

MITTO INDUSTRY USE CASES GUIDE

Real-world strategies to boost engagement, reduce drop-offs, and build lasting connections across industries.



mitto’

Education • Healthcare • Non-Profit • Travel • Self-Service • Agencies & more

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Introduction

What if the message your customer needed most... never reached them?

Every missed notification, late reminder, or silent follow-up is a lost opportunity. Students miss exams. Patients skip check-ups. Travelers miss flights. Donors abandon pledges. Customers walk away from kiosks.

This guide reveals how organizations across industries are solving these challenges with Mitto's omnichannel solutions. Inside, you'll find:

- Industry-specific challenges
- Omnichannel opportunities
- Real-world message examples
- Step-by-step workflow examples

Discover how your industry — and every industry — can transform communication into growth, and loyalty.



Retail & Ecommerce

TOP CHALLENGES



**CART
ABANDONMENT**



**LOW REPEAT
PURCHASES**

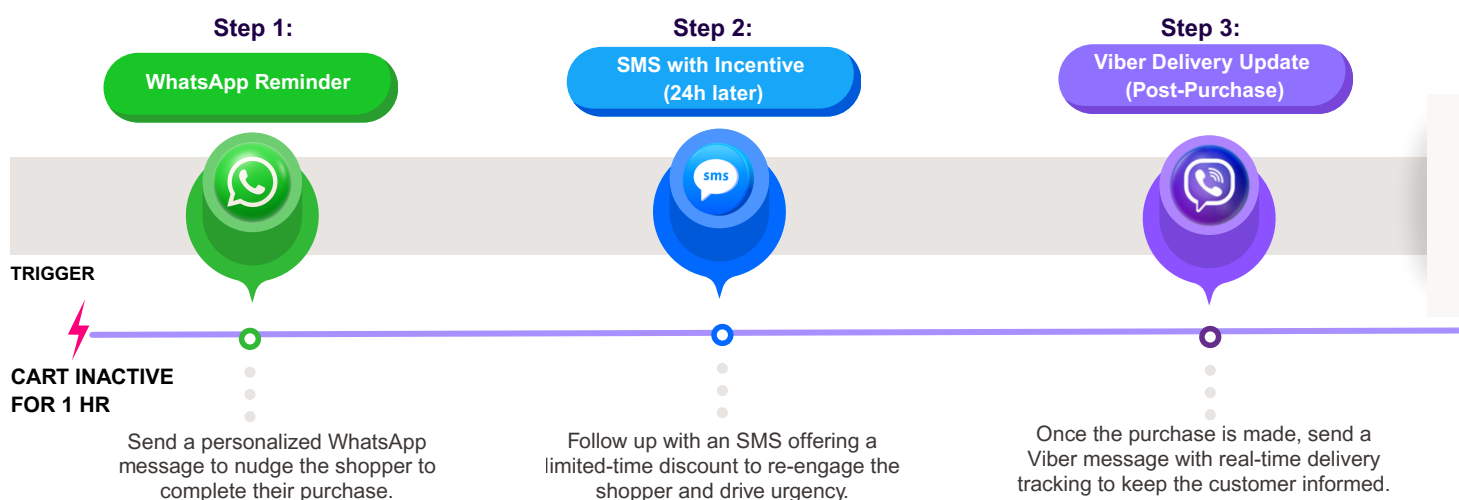


**POST-PURCHASE
SILENCE**

OMNICHANNEL MESSAGING FOR EVERY CUSTOMER MOMENT

Use Case	Opportunity	Mitto in Action	
Delivery Updates	Keep customers informed with real-time post-purchase alerts.	- Send order confirmations, shipping updates, and estimated delivery times - Lower support tickets, boost customer trust	Shophaven ✓
Back-in-Stock & Wishlist Alerts	Convert high-intent shoppers the moment items are new or back.	- Notify customers the moment items are available - Use personalized messages to re-engage at the right moment	StyleNova ✓
Flash Sales & Abandoned Cart Recovery	Capture lost sales and drive urgency with time-sensitive offers.	- Trigger cart reminders - Timed discounts to complete the sale	Trendify ✓
Customer Support & Product Assistance	Answer questions fast and reduce friction.	- Route product questions or order issues to live chat - Improve resolution time and keep buyers engaged	Tech Mart ✓
Loyalty & Feedback	Encourage repeat purchases and gather insights.	- Loyalty points, referral offers - Collect feedback via surveys through Mitto's messaging channels	GloBeauty ✓

OMNICHANNEL WORKFLOW EXAMPLE



growsari

We've worked with a number of suppliers for SMS and other similar products over the years, but the engagement and support from Mitto really stood out. We feel like a key account with every concern addressed immediately, and proactive outreach at all times to head off potential problems.

Sid Kongara
CTO & Co-Founder, Growsari

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Communication Platforms

TOP CHALLENGES



Ensuring reliable message delivery at scale



Managing multiple channels and integrations



Preventing fraud & compliance risks

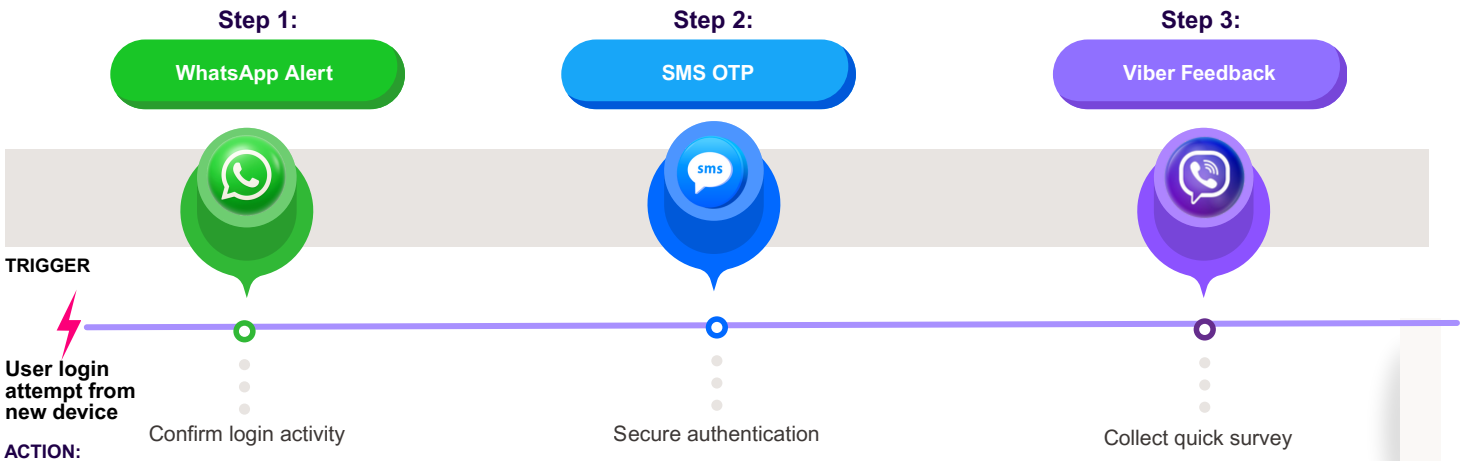


Reducing operational costs

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
System Notifications	Ensure reliable delivery of platform status updates and service alerts.	Use Mitto's AI-powered routing to deliver >90% of mission-critical notifications within seconds.	NotifyNow  System Alert: Scheduled maintenance tonight from 22:00–23:00. Services will be back online immediately after. [Details]
User Authentication	Securely verify users with OTPs across global regions.	Reduce authentication delays with Mitto's global direct carrier connections and instant SMS OTP.	AuthSecure  Your login code is 472815. Enter this within 10 minutes to complete sign-in.
Fraud Prevention Alerts	Protect users by sending instant alerts for suspicious activity.	Deliver trusted SMS/Viber notifications for login attempts, password resets, or account misuse.	SafeLink  Security Alert: We noticed a login attempt from a new device. If this wasn't you, reset your password now [Link].
API & Partner Integrations	Enhance platform value by supporting multiple messaging channels.	Integrate SMS, WhatsApp, and Viber via Mitto's APIs to scale communications effortlessly.	IntegratePro  New! Connect your platform with WhatsApp & Viber in just one click. [Start Now]

OMNICHANNEL WORKFLOW EXAMPLE





"Mitto has a set of channel switching functions, which can automatically change channel delivery when the conversion rate does not reach our standards or the channel has quality problems. This function is essential to ensure a stable backfill rate."
Oscar Ou, BD of ZHLY

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Our technical staff contacts Mitto's customer service at all hours to handle customer issues, and they always receive a prompt response. We are deeply impressed by this level of commitment.
Jimmy Zhao, VP of Marketing, Cingreen

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TOP CHALLENGES



Fierce competition
& high churn



Building trust in
new digital brands



Rapid fraud & scam
threats



Customers expect
instant service

OMNICHANNEL MESSAGING FOR EVERY CUSTOMER MOMENT

Use Case	Opportunity	Mitto in Action	
App Onboarding & KYC Completion	Reduce drop-offs by simplifying digital sign-up and verification.	Send instant verification codes or ID check confirmations via SMS/WhatsApp.	NeoPay ✓ Your verification code is 913204. Complete sign-up in 2 mins to unlock your account. [Verify Now]
Fraud & Scam Detection Alerts	Protect customers in real time from suspicious activity.	Trigger alerts for unusual logins, card-not-present payments, or crypto wallet access.	BlockWallet ✓ ⚠ Login attempt from an unrecognized device. Reply NO to block or YES to approve.
Investment & Market Updates	Keep traders engaged with timely insights.	Send instant stock execution notices, portfolio performance summaries, or crypto alerts.	Finvesto ✓ BTC just hit \$60,000 🚀! Your portfolio is up 12% today. View live chart → [Link]
Buy Now Pay Later (BNPL) Reminders	Reduce late payments and encourage flexible repayment.	Automate installment reminders and one-click payment links.	FlexiPay ✓ Hi Emma, your BNPL installment of €45 is due tomorrow. Tap here to pay instantly → [Pay Now]
Loyalty & Rewards Engagement	Increase retention with personalized perks.	Send reward notifications, cashback offers, and gamified loyalty updates.	CashBackly ✓ Congrats 🎉 You earned €10 cashback on your last 3 purchases. Use it today → [Redeem Now]

OMNICHANNEL WORKFLOW EXAMPLE



The most stable service that we've ever used,
Mitto is an excellent provider.

Georgi Savev
Head of DevOps & IT Monitoring
at iCard

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TOP CHALLENGES

**Strict Compliance Requirements**

**Delayed Transactions & Account Security**

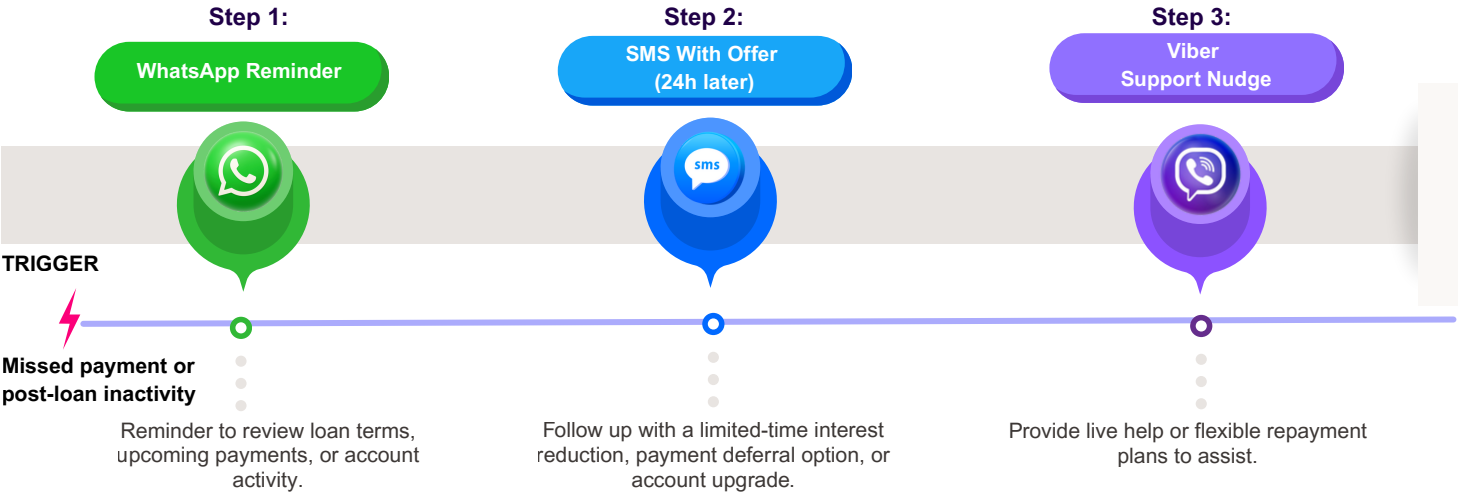
**High Support Volume & Response Times**

**Disconnected Customer Journeys**

OMNICHANNEL MESSAGING FOR EVERY CUSTOMER MOMENT

Use Case	Opportunity	Mitto in Action	
Account Verification & Security	Secure accounts and reduce friction with fast verifications	- Send real-time verification codes via SMS or chat apps - Streamline onboarding by reducing failed sign-ups	VerloPay  Your verification code is 739201. It expires in 5 minutes. Do not share this code. Need help? Call 0800 123 456
Fraud Prevention Alerts	Protect customers by flagging suspicious transactions for immediate action	- Instantly alert users to suspicious activity via SMS or WhatsApp - Allow real-time approvals or blocks with a single tap	Brinq Bank   BrinqBank Alert: Unusual €1,200 spend at XYZ Electronics, London. Card ****5678  Reply YES to approve  NO to block
Loan Status Updates	Keep customers informed on approvals & disbursements	- Notify users instantly of approval decisions or disbursements - Offer chat-based Q&A or next steps	Zevo Capital   Loan Approved! Hi Lisa, your €15,000 loan is approved! Funds will be in your account within 24h. View details: [Link]
Personalized Financial Offers	Boost customer engagement with exclusive offers like credit upgrades and savings plans	- Share exclusive, targeted offers - Use behavioral data to personalize offers at the right time	Fynlo Financial  Enjoy 0% interest for 6 months on purchases over €1,000. Apply now [Link] *T&Cs apply.
Payment Reminders & Due Notices	Reduce late payments by reminding customers of upcoming bills with easy payment options	- Send timely payment reminders with embedded payment links - Automate due date alerts across preferred channels	ClevraPay  Hi Sid, your credit card payment of €250 is due on Feb 28. Pay now  [Link] Avoid late fees – thank you!

OMNICHANNEL WORKFLOW EXAMPLE





Mitto's team is unofficially part of our own team, an extended team. They don't just offer high-quality service and tailored features, but they also ensure that whenever there are any challenges, they will work with us to find the right solutions.

Andre Promet
Remarketing Manager at FIIZY

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TOP CHALLENGES



Booking Drop-Off



Guest Engagement During Stay

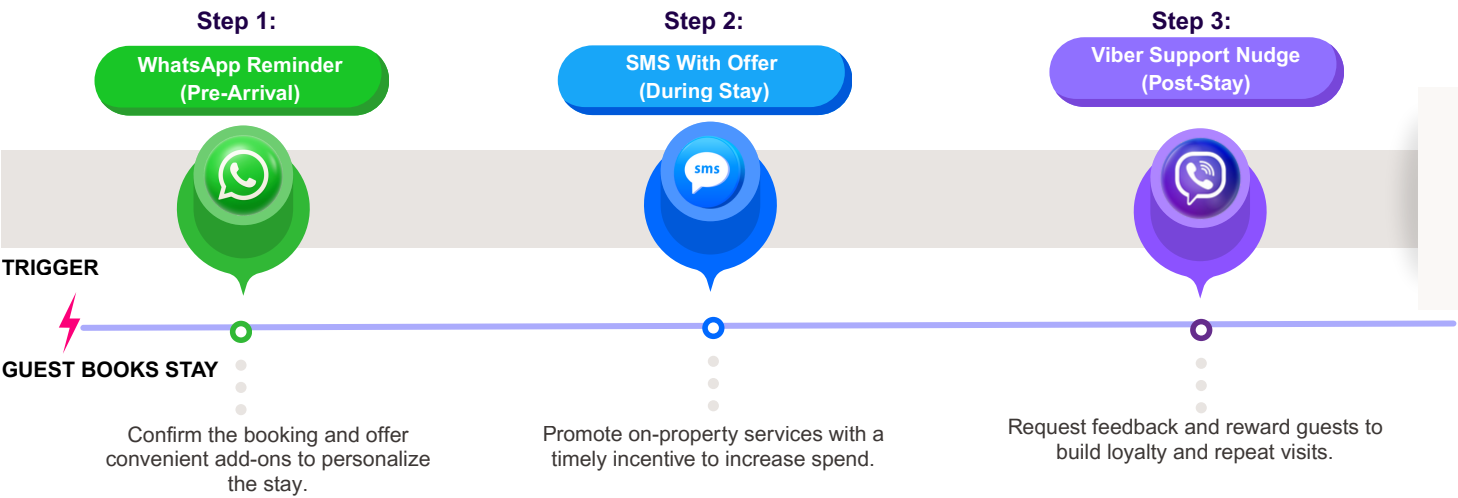


Low Repeat Stays

OMNICHANNEL MESSAGING FOR EVERY CUSTOMER MOMENT

Use Case	Opportunity	Mitto in Action	
Booking Confirmations & Pre-Arrival Info	Ensure seamless arrivals with instant booking confirmations and upgrade offers	Send booking confirmations, check-in details, and upsell offers via SMS/WhatsApp	Grand Alpine Hotel  Hi Emma, your July 15–20 reservation is confirmed. Check-in 3 PM. [Map Link] 🌟 Room upgrade? Reply YES
Real-Time Room & Service Notifications	Enhance guest satisfaction with proactive updates	Notify guests about room readiness, housekeeping, spa availability, or dining reservations	Azure Bay  Your room is ready! Tap here for your digital key: [Link]. Housekeeping is available from 9–11 AM. Would you like us to schedule?
On-Property Promotions	Boost revenue with personalized upsells	Send real-time offers for dining, spa, excursions, or entertainment	Palm Bay Resort  🍹 Tonight only: 2-for-1 cocktails at The Rooftop Bar, 6–8 PM. Show this message to redeem.
Activity Reminders & Itinerary Updates	Improve guest experience and reduce no-shows	Remind guests of activities, reservations, and transport pickups	Ritz Marina  Reminder: Your yacht cruise departs at 5:30 PM. Meet in the lobby at 5:15
Post-Stay Feedback & Loyalty Incentives	Collect reviews and build guest loyalty	Send surveys and reward responses with discounts or perks	Apls Ski Lodge  Thanks for staying with us, Sarah! Complete our survey and get 15% off your next visit: [Survey Link]. Code: ALPINE15

OMNICHANNEL WORKFLOW EXAMPLE





"Mitto was always efficient and helpful, and the communication was easy and with no struggle. It was really pleasant working with them. Those are soft skills that sometimes are not appreciated."
Pablo Pardo Chover
CRM Manager, ALPINRESORTS.com

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Travel & Tourism

TOP CHALLENGES



Low Traveler Engagement & Booking Drop-Offs



Poor Trip Retention & Re-Booking Rates



Limited Feedback Loops & Traveler Trust

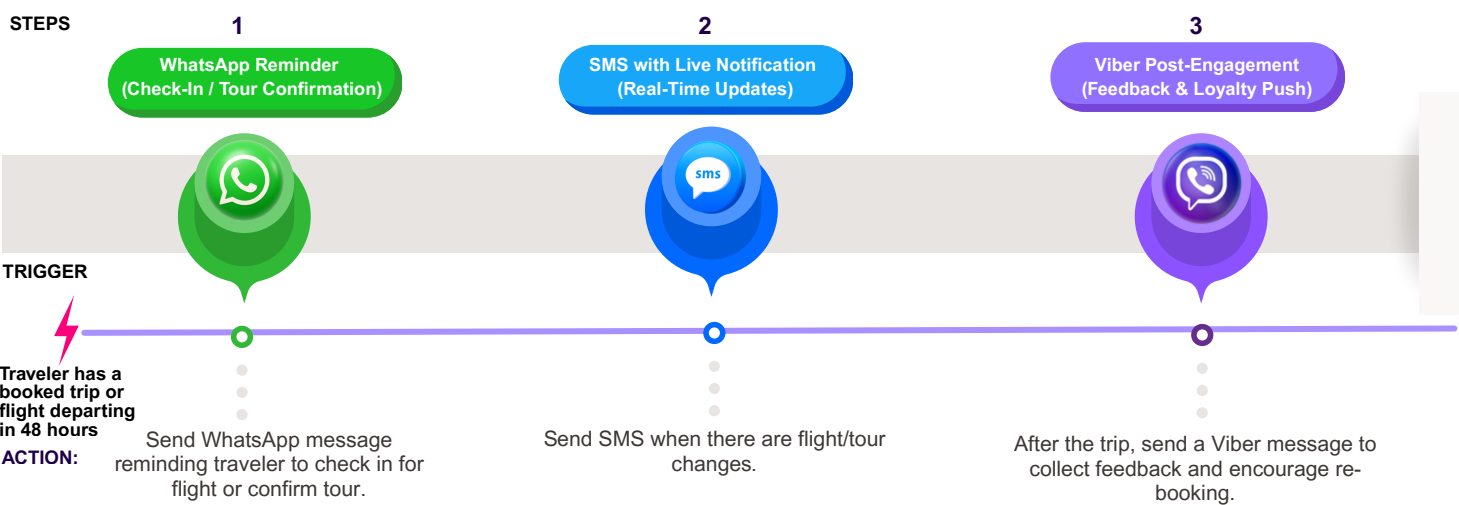


Missed Notifications (Flights, Tours, Excursions, Travel Updates)

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Booking & Reservation Nudges	Reduce cart abandonment and boost confirmed reservations	Send WhatsApp/SMS reminders for incomplete bookings, abandoned carts, or payment deadlines	SkyLink Travel  Hi Emma, your Paris package booking is almost complete. Secure your spot before prices change. [Complete Booking]
Flight & Tour Notifications	Keep travelers informed in real-time	Deliver SMS/Viber alerts for flight updates, gate changes, tour timings, or cancellations	AeroFly Airlines  Flight AF214 update: Boarding now at Gate B12. Departure at 18:30. [View Details]
Trip Engagement Boosters	Enhance the traveler journey with personalized touchpoints	Use WhatsApp to share itineraries, excursion reminders, packing tips, or local guides	TravelMate Tours  Tomorrow's adventure awaits! Your Rome City Tour starts at 9 AM. Meet your guide at Piazza Navona. [View Map]
Loyalty & Community Engagement	Build repeat travel and brand loyalty	Remind travelers about loyalty points, discounts, or group tours via omnichannel updates	GlobeTrekker Club  You've earned 1,200 points from your last trip 🌍 Redeem now for discounts on your next adventure! [Redeem Now]
Feedback & Experience Surveys	Collect insights to improve trips, tours, and traveler satisfaction	Send post-trip surveys, quick polls, or "would you recommend us?" questions	AirConnect Travel  Welcome back! How would you rate your travel experience? Share feedback in 30 seconds & enjoy 10% off your next booking. [Give Feedback]

OMNICHANNEL WORKFLOW EXAMPLE



TRIGGER



Traveler has a booked trip or flight departing in 48 hours

ACTION:



Send WhatsApp message reminding traveler to check in for flight or confirm tour.



Send SMS when there are flight/tour changes.



After the trip, send a Viber message to collect feedback and encourage re-booking.



"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

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Logistics

TOP CHALLENGES

Delivery Delays

No Real-Time Updates

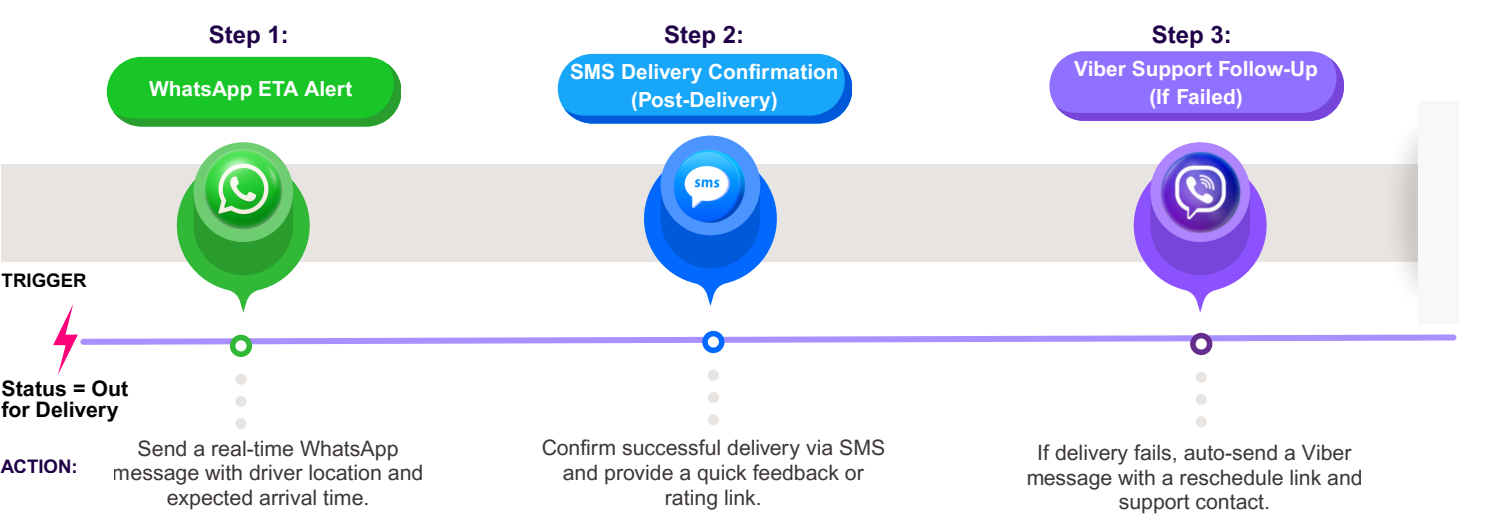
Failed Delivery Attempts

High Support Volume

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Live Expected Time of Arrival & Dispatch Alerts	Keep customers informed as items leave the warehouse or approach delivery	- Notify customers when driver's en route - Share live locations & ETA - Boost delivery success and trust	
Order Confirmation & Tracking	Give customers instant updates on order status and expected delivery	- Auto-send confirmations via SMS/Chat apps - Include live tracking links - Reduce "Where's my order?" calls	
Failed Delivery & Rescheduling	Avoid customer frustration with quick, flexible reschedule options	- Trigger reschedule via chat - Enable address/slot changes - Cut costs from failed delivery attempts	
Customs & Documentation Support	Speed up cross-border shipments with ID/doc automation	- Auto-request ID/docs via secure message - Reduce delays and support load - Keep orders moving across borders	
Cross-Selling: Subscription or Expedited Delivery	Promote upsells like fast shipping & premium plans	- Post-purchase upsell via SMS/Chat apps - Promote fast shipping & loyalty perks - Increase retention & order value	

OMNICHANNEL WORKFLOW EXAMPLE



GoPeople

- Reduced SMS costs
- Boosted delivery satisfaction with real-time SMS

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SF International

- Operating in 225+ countries
- Lowered support volume with SMS-based tracking and alerts

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TOP CHALLENGES



Trial Drop-Off



Low Feature Adoption



Silent Churn

OMNICHANNEL MESSAGING FOR EVERY CUSTOMER MOMENT

Use Case	Opportunity	Mitto in Action	
Account Registration & 2FA	Secure accounts and reduce friction with fast verifications	- Send real-time verification codes via SMS or chat apps - Reduce failed sign-ups and improve onboarding	Shophaven ✓ Hi Sam, your verification code is 459823. It's valid for 10 minutes to access your dashboard.
Trial Ending & Plan Upgrade	Drive conversions before trial expiry	- Remind users via WhatsApp or SMS - Include upgrade CTAs and limited-time offers	StyleNova ✓ Only 2 days left in your trial! Upgrade now to keep your projects running without interruption. [Upgrade Now]
Feature Adoption Nudges	Encourage use of key features post-signup	- Trigger tooltips and reminders via chat when usage is low - Educate users with links to in-app guides	Trendify ✓ Tip: Use our bulk email tool to reach more leads faster! Learn how in this 2-min guide: [Watch Now]
Support Notifications	Speed up ticket resolution and reduce churn	Send support updates, ticket status, or live chat invites via WhatsApp or SMS	Tech Mart ✓ Hi Emma, your ticket #4562 has been updated. Join a live chat with our support team if you need help resolving the issue. [Chat Now]
Renewal & Feedback Collection	Prevent silent churn and build loyalty	- Send renewal reminders with upgrade options - Collect quick feedback via SMS or chat	SyncFlow ✓ Hi Ana, thanks for 5 great years with SyncFlow! 🎉 Here's your personalized plan with bonus features. [View Your Loyalty Offer]

OMNICHANNEL WORKFLOW EXAMPLE



We here at Kingsoft are big fans of Mitto's communications prowess, top-shelf services, and stellar support. What began as a partnership has transformed into a long-term business relationship built on trust and value.

Dong Wenxiao
Head of Purchasing Development

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Health & Pharmacy

TOP CHALLENGES



Low Patient Engagement & Missed Appointments



Poor Treatment/Program Adherence & Retention



Limited Feedback Loops & Patient Trust

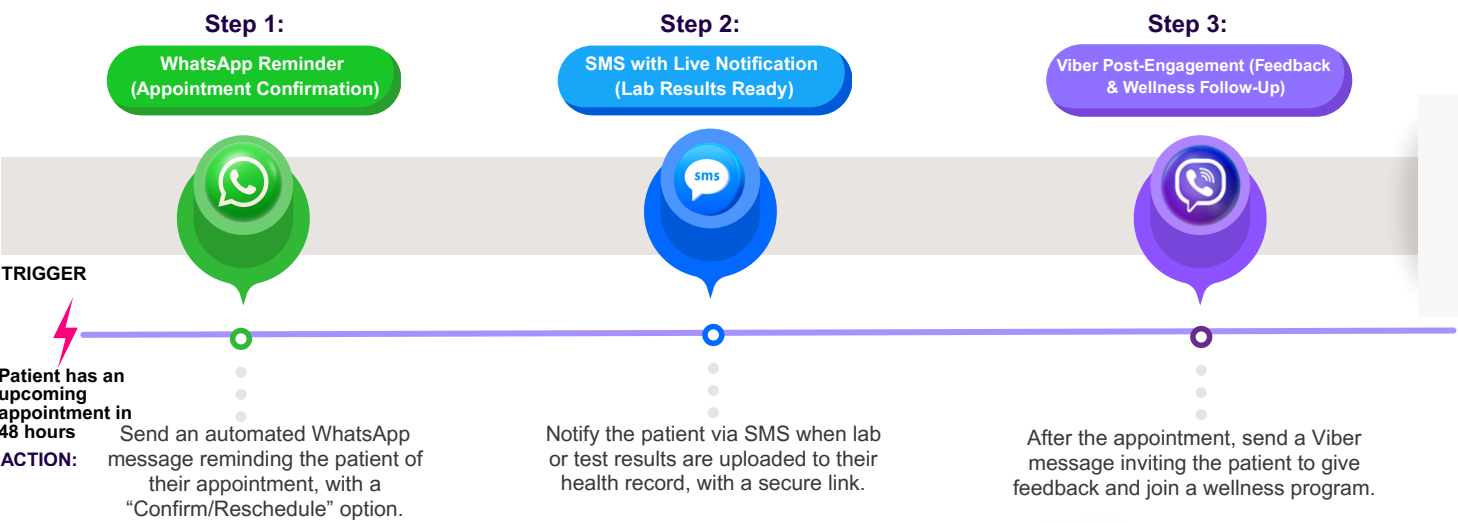


Missed Notifications (Appointments, Prescriptions, Test Results)

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Appointment Reminders & Follow-Ups	Reduce no-shows and improve care continuity	Send SMS/WhatsApp reminders for upcoming visits, check-ups/follow-ups, or medication pick-up	CityCare Clinic  Hi Sarah, your check-up is scheduled for Monday at 10:30 AM. Tap here to confirm or reschedule. [Confirm Now]
Medication & Treatment Adherence	Support patients in sticking to prescriptions and care plans	Deliver personalized reminders via SMS/Viber for daily meds, therapy, or treatment milestones	WellLife Pharmacy  It's time to take your 8PM blood pressure medication. Staying consistent keeps your treatment on track. [View Plan]
Preventive Health Campaigns	Increase participation in screenings, vaccinations, and wellness programs	Use WhatsApp/SMS to share health tips, seasonal campaigns, and preventive check-up invites	Green Valley Health  Flu season is here! Book your free flu shot this week — limited slots available. [Book Appointment]
Community & Patient Engagement	Build trust, encourage healthier lifestyles, and strengthen community support.	Remind patients of support groups, wellness workshops, or fundraising events via omnichannel updates.	HeartStrong Center  Free nutrition workshop this Thursday at 6 PM. Learn tips from our dietitian and support future sessions. [Join Now]
Feedback & Care Quality Surveys	Collect insights to improve patient care and service quality	Send post-visit surveys or quick “would you recommend us?” feedback requests, with optional incentives to boost responses.	Westbridge Hospital  Thanks for visiting! How was your care, and would you recommend us? Share feedback and support our patient fund. [Give Feedback]

OMNICHANNEL WORKFLOW EXAMPLE





"Mitto's client service is impeccable, and they are open to upgrading their platform based on user feedback. The conversations platform is so easy to use. It makes our communications very professional for end users."

Nikola Guberinic, Digital Partner
Roche

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Social Network

TOP CHALLENGES

 **Low User Engagement & Inactive Accounts**

 **Missed Notifications & Updates**

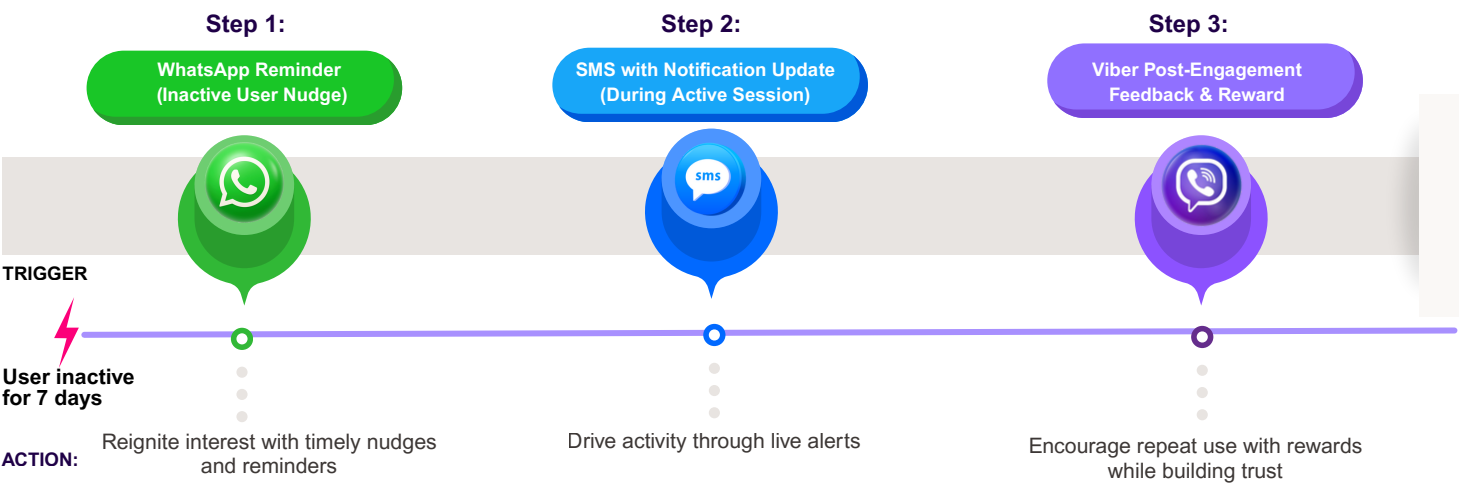
 **Content Discovery & Virality Gaps**

 **Poor Community Retention & Growth**

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Inactive User Reminders & Engagement Nudges	Re-activate dormant users by reminding them of new posts, friends, or trending content	Send personalized reminders about new friend requests, unread messages, or trending topics via SMS/WhatsApp	ConnectNo  Hi Emma, 3 new friends just invited you to connect! Tap to see who's waiting  [Link]
Real-Time Notifications & Content Updates	Keep users engaged with instant alerts on likes, comments, and shares	Deliver instant push-like notifications via chat apps for interactions and new content	BuzzLink  Your photo just got 15 likes in the last hour! Keep the momentum going! [Link]
Promotional Campaigns & Feature Launches	Boost platform usage with exclusive campaigns, contests, and feature rollouts	Use SMS/WhatsApp for exclusive invites to beta features, content contests, or live events	Trendify  Be the first to try our new Stories feature! Tap here to activate early access: [Feature Link]
Community Growth & Re-Engagement	Encourage group activity and bring users back into communities	Remind users about group discussions, live chats, or community events via omnichannel updates	Gatherly  Your Book Club is live right now! Join the discussion here  [Join Link]
Feedback & Trust Building	Collect insights to improve features and boost trust	Send post-activity surveys, content rating requests, and feedback incentives	SocialPulse  How was your experience today? Share quick feedback & earn a badge for your profile  [Survey Link]

OMNICHANNEL WORKFLOW EXAMPLE



 Mitto always gives us timely feedback, which helps us understand what is happening. We know someone outside our organization cares about our business just as much as we do.
Bingke Yu, Procurement Manager , LiveMe

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Cloud Services

TOP CHALLENGES



Low customer adoption



High churn & inactive accounts



Limited product awareness



Poor usage retention

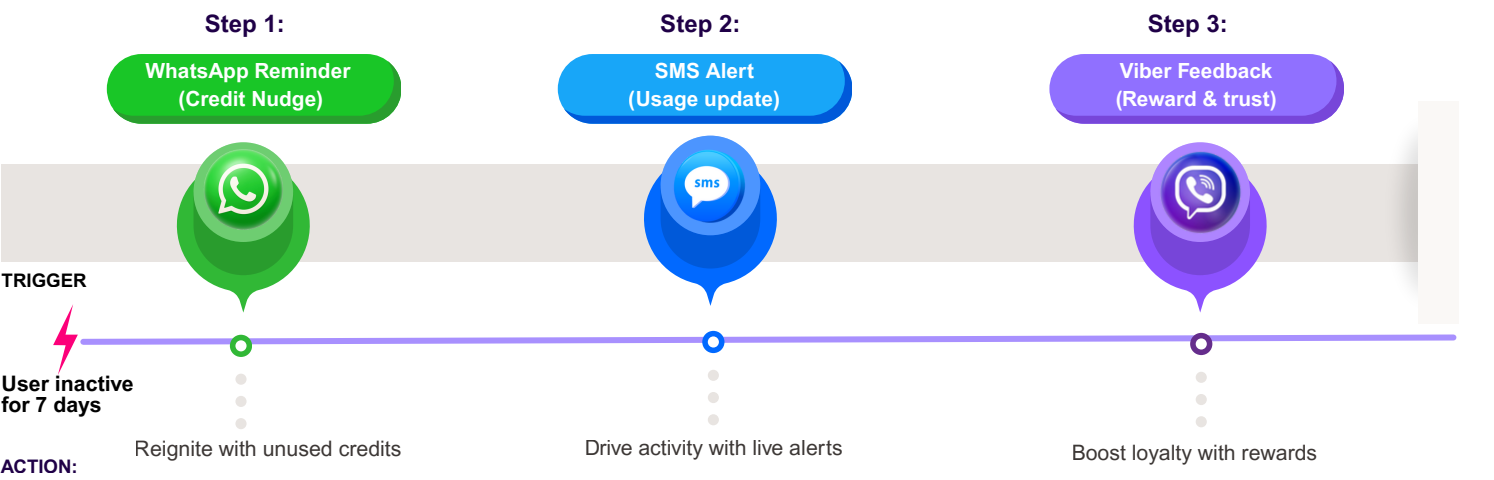


Low trust & feedback gaps

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Inactive User Reminders & Engagement Nudges	Re-activate dormant users by reminding them of new posts, friends, or trending content	Send personalized reminders about new friend requests, unread messages, or trending topics	ConnectNow  Hi Alex, you still have \$50 in free credits waiting! Spin up your first server today in just 2 clicks. [Activate Now]
Real-Time Notifications & Content Updates	Keep users engaged with instant alerts on likes, comments, and shares	Deliver instant push-like notifications via chat apps for interactions and new content	ComputeNow  Alert: Your storage is at 90% capacity. Upgrade now to avoid interruptions. [Upgrade Plan]
Promotional Campaigns & Feature Launches	Boost platform usage with exclusive campaigns, contests, and feature rollouts	Send exclusive invites to beta features, content contests, or live events	SkyCore  Be the first to try our new GPU cluster—FREE for 7 days! Limited seats available → [Start Trial]
Community Growth & Re-Engagement	Encourage group activity and bring users back into communities	Remind users about group discussions, live chats, or community events via omnichannel updates	Nimbus Cloud  Congrats! You've deployed 5 apps 🚀 Next step: Integrate with CI/CD for faster scaling → [Learn More]
Feedback & Trust Building	Collect insights to improve features and boost trust	Send short surveys post-support ticket or after major releases with rewards/credits.	CloudPulse  How was your support experience today? Rate with 1 tap & get 5GB bonus storage! [Survey Link]

OMNICHANNEL WORKFLOW EXAMPLE





"Mitto's problem-solving skills are strong, feedback is timely, and we feel valued as customers. A site visit with Mitto's account manager showed us that Mitto is a company that takes customer experience very seriously. It also helps that their staff is very pleasant and their services are Chinese user-friendly."

Skylar Jin, Procurement Manager, YoniTech

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Insurance

TOP CHALLENGES



Coverage Gaps



Slow Claims Processing

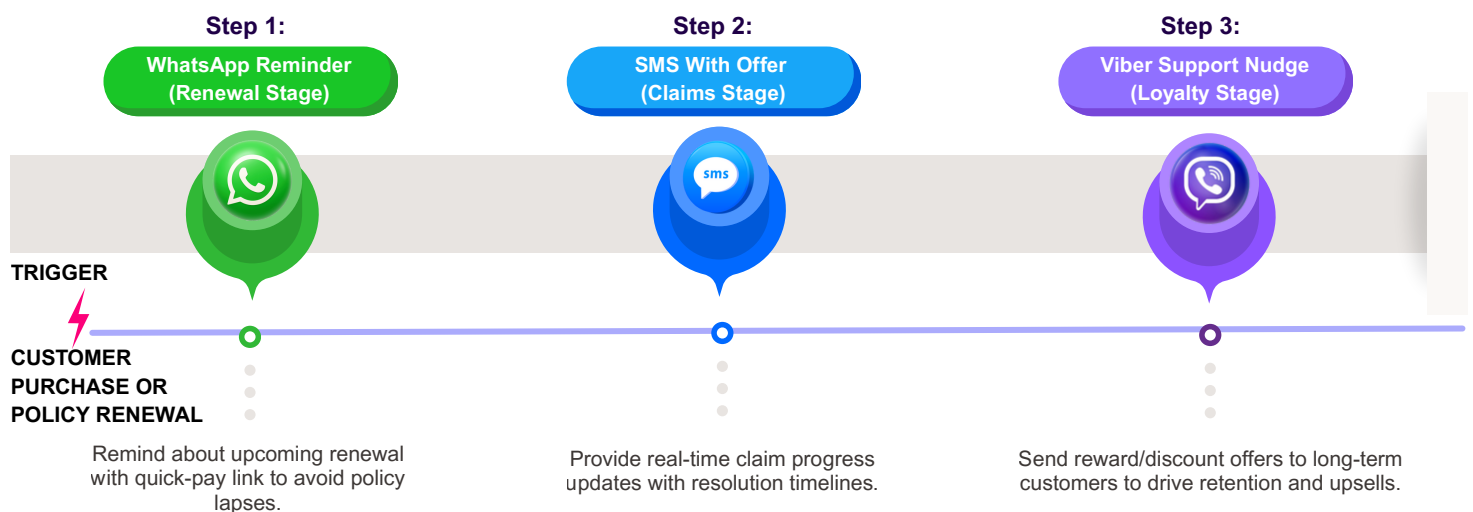


Low Customer Loyalty

OMNICHANNEL MESSAGING FOR EVERY CUSTOMER MOMENT

Use Case	Opportunity	Mitto in Action	
Policy Quote & Application Reminders	Speed up conversions by nudging users to complete quotes or applications	Send reminders via SMS/WhatsApp to revisit a saved quote or finish an application	SafeSure Insurance ✓ Hi Daniel, your auto insurance quote is ready — apply now in minutes: [Link]
Payment Due Dates & Renewal Reminders	Avoid lapses and reduce churn	Timely SMS/WhatsApp payment reminders with quick-pay links	SelectInsure ✓ Hi Anya, your policy renewal is due June 20. Pay securely here: [Link]
Claims Assistance & Status Updates	Reduce support strain and build trust	Provide guided claim submission steps + real-time status updates	SafeSure Insurance ✓ Your claim is In Progress. Estimated resolution: 2 business days. Chat anytime here: [Link]
Emergency Assistance & Incident Reporting	Enable fast response when help is needed most	Allow policyholders to request roadside, medical, or travel help instantly via chat	Yellow Cross ✓ Reply DOCTOR to find the nearest clinic or CLAIM to report an incident. We're available 24/7.
Cross-Selling & Loyalty Programs	Grow policy value and retention	Personalize offers, discounts, and rewards for loyal customers	GoFree Insurance ✓ Celebrating 2 years with us? Enjoy a free wellness check-up + 15% off when bundling auto + home coverage. [Link]

OMNICHANNEL WORKFLOW EXAMPLE



“

With Mitto's omnichannel messaging, we've transformed how we connect with policyholders — from faster claims updates to timely renewal reminders. Mitto helps us stay responsive, reliable, and relevant in every customer moment.

Operations Support Manager - Zurich Insurance Company

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Education

TOP CHALLENGES



Low Student Engagement & Drop-Offs



Poor Course/Program Retention & Completion



Limited Feedback Loops & Student Trust

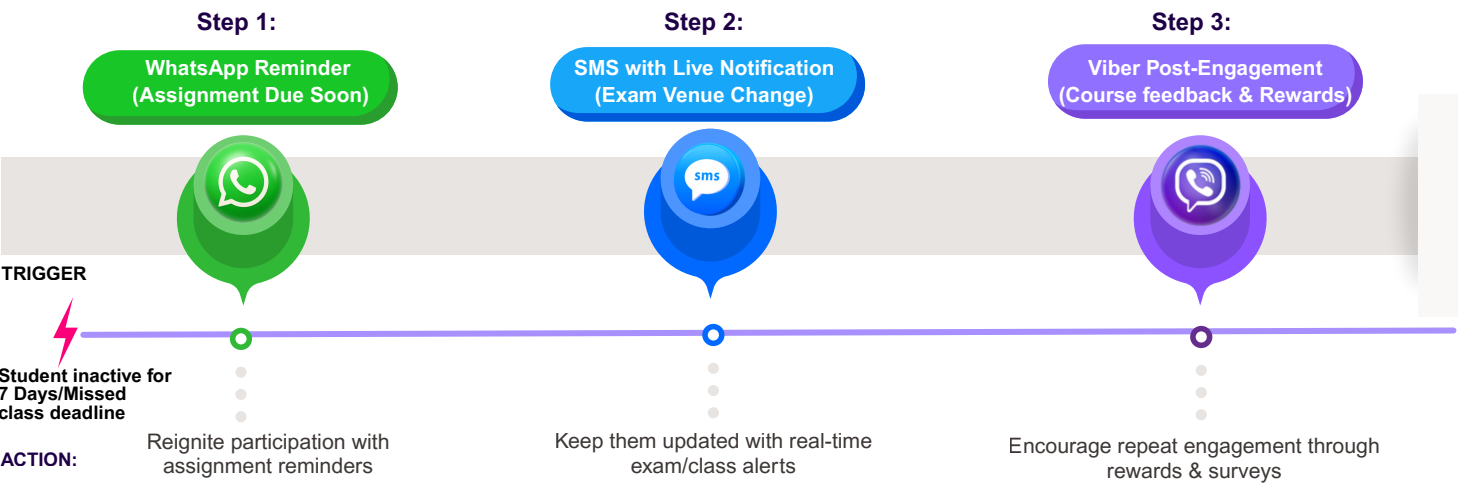


Missed Notifications (Assignments, Exams, Deadlines)

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Enrollment & Admission Nudges	Reduce application drop-offs and boost enrollment rates	Send SMS/WhatsApp reminders for incomplete applications, missing documents, or upcoming deadlines	Springfield University  Hi Alex, your university application is 90% complete! Submit your transcript before Friday to secure your spot. [Upload Now]
Class & Exam Notifications	Keep students updated in real-time	Deliver instant push-like updates via SMS/Viber on class changes, exam schedules, or urgent alerts	Greenfield College  Biology 201 update: Tomorrow's exam is now in Room B-204 at 9AM. Sharpen those pencils — you've got this! [View Details]
Course Engagement Boosters	Drive participation and reduce student inactivity	Use WhatsApp to nudge inactive students to rejoin lectures, submit assignments, or access new learning material	BrightPath Online Learning  You're 3 lessons away from completing Module 2. Don't lose momentum — log in now and stay on track for your certificate! [Continue Learning]
Community Growth & Peer Engagement	Encourage collaboration and peer-to-peer learning	Remind students of study groups, online discussions, or campus events via omnichannel updates	Riverside University Student Life  Study smarter, not harder. Your classmates just opened a live discussion on Chapter 6. Swap tips before next week's exam! [Join Now]
Feedback & Evaluation	Collect insights to improve courses and student satisfaction	Send post-class surveys, quick polls, or feedback requests with incentives for completion	Westbridge Institute  Congrats on finishing the exam! Did the lectures prepare you well? Your feedback shapes what next semester looks like. [Give Feedback]

OMNICHANNEL WORKFLOW EXAMPLE



“Since introducing Mitto’s SMS and WhatsApp reminders, we’ve seen a major improvement in student engagement. Fewer missed deadlines and stronger participation have already made a real difference.”
Director of Student Engagement, Global Online University

Marketing & Digital Agencies

TOP CHALLENGES



Slow client approvals delay campaigns



Clients want real-time performance visibility



Reports take time and lack instant insights

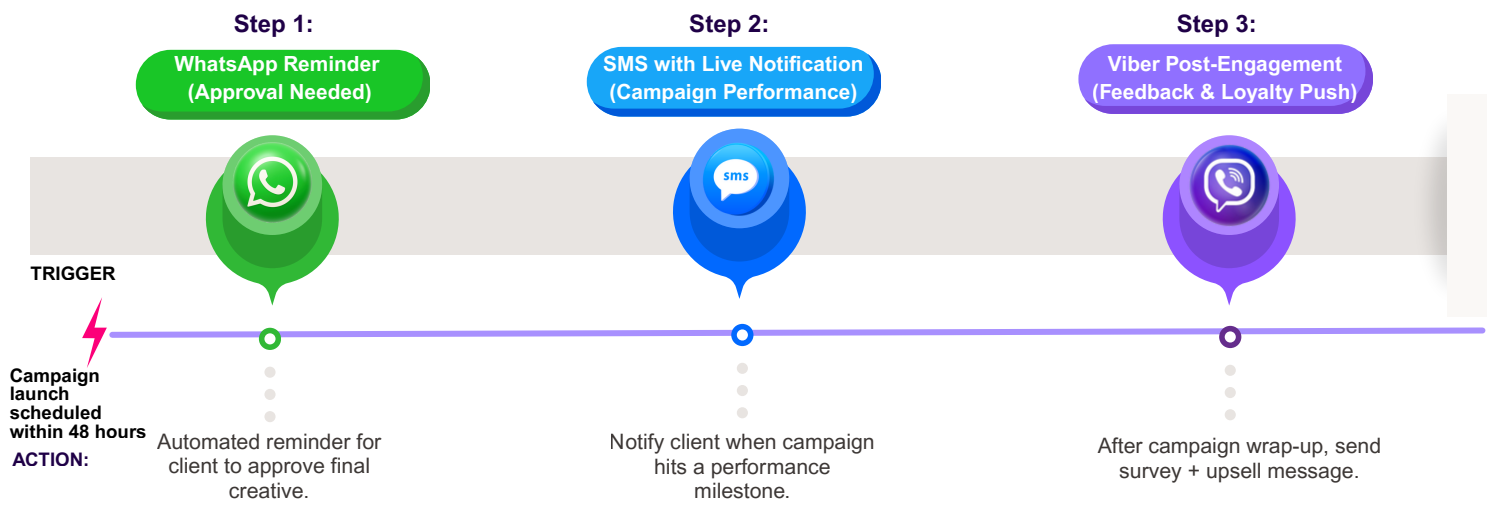


Feedback often comes too late to act on

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Creative & Campaign Approval Reminders	Accelerate approval cycles and keep timelines on track	Send WhatsApp/SMS nudges for pending creative sign-offs or last-minute edits	AdVision Agency  Hi Laura, your campaign draft is ready for sign-off. Approve now so we can launch on schedule. [Review Draft]
Live Campaign Performance Alerts	Keep clients engaged with data in real-time	Deliver SMS/Viber alerts when campaigns hit milestones or need optimization	BrightEdge Media  Your paid social campaign just crossed 100,000 impressions 📈 CTR is trending up 12%. [View Dashboard]
Client Relationship Boosters	Prove value between formal reports and reviews	Use WhatsApp to share quick wins, insights, and benchmarks	NextWave Digital  Great news! Your Q3 campaign generated 3x more leads than last month. See the breakdown here: [View Report]
Retention & Upsell Campaigns	Turn one-time projects into long-term partnerships	Remind clients about unused hours, upsell new channels, or promote seasonal packages	PixelPro Agency  You still have 15 unused strategy hours in your retainer. Apply them now toward holiday campaigns! [Use Hours]
Client Feedback Loops	Capture satisfaction data right after results land	Send quick surveys or one-question polls post-campaign	Visionary Marketing  How well did the summer campaign meet your goals? Share quick feedback in 30 seconds. [Give Feedback]

OMNICHANNEL WORKFLOW EXAMPLE





"The only thing we regret about switching to Mitto is not switching early enough. It would have saved us from a lot of churning clients."
Michael Offei, The "Chief Doer", AMS DIGITAL SOLUTIONS

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Entertainment

TOP CHALLENGES



Fans miss updates on shows, events, or releases



Hard to keep audiences engaged between big launches



Ticket sales drop due to abandoned carts or late promotions

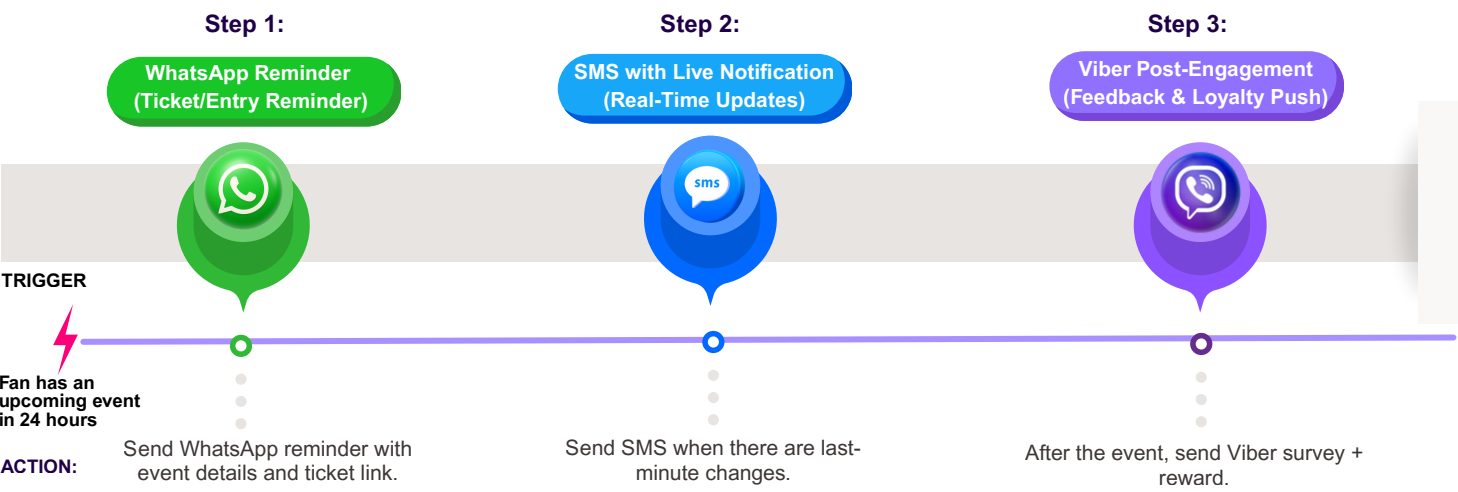


Limited feedback on audience preferences and experiences

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Ticketing & Sales Nudges	Boost conversions and reduce abandoned carts	Send SMS/WhatsApp reminders for incomplete ticket purchases or early-bird offers	Starline Events  Hi Alex, your tickets for Friday's concert are still in your cart 🎫 Secure them now before they sell out! [Complete Purchase]
Live Event Notifications	Keep fans informed in real-time	Deliver SMS/Viber alerts for gate changes, event start times, or last-minute updates	City Arena  Reminder: Doors open at 6:30 PM tonight for The Weekend Tour. Show starts at 8 PM sharp! [View Details]
Fan Engagement Boosters	Build hype and loyalty between major events	Use WhatsApp to share sneak peeks, teasers, or exclusive content	Galaxy Studios  Be the first to see the teaser for our new sci-fi film 🎬 Tap to watch now! [Watch Trailer]
Community & Loyalty Programs	Encourage repeat visits and build fan communities	Remind audiences about loyalty points, fan clubs, or exclusive perks	Pulse Entertainment Club  You've earned 500 reward points! Redeem them for backstage passes or VIP upgrades [Redeem Now]
Feedback & Experience Surveys	Gather insights to improve shows and fan experience	Send post-event surveys or quick polls	MegaFest  Thanks for joining the festival! How would you rate your experience? Share your feedback in 30 seconds. [Give Feedback]

OMNICHANNEL WORKFLOW EXAMPLE



“

Before Mitto, communication was messy. Now our team spends less time fixing problems and more time creating great experiences.”
Event Coordinator, UK-Based Entertainment Company

Self-Service

TOP CHALLENGES



Customers abandon carts or leave kiosks without completing transactions



Limited engagement once the transaction is complete



Updates on service changes or renewals often go unnoticed

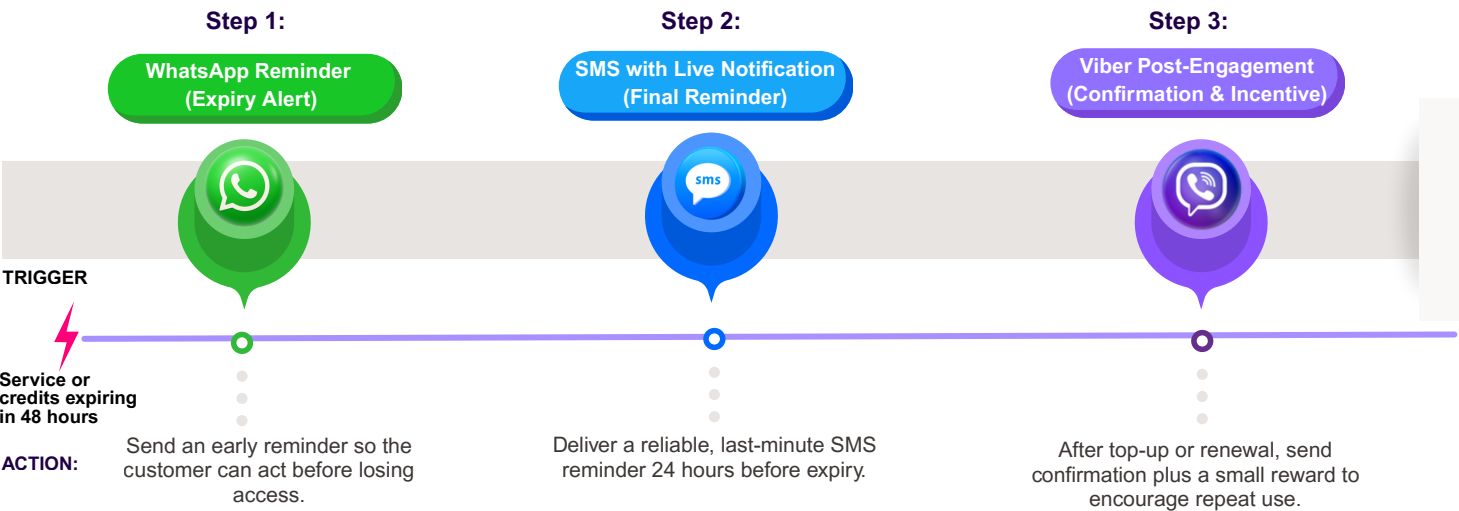


Feedback loops are weak, making it hard to improve self-service experiences

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Cart & Checkout Nudges	Reduce abandoned transactions at kiosks and in apps	Send SMS/WhatsApp reminders for incomplete purchases or pending payments	QuickServe Desk ✓ You left items in your cart. Complete your order now to secure your reserved slot. [Finish Purchase]
Service & Renewal Notifications	Keep customers updated on subscriptions and renewals	Deliver SMS/Viber alerts when subscriptions are due or services need updating	MovieFlix ✓ Your monthly subscription renews tomorrow. Tap here to manage or update your plan. [Manage Plan]
Customer Engagement Boosters	Extend interaction beyond the kiosk or checkout	Use WhatsApp to share personalized tips, rewards, or how-to guides	AutoVertical ✓ Tip of the day: Did you know you can track your service history right in the app? Tap here to see your past orders. [View History]
Loyalty & Upsell Campaigns	Drive repeat use and higher value transactions	Remind users of loyalty points, upsell premium features, or cross-sell new products	FlexPay Self-Service ✓ You've earned 200 loyalty points from your last visit 🎉 Redeem now for a free add-on with your next purchase. [Redeem Now]
Feedback & Experience Surveys	Collect insights to improve kiosks and self-service platforms	Send short post-use surveys or quick polls	CleanGuru ✓ Thanks for using our laundry service today! How would you rate your experience? Share quick feedback in 30 seconds: [Give Feedback]

OMNICHANNEL WORKFLOW EXAMPLE





"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, JustClean

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Gaming & Gambling

TOP CHALLENGES



Players miss updates on tournaments, new releases, or promotions



High cart abandonment on deposits, bets, or in-app purchases



Difficult to re-engage inactive users or lapsed bettors

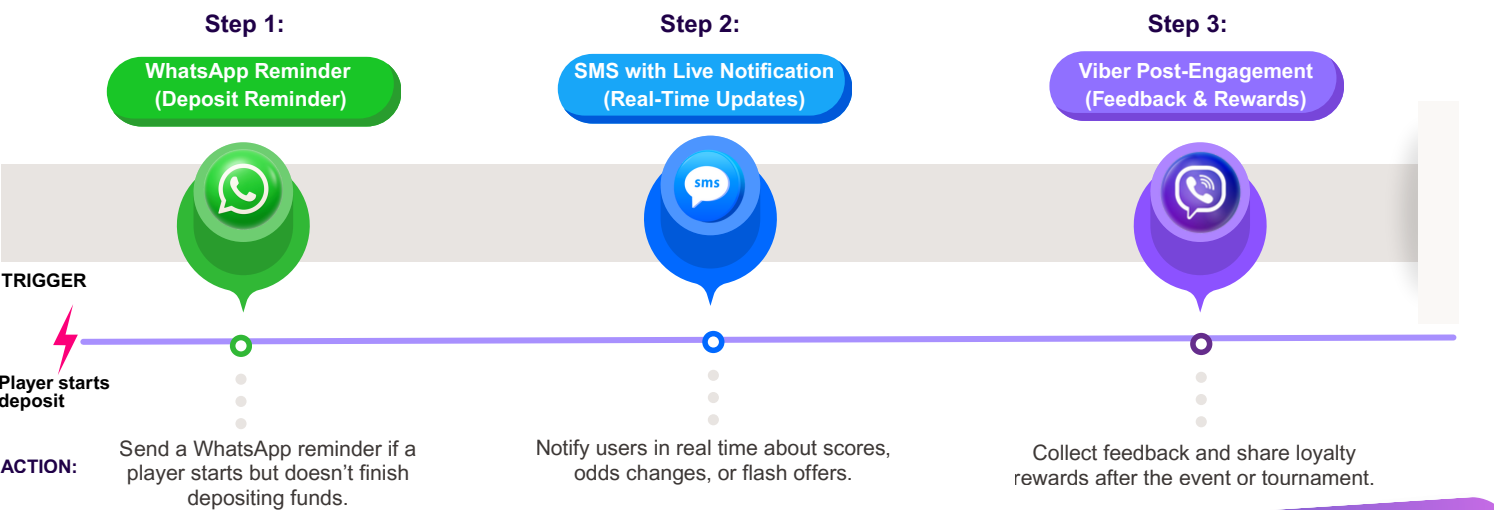


Limited feedback on user experience, satisfaction, or loyalty

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Deposit & Bet Nudges	Reduce abandoned deposits and increase completed bets	Send SMS/WhatsApp/Viber reminders for unfinished deposits, upcoming odds, or last-minute bet deadlines	Global Relief Fund  Hi Emma, your donation pledge is still pending. Complete it today to help us reach 100 meals for families in need. [Complete Donation]
Game & Tournament Notifications	Keep players informed and active	Deliver SMS/Viber alerts for new games, live score updates, tournament schedules, or time-sensitive offers	City Wellness Center  Reminder: Free health awareness fair starts tomorrow at 10 AM in Central Park. Join us for free screenings and wellness talks. [View Details]
VIP & Loyalty Boosters	Strengthen loyalty and encourage high-value engagement	Use WhatsApp to share exclusive VIP rewards, bonus codes, or tier updates	Youth Action Network  Thanks for signing up to volunteer this Saturday! Orientation starts at 9AM—here's your quick guide: [View Guide]
Retention Campaigns	Re-engage inactive players and reduce churn	Trigger automated SMS/WhatsApp nudges for lapsed users with “We miss you” offers, free spins, or personalized promotions	GreenPlanet Club  You've earned 100 eco-points 🌱 Redeem them for tree-planting rewards or share your points as a donation. [Redeem Now]
Feedback & Surveys	Collect insights to improve platform and user trust	Send quick in-app or post-game surveys via Viber/WhatsApp to gather feedback on gameplay, UX, or promotions	Health4All Initiative  Thank you for attending our blood donation drive. How was your experience? Share feedback in 30 seconds — or support our next drive. [Give Feedback & Support]

OMNICHANNEL WORKFLOW EXAMPLE





"We wanted to be closer to our users and have a way of communicating with them that would yield better short- and long-term results than conventional communications. As such, we were looking for a solution that would allow us to differentiate ourselves in an inexpensive, effective, and flexible way."

Martin Roll, CEO, Inbet

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"Our overall experience with Mitto has been productive and proactive. We have very efficient communication... The greatest benefits to working with Mitto are competitive pricing, good delivery rates, and swift replies to our queries."

Anatoly Zhupanov, Betmaster

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Human Resources

TOP CHALLENGES



Low Employee Engagement & High Turnover



Training Completion Gaps



Poor Internal Communication & Policy Awareness

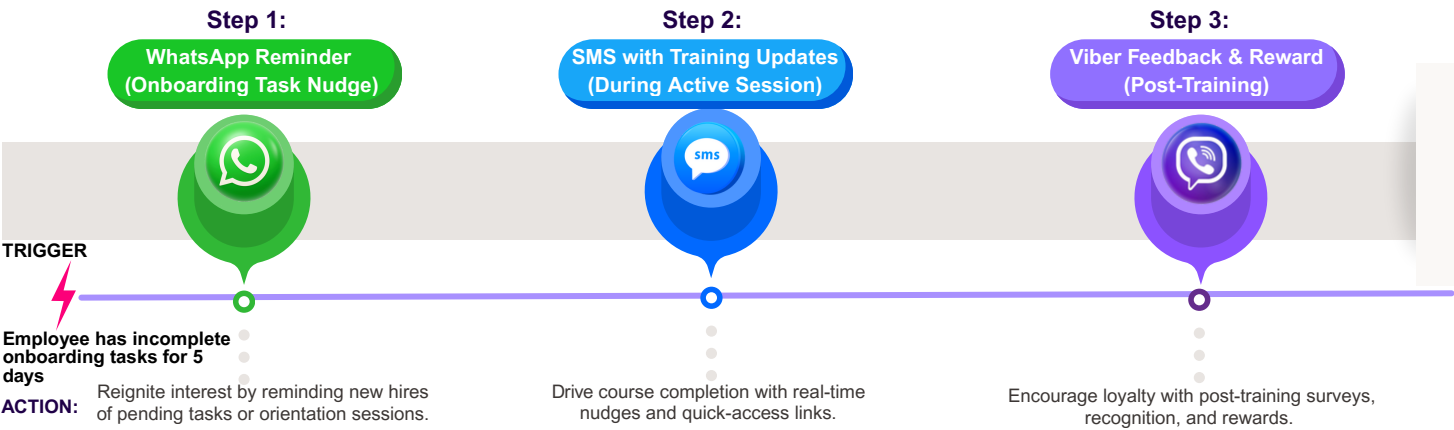


Limited Feedback & Employee Trust

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Onboarding Reminders & Nudges	Ensure new hires complete tasks and attend orientation.	Send personalized reminders via SMS/WhatsApp about upcoming orientation sessions, required document submissions, or “meet your team” invites.	WelcomeHR  Hi Sarah, don't forget your orientation session tomorrow at 10:00! Your HR buddy can't wait to meet you 🤖 [Join Link]
Real-Time HR Notifications & Policy Updates	Communicate urgent HR policies or shift updates instantly.	Deliver instant push-like notifications via chat apps for policy changes, HR announcements, or compliance deadlines.	PolicyPulse  New policy update: Remote Work Guidelines 2025 are now live. Review here before Friday [Read Link]
Training & Development Campaigns	Drive higher completion rates for e-learning, certifications, and workshops.	Use SMS/WhatsApp to invite employees to mandatory training, share course links, and send reminders before deadlines.	LearnFast  Hi David, your “Leadership Essentials” training starts in 2 hours. Tap here to join live [Course Link]
Engagement & Culture Building	Encourage participation in surveys, events, and company culture activities.	Remind employees about team-building events, wellness initiatives, or recognition programs with omnichannel updates.	TeamSpirit  Don't miss Friday's Wellness Challenge! Track your steps & win a gift card 🏆👤 [Join Link]
Feedback & Retention Building	Collect feedback to improve workplace experience.	Send post-training surveys, pulse-check polls, or exit interview links with incentives to boost participation.	WorkVoice  We'd love your feedback! How was today's training? Complete this 1-minute survey & earn a recognition badge 🌟👤 [Survey Link]
Event Attendance (Recruitment/Staffing)	Confirm participation in job fairs or internal events.	Confirm participation in job fairs or internal events.	TalentQ  Hi Marko, thanks for registering! Your interview event is tomorrow at 10 AM. Reply YES to confirm 

OMNICHANNEL WORKFLOW EXAMPLE



“Since we started working with Mitto, we have experienced a significant improvement in the efficiency of our SMS sending. Thanks to their advanced technology and dedicated support, we have been able to decrease our SMS sending time in the last quarter, allowing us to communicate with our customers faster and more effectively. We are really impressed with the results.”

Cesar Inzunza, VP of Engineering, Talana

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Non-Profit & Public Sector

TOP CHALLENGES



Community members miss updates on events, programs, or initiatives



Difficult to keep audiences engaged between campaigns



Donations drop due to abandoned pledges or missed reminders

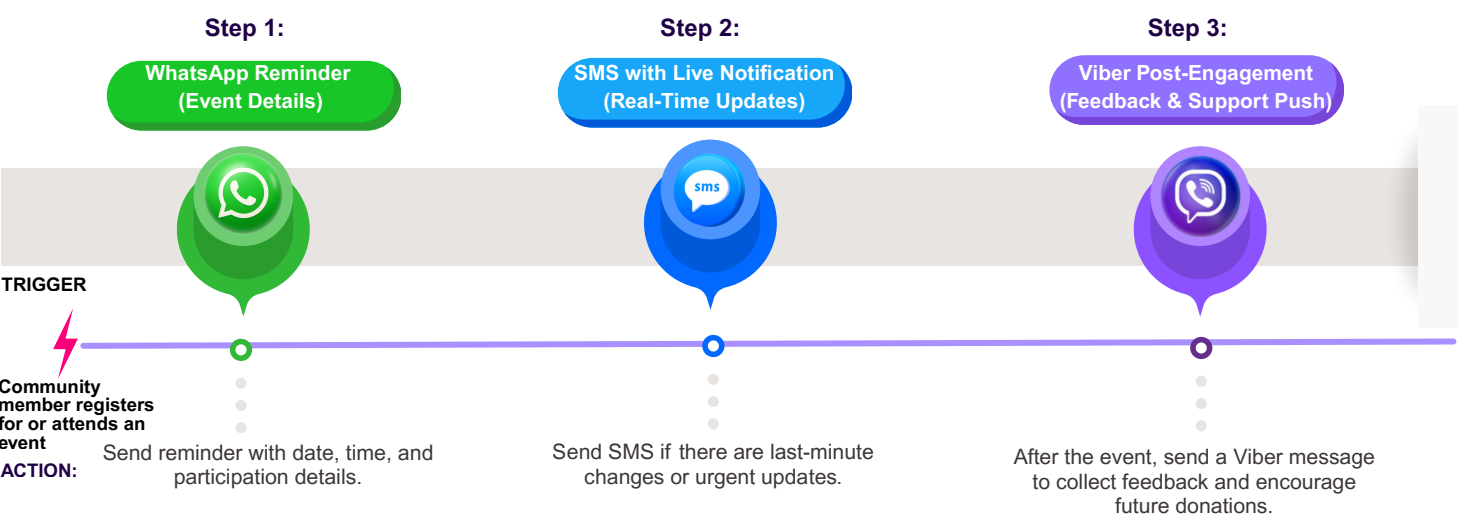


Limited feedback on impact, needs, or satisfaction

OMNICHANNEL MESSAGING OPPORTUNITIES

Use Case	Opportunity	Mitto in Action	
Donation & Pledge Nudges	Reduce abandoned pledges and increase completed donations	Send SMS/WhatsApp reminders for unfinished pledges, recurring donations, or urgent appeals	Global Relief Fund ✓ Hi Emma, your donation pledge is still pending. Complete it today to help us reach 100 meals for families in need. [Complete Donation]
Event & Program Notifications	Keep communities informed and involved	Deliver SMS/Viber alerts for upcoming events, program start dates, or last-minute changes	City Wellness Center ✓ Reminder: Free health awareness fair starts tomorrow at 10 AM in Central Park. Join us for free screenings and wellness talks. [View Details]
Volunteer Engagement Boosters	Strengthen connections with volunteers	Use WhatsApp to share reminders, training content, or recognition updates	Youth Action Network ✓ Thanks for signing up to volunteer this Saturday! Orientation starts at 9AM— here's your quick guide: [View Guide]
Community & Loyalty Programs	Encourage repeat engagement and build loyalty	Remind members about community rewards, supporter clubs, or exclusive content	GreenPlanet Club ✓ You've earned 100 eco-points 🌱 Redeem them for tree-planting rewards or share your points as a donation. [Redeem Now]
Feedback & Impact Surveys	Collect insights to improve programs and measure impact	Send post-event or post-donation surveys via SMS/Viber	Health4All Initiative ✓ Thank you for attending our blood donation drive. How was your experience? Share feedback in 30 seconds — or support our next drive. [Give Feedback & Support]

OMNICHANNEL WORKFLOW EXAMPLE





"We've found the platform incredibly easy to use. Mitto's generosity has reduced our operating costs and allowed us to focus our time and resources on our true mission — helping children and young people in alternative care."

Vesna Mrakovic Jakanovic, National Director, SOS Children's Villages

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MESSAGES POWERED BY MITTO

From healthcare to travel, education to retail, entertainment to non-profits – one truth unites them all: every message matters.

With Mitto, you're not just sending notifications.

You're building trust, sparking action, and creating memorable brand experiences.

Ready to turn these use cases into impact?

Let's shape the future of engagement together.

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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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