



**CUSTOMER  
SUCCESS**



# ARGENTINA-BASED COLLECTIONS AGENCY CUTS SMS BY 60% WITH MITTO'S SMS SOLUTION

## PAKTAR

Paktar is a leading collections and high-value debt recovery agency, focused on delivering efficient, reliable communication solutions for businesses managing outstanding invoices and debt payments. With a client base that includes top-tier companies like Mercado Libre, Paktar is committed to helping organizations optimize customer contact and improve financial outcomes.

### USE CASE

Notifications and Reminders

### PRODUCT

SMS

## CHALLENGE

In the debt recovery industry, maintaining prompt and reliable communication with customers is essential to improving repayment rates and customer satisfaction. Paktar faced a significant challenge in enhancing response rates for payment reminders across the LATAM region. Previous messaging providers struggled with consistency and timeliness, impacting Paktar's ability to effectively reach customers when it mattered most. This resulted in decreased customer satisfaction, economic setbacks, and missed opportunities for meaningful engagement. With high-profile clients like Mercado Libre relying on their services, Paktar needed a solution that could meet the demands of an industry where seamless communication can make all the difference.

## SOLUTION

To address these challenges, Paktar turned to Mitto's SMS solution, a robust platform designed to deliver messages with high reliability and precision. Through Mitto, Paktar could consistently reach customers at critical moments, sending payment reminders and updates that directly contributed to improved engagement and response rates.

SMS is a powerful tool for customer communication, with open rates averaging 98% and most messages read within 3 minutes. This immediacy made SMS the ideal channel for Paktar's debt recovery strategy, allowing them to communicate effectively in a way that was both impactful and cost-efficient.

Mitto's solution also stood out for its after-sales service, seamless integration, and exceptional follow-up, creating a smooth experience for Paktar as they transitioned their communication efforts. By leveraging Mitto's SMS platform, Paktar was able to increase their messaging impact in LATAM markets, ensuring clients like Mercado Libre could engage with their customers promptly and effectively.

## KEY RESULTS

With Mitto, Paktar achieved a 60% reduction in messaging costs, improving their overall efficiency and client satisfaction. The SMS solution enabled Paktar to engage more effectively with customers, leading to better response rates and higher satisfaction among clients like Mercado Libre.

Mitto has empowered Paktar to overcome communication challenges in the debt recovery industry, enabling consistent, cost-effective engagement with their clients' customers. Interested in transforming your customer engagement strategy? Contact us today to learn more about Mitto's solutions!



**WE HAVE BEEN WORKING WITH MITTO OVER THE PAST MONTHS, AND WITH THEIR PLATFORM, EVERYTHING IS EASIER —FROM MESSAGE DELIVERY TO COST MANAGEMENT. MITTO'S SUPPORT AND SERVICE HAVE TRULY SET THEM APART.**

LEONEL SANTIAGO SCHINOCCA  
EXTERNAL MANAGEMENT LEAD  
PAKTAR



[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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