



C A S E S T U D Y

Hospitality Client

Customised API provides 95% committed delivery rate to one of the largest integrated food companies.

Here is an insight on how we collaborated with one of the leading food companies and enabled it to #RouteItRight by enriching its customer communications using our product Customised API

About the organisation

It is the largest integrated food company in the Middle East. It has a network of more than 1200 outlets. The group's network includes fast service, casual dining, and fine dining categories.

Product



Customised API



Challenges faced

The client faced a challenge of sending report panels to their food delivery business.

Scripted the success story by

Delivering all their food brands.

Reporting panel as per their business need.

SMS termination with committed SLA for transactional SMS within 5 secs.

Outcomes of #RouteItRight methodology

- 95% delivery rate committed for transactional traffic.
- Showed bulk promotional SMS delivery confirmation rate with maximum TPS.
- Provided 24*7 customer support to their customers.

About Route Mobile Limited

Founded in 2004, Route Mobile is one of the leading Cloud Communications Platform service provider offering Communication Platform as a Service (CPaaS) solutions that caters to enterprises and OTT players (streaming media service) to improve their customer interaction & enhance customer engagement.

Route Mobile's communications platform comes with a unified API that includes wide range of products & services for diverse set of industries.

Route Mobile through its acquired company 365squared caters to telecom operators by providing them firewall, analytics & monetization solutions & Call2Connect offers world-class customer support solutions, back office & consultancy services as well.

