

SMS Smart Services

Add value to the messages
your customers receive

Sticky new services drive customer retention

Brand promotion drives customer acquisition

New revenue streams drive increased profitability



We talk about the trillions of SMS messages now sent every year – but often forget that trillions of messages are also received.

SMS is one of the wonders of modern life – revenues from end users are now over \$100 billion per year and exceed the combined revenues of the film, games and music industries.

SMS is both simple to use and ubiquitous, available on every one of more than 5 billion mobile phones around the world.

A recent Pew Research report established that for teenagers in the USA, the home of email and Instant Messaging, SMS is now the preferred method of communication.

This is great news for mobile network operators, as SMS typically represents around 20% of revenues. And yet, there is a whole area of SMS with massive potential that remains undeveloped.

We talk about the trillions of SMS messages now sent every year – but often forget that trillions of messages are also received. Adding value to received messages has been overlooked until recently, as the traditional architecture of SMS networks is unsuitable for network-based services.

Now, thanks to Telsis innovation, the technology exists for mobile operators to add value to the messages that their customers receive. With Telsis SMS Smart Services operators can, for the first time, protect their customers and provide powerful new services that enhance the value of SMS.

These services bring a variety of benefits to operators, including brand enhancement through a demonstration of commitment to social responsibility, new revenue streams, stickiness, and a unique opportunity to put the network branding onto rival network handsets.

SMS Smart Services

Telsis SMS Smart Services work at the network level, so they work all of the time, for all users, whatever type of handset they have. SMS Smart Services include:



Blacklist for users that don't want to receive messages from certain numbers

Blacklist stops the messages users don't want to see. Users simply specify phone numbers, and messages from those numbers are automatically and silently discarded within the network.



Out of Office for users that may not be able to respond immediately

Out of Office provides a network-generated personalised autoreply message for users that may be unable to respond immediately to text messages they receive. It enables business users to provide contact details during their period of absence and personal users to let friends and family know when they are busy.



Archive to Cloud for users that want to keep their messages

Archive to Cloud provides an automatic on-line copy of a user's text messages – a valuable life history of messages that may have sentimental, personal or business value.

Other SMS Smart Services include:

Copy to Phone or Email for users that have more than one phone or want to share or save their messages

Divert to Phone or Email for users that wish to redirect their messages

Block for users that don't want to receive Flash messages or messages where the sender's number is hidden or the address is alphanumeric

Whitelist for users that only want to receive messages from specified numbers

Ongoing Telsis innovation is continually adding to the range of available services, which can be packaged to address the mass market or specific market segments.



Rapid system integration – operational in weeks not months

The Telsis SMS Smart Services software runs on industry standard servers, with the platform installed as an independent system in parallel to the existing SMSC infrastructure. This means that services can be deployed with minimal network impact and without risk to existing messaging services and revenues.

SMS Smart Services utilise SMS Home Routing – a network facility that was pioneered by Telsis and adopted by 3GPP. SMS Home Routing is now commonly supported by major HLR manufacturers, and Telsis has deployed a number of systems that use the facility, working in conjunction with several HLR vendors.

SMS Smart Services can be rapidly deployed – even, in some cases, without changes to billing systems, rating systems, provisioning or CRM systems.

Keeping intelligence within the network

Services such as Out of Office, Divert and Copy clearly need to work at all times – even when the handset has no battery power, is out of coverage or is simply switched off. This means that services must be network-based.

With Telsis SMS Smart Services providing intelligence within the network, services work all of the time, for all users, whatever type of handset they have.

And, with intelligence in the network, operators can crucially differentiate.

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Telsis understands just how important it is for customers to have a successful experience each and every time they use the service.

An enhanced customer experience

A key feature of Telsis SMS Smart Services is that users can control and manage their own services by sending simple and intuitive SMS commands to the service shortcode. For example, a number may be immediately blacklisted by sending:

Blacklist add 07700900452

This means that users can control and manage their service settings from anywhere and at any time.

SMS is the simplest, most convenient and flexible method of service configuration and control. However, although the command above looks straightforward, real-life experience has shown that as many as 70-80% of users do not use the exact form of command as instructed. They make mistakes, or forget the instructions and compose messages using alternative words or forms of grammar that seem natural or intuitive to them at that particular time.

Telsis understands just how important it is for customers to have a successful experience each and every time they use the service. The company has therefore made a considerable investment over a number of years in developing a powerful platform that is able to understand natural language inputs and hence make life easy for service users.

Thanks to this Telsis innovation, SMS can be used for all aspects of service configuration and management. The service is therefore always available to all users on all phones.

Throughout the lifetime of the service, the Telsis Triple-R (Review – Refine – Refresh) process constantly ensures that any language variants or colloquialisms are incorporated accurately and efficiently, so ensuring that customer interactions are successful.

SMS Smart Services provide a positive user experience and remove barriers that often prevent the frequent use of other self-configured services.

Summary

With Telsis SMS Smart Services, network operators can protect their customers and provide powerful new services that add value to received messages, and thereby enhance the value of SMS.

Such differentiation brings benefits in enhanced loyalty and increased acquisition, as well as new revenue streams and brand promotion opportunities.

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