Cloud ran into any troubles, Mitto's team of globally distributed multilingual communication experts was on hand 24/7 to provide prompt assistance.

## KEY RESULTS

Shortly after deploying Mitto's chat API into their flow, Micro Clouds saw increased cost-savings while bolstering customer satisfaction and security.

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**OUR TEAM IS  
VERY SATISFIED  
WITH THE A2P  
SERVICES AND  
VARIOUS  
SOLUTIONS  
PROVIDED  
BY MITTO**

GEORGE ZHU  
DIRECTOR OF BUSINESS  
DEVELOPMENT AND OPERATIONS  
MICRO CLOUD



[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.

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