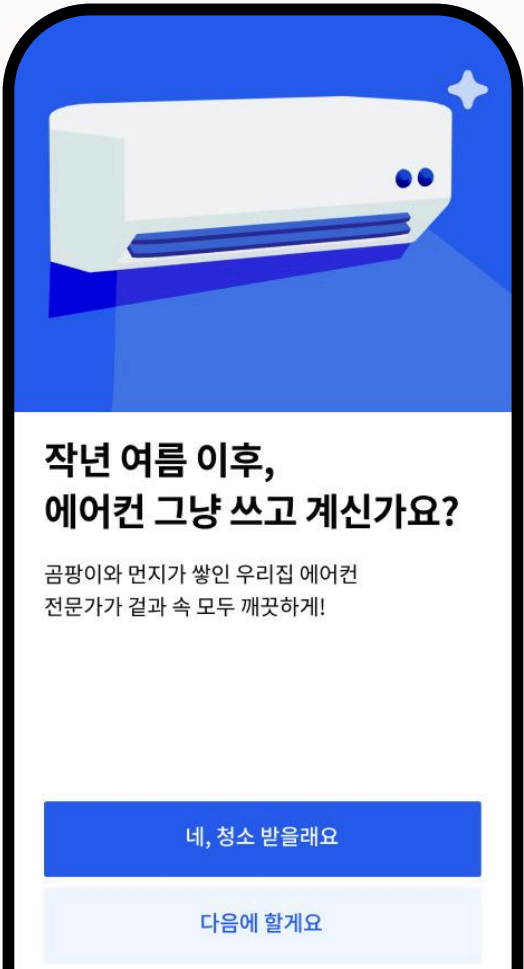


# Miso Delivers Smarter Engagement and Drives 30% More Conversions with CleverTap

Since 2016, Miso, South Korea's leading home services provider, has fulfilled over 10 million orders, with a repeat rate of 85%. It's 200+ services - from cleaning to appliance rentals - are easily bookable through the app, helping customers manage daily tasks seamlessly. To further its customer-centric approach, the digital-first firm sought a unified customer engagement platform to strengthen engagement and communicate with every customer in a personalized way. After some deliberation, CleverTap, with its versatile features, emerged as the clear choice.



## Impact

↗ **30%** Surge in Early-Bird AC Cleanings Over Target

↗ **3%** Point Lift in Conversions via A/B Tested Cross-Sell Pop-Ups

↗ **17%** Point Surge in Pre-Cleaning Image Uploads

↗ **50%** Growth in Daily Active A/C Technicians

## What Miso Faced Before Adopting CleverTap


- ❗ **Limited Personalization at Scale:** While serving multiple service categories, Miso found it challenging to deliver contextually and personally relevant messages across different service funnels.
- ❗ **Manual Segmentation:** Creating segments required complex queries and technical support, slowing down marketing, sales and business teams' responsiveness.

## How Miso Used CleverTap

With automated segmentation, Miso drives hyper-personalized engagement and builds stronger connections at key touchpoints. Let's take a closer look:

- ✅ **Timely Engagement & Conversions:** It is key to reach out to a customer at the right moment to convince them to do what you want them to do. Miso now successfully does this by targeting its campaigns toward dynamic and seasonal customer segments:


  - Sophisticated drip campaigns target users who abandon bookings at different stages for any service, getting them to return and complete the booking.
  - When a customer completes a booking, they receive in-app cross-sell popups offering related additional services.
  - Similarly, customers who have recently used a service receive focused SMSes for other relevant services. For example, a customer using the moving service might receive an SMS offering internet installation support.
  - Customers booking an a/c cleaning service are prompted to upload images with clear, step-by-step instructions. Those who used the service earlier were targeted with early-bird reminders, followed by a second nudge for non-responders.



**The win:** A tangible lift in regular and early-bird bookings, cross-sell conversions and service efficiency.

- ✅ **Gaining Crucial Customer Insights:** Learning how customers discovered Miso helped tailor channel preferences and messaging format.


  - Miso now does this through a survey on CleverTap which asks users at an opportune time, how they found out about the company and service they needed.



**The win:** Valuable intelligence to tailor marketing strategy and communication.

- ✅ **Optimizing Communication Frequency & Channels:** Miso extensively uses CleverTap's ability to optimize the frequency of communication.


  - For example, given Korean users prefer SMS and KakaoTalk over email, Miso used CleverTap with Sendbird to sequence messages smartly: Push notification → If not engaged → Follow-up via KakaoTalk or SMS.



**The win:** Reduced customer fatigue while maintaining high engagement rates across preferred communication channels.

- ✅ **Partner-Centric Engagement Beyond Customers:** For a human-centric company like Miso, partners are as central as customers.

  - The team used CleverTap to send gig notifications to a/c technicians via the partner app. Seeing positive traction, Miso began applying more granular personalization to partner engagement.



**The win:** Stronger ties to the partner ecosystem.

## What's Next?

Miso is focused on centralizing its messaging channels, with CleverTap playing an accelerating role in this effort. The company will enhance engagement using more pop-ups and native displays. Another key initiative will be leveraging linked content to tailor alerts based on each partner's available order capacity.

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CleverTap has been instrumental in our mission to create more meaningful communication across our diverse service offerings. The platform's powerful flexibility allows us to enhance the personal touch that Korean customers expect as we scale our operations efficiently.”

**Nayoon Kim**  
Manager, Miso

