mitto

CUSTOMER
SUCCESS

^bayt®

Bayt, MENA's Largest Talent Marketplace, Reduced SMS Costs By 37% With Mitto

Bayt

Headquartered in Dubai, Bayt is the leading job site in the Middle East and North Africa (MENA). Recognized as the "Leading e-Commerce Website in the Pan Arab Region" by the Pan Arab Web Awards, Bayt connects millions of job seekers with 40,000+ employers for free.

With over 47 million CVs, Bayt is MENA's largest candidate database. Founded in 2000, the company also specializes in CV writing and evaluation solutions.

USE CASE

User Verification
Customer Notifications

PRODUCT

SMS API

CHALLENGE

Bayt is MENA's most prominent talent marketplace. As a company that is dedicated to connecting top-shelf talent with the region's leading enterprises, Bayt understands the importance of providing accurate, verified data to employers. This means they must continuously verify that the jobseekers registering on their website are authentic. But with over five million monthly website visitors, the cost to verify each new applicant quickly adds up.

To optimize cost-effectiveness, Bayt reduced the scope of jobseeker verification with GCC phone numbers and used multiple communication solution vendors throughout different countries. However, this heightened the risk of inconsistencies in verifications, opening the door to more spam resumes, and reducing database quality for employers.

Working with multiple low-cost vendors also led to quality instability. Inefficient routes meant that text messages could be delayed on undelivered. Not only did this create poor customer experiences, but it also led to verification concerns.

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> ## IT HAS BEEN A PLEASURE TO WORK WITH THE MITTO TEAM. THEY ARE VERY PROACTIVE IN UNDERSTANDING OUR PROBLEMS AND PROVIDING COMPETITIVELY PRICED SOLUTIONS.
>
> Sumedha Arora
> HEAD OF PRODUCTS
> Bayt

SOLUTION

Bayt chose Mitto as their next SMS communications partner because of our cost-effective solutions, responsiveness, and efficiency. By using Mitto's SMS API for verification, Bayt maintained the quality of resume submissions by reducing bogus accounts, enabling employers to better connect with the best applicants.

Mitto provided Bayt with a dedicated account manager and together they developed an effective strategy. Thanks to our globally dispersed team of mobile technology experts, Bayt's regional offices, which are located across MENA, received 24/7 support.

"We like the responsiveness of the Mitto team and have been impressed by how easy it is to work with them. They have been accommodating in working with us," said Sumedha Arora, Head of Products at Bayt.

KEY RESULTS

Since implementing Mitto's OPT verification solutions, Bayt has reduced SMS costs by 37% while providing verified candidate data to employers. Bayt is currently working with us to expand verification services to other regions they serve to maximize cost-per-successful verification.