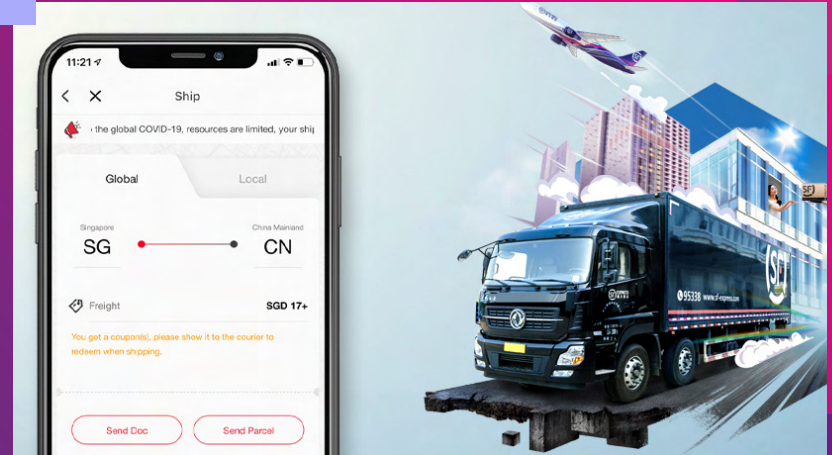


CUSTOMER SUCCESS



CASE STUDY

SF INTERNATIONAL IMPROVES ENGAGEMENT, LOWER SUPPORT COST WITH MITTO SMS

SF INTERNATIONAL

SF international was founded with a commitment to provide convenient and reliable logistics services, such as international express delivery, international freight forwarding, e-commerce parcels, international warehousing, goods consolidation and forwarding services, for domestic and overseas manufacturing companies, trading companies, cross-border e-Commerce companies and consumers.

- Covers 225 countries and regions around the world
- The total transportation volume of international all cargo air routes exceeded 40,000 tons
- Currently 10,000+ employees

USE CASE

SMS for tracking orders
SMS for customer support

PRODUCT

SMS

CHALLENGE

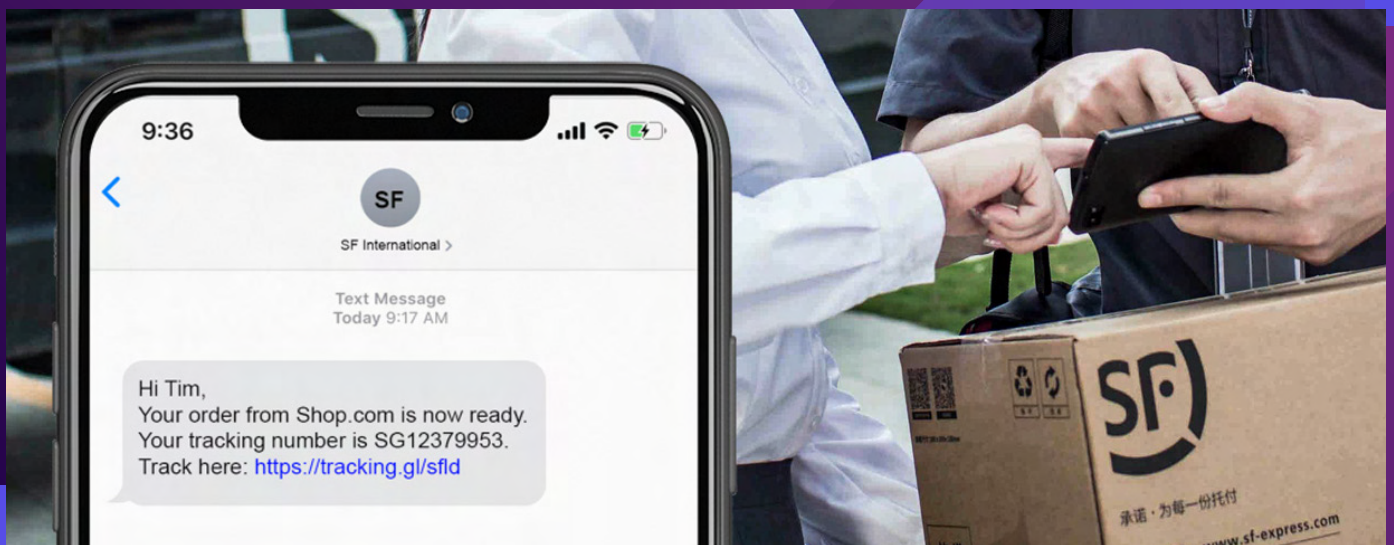
SF's international express business covers 71 countries, and its international small parcel business covers 225 countries and regions around the world. In the first half of 2020, the total transportation volume of international all cargo air routes exceeded 40,000 tons. That's a lot of moving pieces so obviously, communication is paramount to their business.

While SF International has sophisticated and automated processes to communicate internally, on the other end were customers they needed to reach for issues such as support, notifications, and updates. Phone calls and e-mails from their support team were no longer cutting it for SF International. They needed a cost-effective and efficient channel with which to contact their users. Naturally, they turned to Mitto and inquired about the power of SMS.

SOLUTIONS

SF International primarily relied on two channels for tracking and support: E-mail and phone calls from customer service reps, which are inefficient and costly to render support. SF International implemented an SMS solution from Mitto, choosing to use it as their main channel for updates, shipping notifications, and support. SMS is a cost-effective channel that provides high customer engagement and allows for SF International to seamlessly provide end to end support for their global customers.

SF International saw their support costs go down and their customer satisfaction ratings go up. By spending more time properly sourcing the goods of their customers instead of worrying about communication woes, SF International is now able to provide a better experience for all of its customers thanks to Mitto.



KEY RESULTS

The business of international logistics is complicated, by implementing a simple SMS solution SF International has made their own lives easier by keeping its customers better informed. When a person or business orders goods they typically want to know where they are and when they will arrive. If something goes wrong, they want to be able to quickly get in contact with the courier. With Mitto and SMS, now all of this is possible.

➤ Lowered support costs ➤ Increased customer satisfaction

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.

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