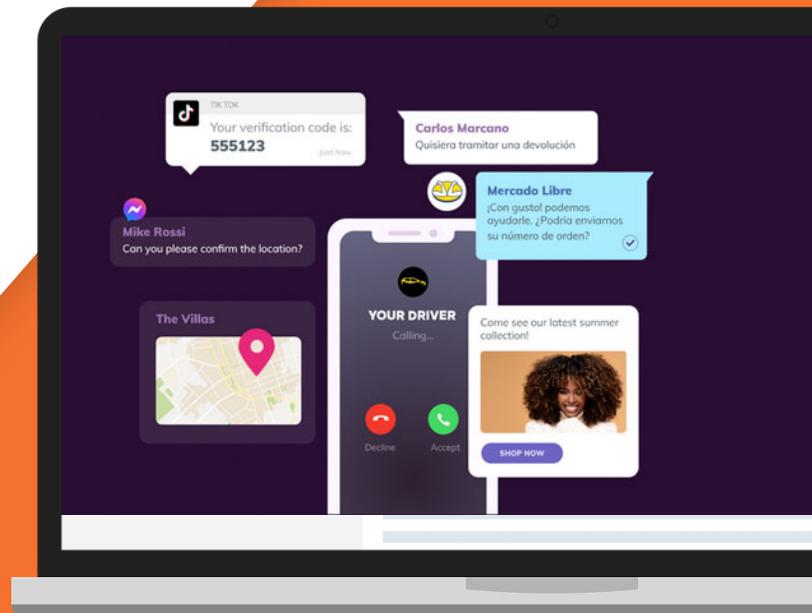




Mitto

CASE STUDY



The **Client**

Mitto is a leading provider of global, omnichannel communications solutions, supporting business growth with advanced customer engagement technology and messaging enablement.

The Problem

Mitto wanted to automate and simplify the buying process on their website.

Their current setup required customers to fill out their information multiple times on several forms, resulting in a poor user experience. The Mitto team would then reach out to the prospective client with product details and the client would make a selection and pay over the phone or email. This involved a lot of manual processes and back and forth of emails - which was time consuming, prolonged the sales process, and undoubtedly resulted in loss of potential sales.

For that reason, they knew it was critical to automate and simplify the process, by bringing product selection and payment online.

The Solution

MAC worked with Mitto to design a buyer experience which would be as automated as possible. The idea was that we would set up a landing page, which would feature a sign up form. Once the form was submitted, the lead would be taken to a payment portal, to select the plan and product of their choice, and then enter their credit card details.

We knew that choosing a payment gateway which integrates seamlessly with their Hubspot system would be critical to enabling the optimal user experience. That is why we created an integration with DepositFix, a tool which enables payments to be accepted via Hubspot forms, and Stripe, an online payment processing platform that pairs with DepositFix, as the solution providers. To make sure that these solutions were user friendly and easy to use, we conducted a trial run with a demo account.

After the integrations were configured, MAC built multiple checkout web pages in Hubspot and linked them together. All forms were synchronized to move forward in steps from selecting the plan/product to collecting details of the client and finally to payment. The clients could see the details of the various plans, select the one that best fit their needs, and make the payment without any hassle. This eliminated the requirement of various email and phone communications between the client and the team.

The Outcome

The integration between DepositFix and Hubspot was seamless. The DepositFix platform even allowed us to pull in Mitto's brand styling, providing an extremely polished user experience during the payment process. Importantly, all data was collected into Hubspot without error, allowing the team to action the purchases without any issue. The user experience was greatly improved, resulting in an improved lead conversion rate. Efficiency for the team was improved drastically by reducing the amount of manual work and time spent sending unnecessary communications, and ultimately, freeing up time to work on more strategic initiatives.

