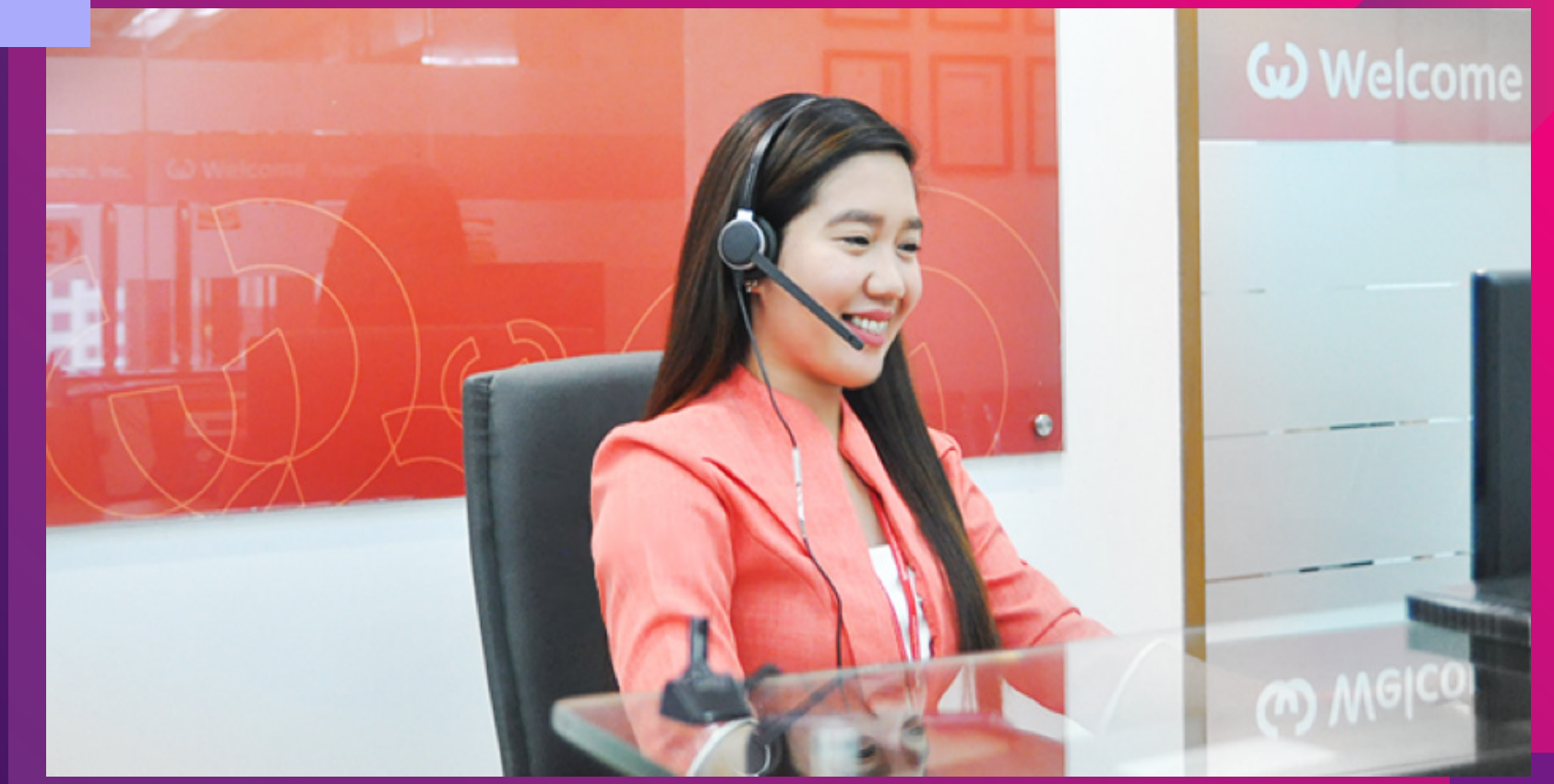




## CUSTOMER SUCCESS

 **Welcome Bank**  
Rural Bank



# WELCOME BANK PHILIPPINES ACCELERATES APPLICATION TURNAROUND WITH MITTO'S VIBER API SOLUTIONS

## WELCOME BANK PHILIPPINES

Founded in 2021, Welcome Bank Philippines is a subsidiary of Korea's Welcome Financial Group. With over \$3.6 billion in assets, the conglomerate operates the fourth-largest savings bank in the country. Welcome Bank Philippines is committed to preserving customers' assets and offers a comprehensive menu of financial services, including time deposits, savings accounts, and loans.

### USE CASE

Customer Support

### PRODUCT

Viber Business

## CHALLENGE

Customers entrust their money to banks and expect them to ensure their funds are safe and accessible. As a subsidiary of one of the largest financial institutions in the region, Welcome Bank Philippines understands that timely communication and robust security are pivotal to customer satisfaction.

However, the company only communicated with customers via Facebook Messenger and email. While Facebook is an efficient engagement channel, Welcome Bank Philippines' customer service department was the only one allowed to use it. Other team members spoke with clients on mobile phones. This impacted Welcome Bank Philippines' ability to share information across departments, hindering internal operations, workflows, and customer support response times. It also impacted customers' ability to quickly apply for a loan on the company's app.

## SOLUTION

Welcome Bank Philippines knew they needed to improve customer service and communication. With 90% of messages opened within three minutes and end-to-end encryption, Viber was an obvious choice for secure, real-time, two-way conversations.

The financial services firm chose Mitto as their Viber communications provider because our tools offer multiple features and capabilities that suit Welcome Bank Philippines' needs. Our Viber communication solutions allow brands to:

- Build credibility with a verified business profile
- Use SMS fallback if Viber delivery fails
- Craft personalized auto-replies for 24/7 customer support
- Seamlessly integrate Mitto's tools with existing tech stacks
- Boost cost-savings

Welcome Bank Philippines was paired with a dedicated communications consultant who ensured smooth deployment and helped the company maximize their Viber package. Despite the time difference, our globally distributed team of multilingual customer success advocates provided prompt assistance.

## KEY RESULTS

Since implementing Mitto's Viber API tools, Welcome Bank Philippines has accelerated the turnaround time of their application, which customers use to apply for loans.



**I APPRECIATE MITTO'S USER-FRIENDLY INTERFACE. WE ARE NOTIFIED ON TIME IF A CLIENT HAS ALREADY RESPONDED TO OUR MESSAGES. AND IT HAS SPECIFIC FEATURES THAT HELP US TO ORGANIZE AND FILTER NUMEROUS THREADS AND MESSAGES.**

MARC PEREZ  
LOAN ASSOCIATE  
WELCOME BANK PHILIPPINES



[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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