



A Case Study on Messaging Performance Analytics

Service Provider: Whiteklay



CLIENT OVERVIEW

A global messaging service provider handling high-volume SMS traffic for social media, logistics, and app-based clients needed to better understand carrier performance in real time. Their challenge: poor insight into supplier efficiency was causing revenue leakage in a cost-sensitive market.

OBJECTIVE

To build a real-time analytics solution that monitors carrier performance, optimizes SMS traffic routing, and enhances supplier efficiency to reduce revenue leakage and improve service quality.

PROBLEM IDENTIFICATION



Traffic allocation based on supplier SLAs (latency, delivery, cost)



No centralized dashboard to monitor performance trends



Dynamic traffic routing decisions being made manually



Low visibility led to loss of high-volume traffic



TECHNOLOGY REQUIREMENTS



Streaming Data Ingestion



Analytics Engine



Cloud Data Warehouse



API Layer



Rule Engine



Dashboarding Tools

SOLUTION APPROACH

1. Built a smart engine to track SMS delivery KPIs every 15 minutes
2. Categorized suppliers into Gold, Silver, Platinum tiers by performance
3. Enabled automated routing recommendations via API and dashboards
4. Provided manual override controls to ensure business flexibility

BUSINESS OUTCOMES

Improved allocation of high-margin traffic

Automated recommendations via API and dashboards

Alerting on anomalies and SLA breaches enabled real-time control

Enhanced revenue share from key enterprise clients

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