



SaaS platform powers
customer conversations,
increases engagement
with Commio



“Commio’s APIs enabled our company to drive new technology while allowing us to scale our business with confidence.”

Chief Technology Officer (CTO)

SaaS Marketing Platform



OPPORTUNITIES

This medium-sized, Ohio-based SaaS marketing company utilizes dialing programs and SMS/MMS to help their users increase engagement, drive sales, and retain customers. Their scalable messaging platform uses conversational AI technology to drive customer engagement.

Existing messaging providers couldn't help the company evolve. Needed to customize the platform around its Artificial Intelligence (AI) engines. Current providers couldn't offer the technical resources or knowledge needed.

SOLUTION

- Work closely with Commio's technical and software development resources
- Build out, scale additional voice & messaging platform functionality
- Provision 70K local numbers

OUTCOMES

- Un-matched throughput, capacity, and better pricing
- Intelligent call routing for optimal call cost and quality
- Access to carrier controls for issue resolution, superior deliverability, higher conversions

GOAL

Find a communications partner with deep technical expertise

This medium-sized SaaS marketing company based in Akron, Ohio utilizes a combination of dialing programs and conversational texting on their proprietary marketing platform to help customers increase engagement, drive more sales, create transformation in their operations, and retain more customers.

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When the company first approached Commio, they were using a variety of messaging providers for their extensive needs, including Bandwidth, Plivo, and Ytel. The company needed to highly customize the platform around its Artificial Intelligence engines, and the current providers couldn't deliver the technical resources or the knowledge they needed to evolve.

Commio helped customize their SaaS platform

The company chose Commio because teli Messaging provided extensive technical and software development resources to help them build the additional functionality they needed in their platform. In addition, teli provided un-matched throughput, capacity, pricing, and much better deliverability and conversions.

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Now they use Commio for nearly 30M long code (10DLC) SMS/MMS messages per month, plus 7M+ outbound calling minutes, and almost 300K inbound minutes per month—as well as provisioning more than 70K local numbers. They appreciate the open communication with the Commio team and their ability to quickly solve issues as they arise.

According to their CTO, “Commio's APIs enabled our company to drive new technology while allowing us to scale our business in confidence.”

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The firm's Conversational AI Platform has a million+ humanized engagements per day, holding conversations that can last weeks without client-side resources. In particular, they're the first scalable bulk messaging platform that uses conversational AI technology to drive customer engagement. With a wide range of national customers, their target markets include the mortgage, healthcare, home services, and insurance industries.



