



CASE STUDY

# Hospitality Client

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

#### HOSPITALITY CLIENT

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 Customized 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**





#### HOSPITALITY CLIENT

## Challenges faced

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

# Scripted the success story by

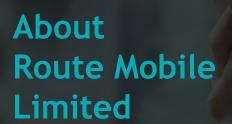
Delivering all their food brands.

Reporting panel as per their business need.

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

## Outcomes of #RouteltRight 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.



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.

