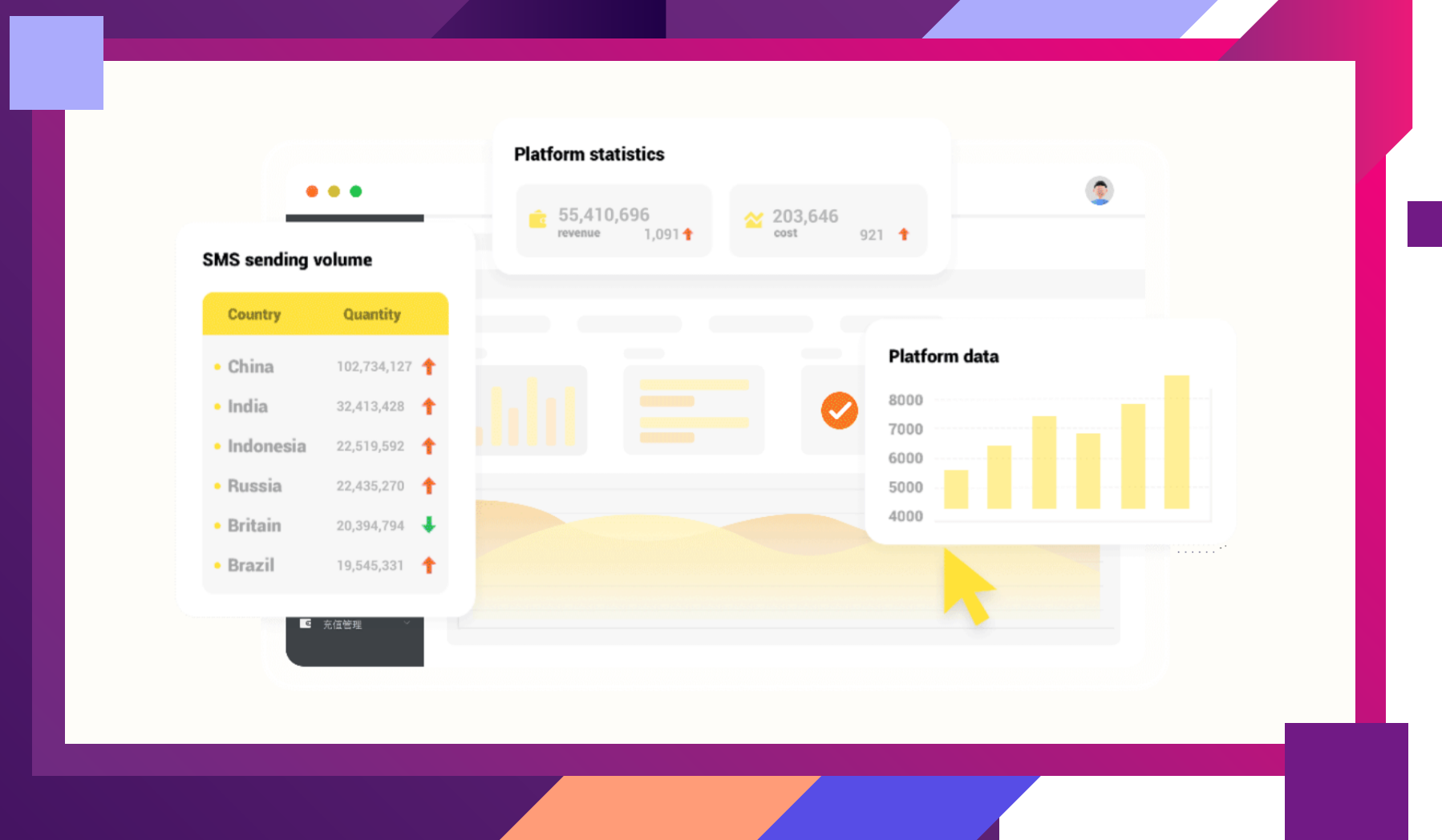




CUSTOMER SUCCESS



LEADING GLOBAL COMMUNICATIONS PROVIDER SERVING 120,000 BRANDS REDUCES PROCUREMENT COSTS WITH MITTO

PLANET ALPHA

PLANET ALPHA is a global integrated communications service provider that delivers advanced cloud communications solutions to more than 120,000 companies in over 230 countries. Businesses across various sectors, including eCommerce and consumer electronics, leverage PLANET ALPHA's international SMS and voice services to better engage end users and unlock new growth and revenue opportunities. Headquartered in Singapore, PLANET ALPHA partners with 3,000 mobile carriers worldwide.

USE CASE

Marketing Campaigns

PRODUCT

SMS API

CHALLENGE

With over 60 years of connectivity experience, PLANET ALPHA understands that timely communication and dependable direct carrier routes are critical to superior consumer engagement. That's why they continually seek to partner with high-quality communications suppliers to offer their clients the best solutions possible.

However, PLANET ALPHA struggled to find a top-notch supplier that offered world-class SMS deliverability at affordable rates so that they could provide clients with more cost-effectiveness. This severely impacted customer satisfaction rates.

SOLUTION

PLANET ALPHA chose to collaborate with Mitto because of our exclusive network of global mobile carriers and proprietary AI-routing platform, which analyzes and prioritizes traffic to ensure the fastest delivery speeds at the lowest rates.

We also constantly monitor our networks to mitigate issues, run simulations to optimize deliverability, and prevent bot attacks and fraud with automated delivery reports.

Mitto matched PLANET ALPHA with a dedicated consultant who provided ongoing support to ensure their experience went smoothly.

KEY RESULTS

Our low-cost, high-impact solutions and strategic relationships with global carriers enabled PLANET ALPHA to reduce procurement costs by 5%. This significantly improved customer satisfaction and the company's bottom line.



**MITTO'S STABLE
ROUTE QUALITY AND
COMPETITIVE PRICING
HAVE GREATLY
ASSISTED US IN
EXPANDING OUR
MARKET AND
CUSTOMER BASE.
MITTO IS A PARTNER
WE TRUST
COMPLETELY.**

CHARLIE ZHENG
SALES MANAGER
PLANET ALPHA



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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