

 Website:

www.astrotalk.com

 Category:

D2C Service

 Location:

India

About Astrotalk

Astrotalk is India’s leading astrology service provider with a strong global footprint. With over 50 million app downloads and 3 million+ monthly logins, the platform offers personalized astrology consultations and services to users across India and international markets.

50M


Total Users

99.3%

Success Rate

3M+

Monthly Logins



Siddharth Singh

CTO

★★★★★

“

Astrotalk partnered with OTPLESS to simplify login, reduce operational complexity, and support international scale. With zero-touch flows and intelligent routing, OTPLESS delivered measurable impact on conversion, cost, and experience.

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Problem Statement

Astrotalk was managing login infrastructure using traditional SMS OTP-based authentication. While they had a 91% login conversion rate and ~95% delivery success, the team faced several challenges:

- **Multiple SMS vendors** integrated separately to maintain reliability
- **Manual routing** and rule-based triggers to optimize delivery
- **High operational overhead** and tech bandwidth consumption
- **Limited global readiness** with separate effort for international onboarding

These inefficiencies were affecting the overall conversion funnel and user experience.

OTPless Solution

Astrotalk adopted OTPLESS’ Smart Auth solution to replace their fragmented OTP-based login flow with a seamless, zero-touch authentication experience. By leveraging Silent Network Authentication (SNA) and auto-read capabilities via WhatsApp and SMS, friction during login was significantly reduced, allowing users to authenticate effortlessly without manual input. Here’s how solution was shaped:

- **Silent Network Authentication (SNA)** and **auto-read** via WhatsApp and SMS enabled frictionless login
- OTPLESS’ **Smart Router** automatically optimized the auth channel and fallback sequence
- **Real-time SMS provider routing** ensured best-in-class delivery performance and reduced latency
- **Global authentication** was activated with the same integration, allowing easy onboarding of new countries

Integration & Rollout

- Platform:** Web & Android app
- Time to Integrate:** Swift implementation with close collaboration between OTPless and Astrotalk’s internal tech teams
- Support:** Dedicated onboarding, live support, and ongoing monitoring
- Team Involved:** Core product managers, backend and mobile developers from Astrotalk, and OTPless integration experts

Results

Following the implementation of OTPLESS Smart Auth, Astrotalk experienced a **significant improvement in the reliability and efficiency** of its authentication process. **Delivery success rates jumped from ~95% to over 99%**, ensuring messages consistently reached users across all regions. This improvement played a key role in **raising the overall login conversion rate from 91% to over 97%**, making the user journey faster and more seamless.

Astrotalk **also saw a 6% increase in international login conversion**, which directly supported their global expansion efforts by delivering a consistent experience across geographies. Additionally, by consolidating multiple vendors and replacing complex rule-based fallback logic with a single OTPLESS integration, Astrotalk was able to free up engineering resources and improve operational efficiency. These combined benefits helped the team scale with confidence while focusing on growth and product innovation.

The impact:

- **99.3%+ delivery success**
- **+7% overall login conversion**
- **+6% improvement in international login conversion**
- **One integration streamlined vendor management and saved tech bandwidth**