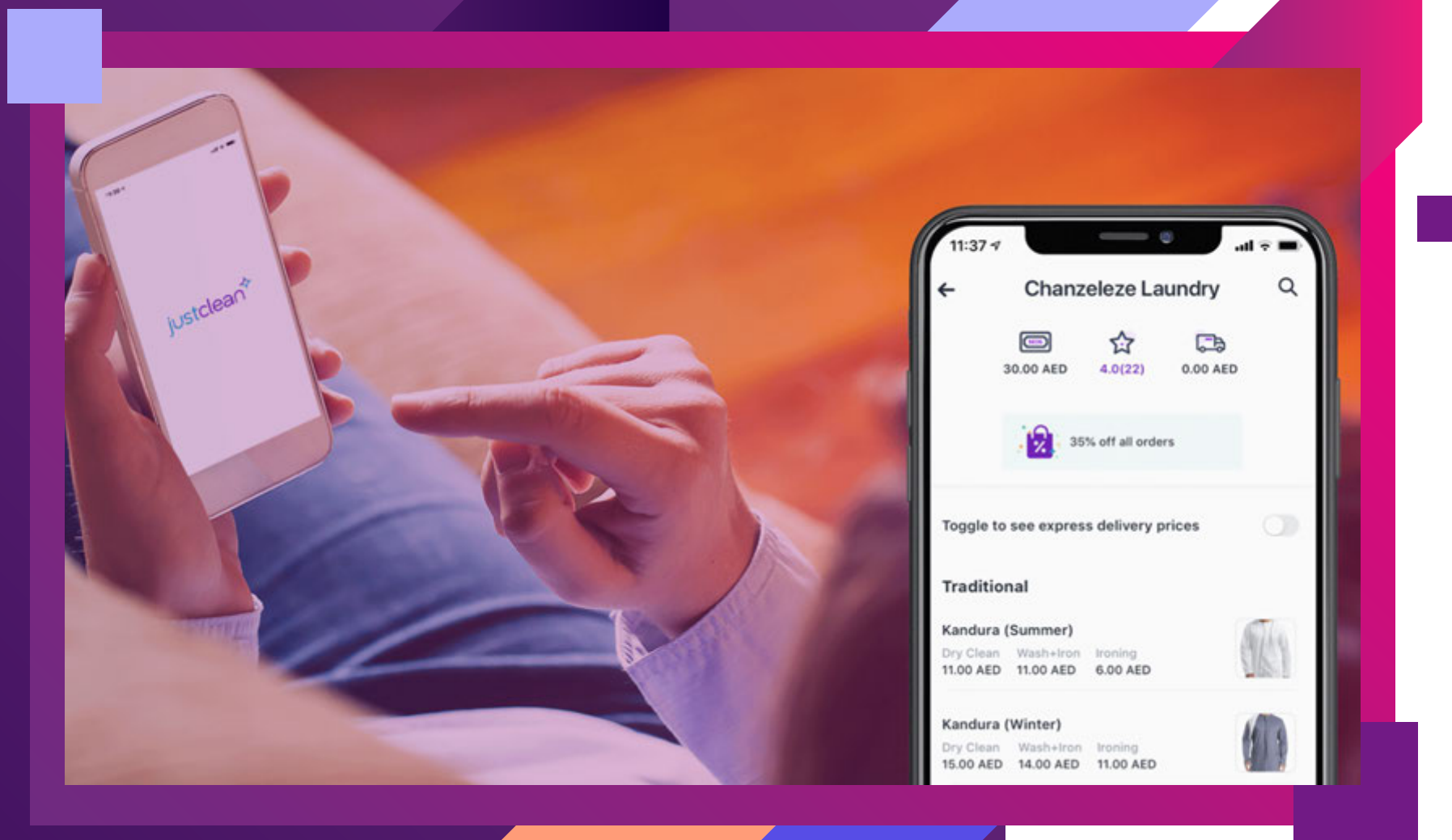


CUSTOMER SUCCESS justclean[✦]



JUSTCLEAN INCREASES CUSTOMER RETENTION WITH MITTO AND SMS

JUST CLEAN

JustClean was founded in 2016, as an on-demand laundry marketplace application in Kuwait. Ever since, they have evolved from a marketplace application for laundry services to becoming a holistic ecosystem solution for laundry services. They have grown to add two additional arms to their business model: SaaS and Logistics. Additionally, they provide Logistic Support to our vendors, while also providing laundry management support and a Point-of-Sales (POS) System.

- > Present in 5 countries
- > 2 million active users
- > 500+ partners

USE CASE

Marketing SMS

PRODUCT

SMS

CHALLENGE

JustClean had a communication problem. In JustClean's primary markets which consist of several countries in the Middle East, communication channels are fragmented. They needed a way to engage effectively with their users, send notes when a driver was coming to pick up their clothing, send messages when a driver had arrived to drop off clean clothing. Think about rideshare and food delivery apps, collecting your clothes from a cleaning service can have the same urgency as picking up a meal. Knowing the best way to effectively communicate with all of their users was SMS, JustClean sought out a leading global communication platform, so they chose Mitto.

SOLUTION

JustClean implemented Mitto's SMS A2P messaging solutions for a variety of use cases on their platform. In addition to adding SMS as a channel for alerts, reminders, and notifications (ie your driver is ready to pick up your laundry) JustClean has also implemented Mitto SMS for marketing as a way to grow and maintain their customer base. Since deploying the Mitto SMS solution, JustClean has noted that their customer retention has improved and the overall userbase has expanded due in part to the success of SMS as a marketing channel. While JustClean started as an on-demand laundry service, the company has expanded to include on-demand car washes using the same platform. Mitto supports this vertical as well, using A2P messaging to keep users engaged whether they are interested in clean cars, clean clothes, or both.

KEY RESULTS

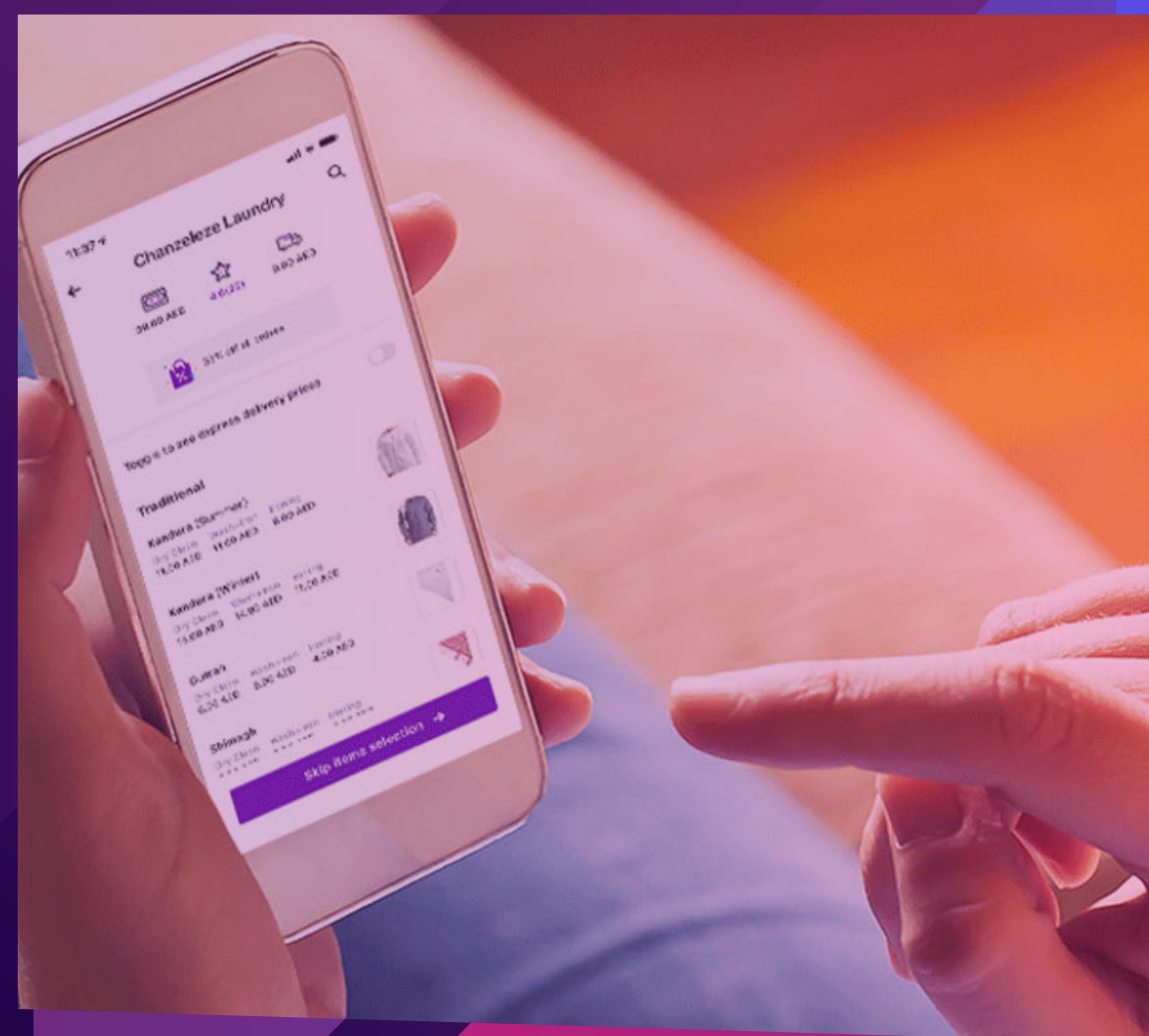
The relationship between JustClean and Mitto has progressed tremendously due to outstanding customer support and an excellent product. Synergies between JustClean and Mitto have led to:

- Increased user base
- Improved customer retention

“

SINCE DEPLOYING MITTO'S SMS SOLUTION WE HAVE NOT ONLY SEEN AN IMPROVEMENT WITH OUR CUSTOMER RETENTION EFFORTS, WE HAVE ACTUALLY EXPANDED OUR USER BASE THANKS TO SMS. THE MITTO TEAM HAS BEEN EXTREMELY HELPFUL AND WE CAN'T WAIT TO EXPAND OUR RELATIONSHIP IN THE FUTURE.

FAHAD AHMED
DIGITAL MARKETING SPECIALIST
JUST CLEAN



mitto

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.

Bahnhofstrasse 21, 6300 Zug, Switzerland | info@mitto.ch