

Product: Nexmo SMS API & Voice API

Use Case: Number Verification

Industry: Transportation



OVERVIEW:

Grab is the leading ride-hailing platform that provides transportation solutions for 620 million people across 34 cities in Southeast Asia. Grab offers a wide range of services through their mobile app, including GrabTaxi, GrabCar, GrabBike, GrabHitch, GrabExpress, and GrabFood.

CHALLENGE:

The Grab mission is to create the safest, most accessible transportation platform possible, and it needed a way to scale its user communications and user verification process. However, in many of its target geographies across Southeast Asia, non-reliable carrier infrastructure meant some text messages and calls may not be delivered, which disrupted the customer sign-up process.



Drives Southeast Asia Forward with International SMS & Voice

To overcome these challenges, Grab partnered with Nexmo to access its global cloud communications platform. After integrating the SMS API and the Voice API, Grab gained access to Nexmo's worldwide carrier network, and tapped into Nexmo's adaptive routing algorithm to ensure messages are delivered in real-time, regardless of the user's location.

Increasing App Security Through User Verification

Using Nexmo's SMS API, Grab implemented a phone number-based verification process for new drivers and passengers. When a new user registers an account, they receive an activation code delivered by SMS. Upon entering the activation code in the app, the user is automatically verified and can fully access the app.

Operational and Transactional Communications

To communicate with users during the booking process, Grab used Nexmo's SMS API to roll out transactional and operational notifications, including booking, cancellation, and route change updates. SMS was also used to increase user retention and engagement through localized mobile marketing campaigns. In addition, with per-second billing, Grab significantly reduced communications costs by not having to pay for unused partial minutes.

"Nexmo is a trusted partner for Grab, because of the consistently high, worldwide deliverability and cost savings from per second billing and automatic provisioning. With Nexmo, we can create much richer customer experiences and we look forward to exploring new, creative ways to engage our users with Voice and SMS."