

CRM Mine Brings SMS, Email, and Voice Together on One Reliable Platform



The Customer

CRM Mine is an innovative marketing and customer retention agency founded in 2024 and headquartered in Poland. Operating as a private firm, the company provides data-driven CRM automation and player loyalty strategies specifically tailored to the global online business, retail, sports and iGaming sectors. They empower organizations to significantly maximize player lifetime value and optimize long-term retention.





The Challenge: When Messaging Infrastructure Impedes Strategy

CRM Mine faced three challenges that were limiting what they could deliver for clients.

- **Delivery reliability:** Their previous messaging setup was producing inconsistent results across global destinations, with an 80% delivery rate. For OTP, transactional alerts, and time-sensitive campaigns, that gap showed up directly in client outcomes.
- **Fragmented tooling across channels:** Running SMS, email, and voice through separate tools meant no shared controls, no unified reporting, and no pre-send quality management.
- **Vendor, not partner:** When routing issues surfaced, escalations were slow and fixes slower.

CRM Mine was operating across SMS, email, and voice, but they needed a stronger partner who could support their efforts. They turned to MMDSmart for their MessageWhiz CPaaS messaging solution and Call Center Connect voice platform.

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MessageWhiz provides the versatility we need to reach our audience across multiple touchpoints. By combining reliable SMS delivery with a robust email tool, they've helped us create a more integrated communication strategy. We appreciate their team's openness to feedback as they continue to evolve the platform. -Winnie Nguyen, Senior CRM Specialist CRM Mine

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The Solution: One API, Three Channels, One Platform to Run Them From

MMDSmart's MessageWhiz platform & API gave CRM Mine a single integration point for SMS and email, while its Call Center Connect platform supported voice initiatives. The API lets CRM Mine trigger the right channel programmatically based on their own logic. Rather than building and maintaining separate integrations for each channel, CRM Mine connected to MMDSmart and gained access to the full channel stack through it.

That architectural simplicity has a direct operational benefit. When a campaign calls for SMS, they route it through the same provider they use for email or voice. Channel selection becomes a strategic decision, not a technical one. Switching between touchpoints does not mean a complex task which requires switching providers or re-training team members.

Within that setup, the platform gives CRM Mine the controls an agency managing multiple client campaigns simultaneously actually needs. Word spinners and test sendouts allow them to validate message quality and variation before anything goes live. Templates and recipient lists are managed centrally, and per-team API keys mean client environments can be kept cleanly separated within the same account.

The voice channel sits within the same ecosystem. CRM Mine's use of voice (human/agent and IVR calls) is still in early stages, but having it accessible through the same provider means that expanding into a third touchpoint requires no additional vendor relationship, no completely new type of integration, and no operational restructuring.



The Result

With MMDSmart handling SMS, email, and voice delivery, CRM Mine can execute multi-channel communication programs for clients without delivery reliability undermining strategy. When they segment an audience and design a targeted campaign, the channel they choose performs as expected.

Consistent multi-channel execution has a measurable effect on client outcomes. Brands with strong omnichannel engagement programs retain an average of 89% of their customers, compared to 33% for those relying on a single channel. For an agency whose entire value proposition is built on maximizing lifetime customer value for clients, having a messaging partner that delivers reliably across SMS, email, and voice is not an operational detail.



Customer Retention

89%



Strong Omnichannel Engagement.

33%



Single Channel Engagement



About MMDSmart

MessageWhiz is an enterprise messaging app developed by MMDSmart. MMDSmart is a global communications technology company that delivers AI-powered voice and messaging solutions and services to carriers and enterprises worldwide. With the mission to make every customer experience count, the company's portfolio combines global telecom capabilities with CPaaS and cloud-based call center solutions.

Ready to achieve the same results for your business? Contact the MessageWhiz team to learn how our Email, SMS and Voice solutions can secure your customer journeys.