

CUSTOMER SUCCESS 15below



15below Used Mitto to Consistently Engage Customers with High-Quality, Cost-Effective SMS Communications

15below

15below is a privately-owned software development company specializing in personalized passenger communications for the travel industry. Their messaging platform can seamlessly integrate into airline, rail, and travel companies' reservation systems, along with over 100 other key data sources. 15below's hyper-targeted and real-time notifications give both companies and travelers a stronger sense of control. From booking to arrivals, millions of customers will receive the exact information, at the right time, via the best channels.

Founded in 2000, 15below serves more than 50 of the world's leading travel enterprises, including JetBlue, British Airways, Qantas, SWISS, Etihad, Lufthansa, and Ryanair. Companies that use 15below's platform save an average net return of \$7M in the first year alone.

USE CASE

Customer Notifications

PRODUCT

SMS API

CHALLENGE

For over two decades, 15below's sole vision has been to simplify travelers' journeys and put customers and travel companies in the driver's seat. From personalized booking confirmations to managing travel disruptions, 15below's advanced algorithms and bespoke workflows help 50+ travel organizations worldwide stay connected to their customers, streamline operations, and improve their bottom lines.

To continue delivering these valuable services to their customers and travelers, 15below needed a communications provider that offered cost-effective, top-shelf solutions. Previously, the company's success hinged on one service supplier. A single point of failure could disrupt all communications entirely.

15below knew they needed a more effective solution to provide the best service flow and prices to their clients.

SOLUTION

To overcome these challenges, 15below identified Mitto as their redundancy partner of choice due to the high level of reliability and efficiency.

Mitto provided 15below with a dedicated account manager who offered unrivaled support. With a multilingual customer advocacy team that is globally dispersed, Mitto provides 24/7 support and swift resolutions to every customer worldwide, including 15below.

To make the onboarding process as smooth as possible, Mitto's experts closely collaborated with 15below to ensure optimized SMS API functionality and efficiency. This significantly reduced costs by mitigating any potential problems before they arose, and delivered better experiences to 15below's end-users.

"Our account manager was very responsive and focused on providing the best services possible. Their willingness to help went above and beyond," said Karen Smith, Service Delivery Manager at 15below.

KEY RESULTS

15below has fully integrated Mitto into their Dynamic Sender system, allowing customers to get the best quality and price for every SMS message sent. Mitto provides continuous, world-class support that evolves with 15below's changing needs and goals.



MITTO'S ACCOUNT MANAGEMENT IS OUTSTANDING. THEY ARE RESPONSIVE, INCREDIBLY HELPFUL, ALWAYS WILLING TO LISTEN AND IMPROVE, AND ALSO VERY COMPETITIVE IN THEIR PRICING. MITTO IS A GREAT SUPPLIER THAT WE ENJOY WORKING WITH.

KAREN SMITH
SERVICE DELIVERY MANAGER
15below



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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