



THE NEW WAY TO COMMUNICATE WITH YOUR CUSTOMERS

The telecom industry is tightly regulated across the world and is an extremely competitive market where service providers fight each other to win over the same customers and now have to fight the New Economy operators, namely Google, Amazon or Apple, who offer communication services at no cost or at a much lower cost, and free of the regulations imposed on traditional organisations.

All this data makes us wonder: **How can I continue to offer value-added services to my customers and improve my turnover without increasing costs?**

Unisys has the answer. And you'll be surprised to hear that you don't always have to be bang up-to-date, you simply have to make the most of the services you already offer.

You have a challenge

To offer appealing and cutting-edge voice services to customers with simpler infrastructures and without increasing costs.

We have the solution

The **Unisys Smart Messaging Platform** helps you take a step further and offers adaptive, intelligent communications making the most of existing traditional telephony and on line services to manage personal or business communication using smart devices intuitively with benefits such as:

- Communications are more efficient.
- Customers are delighted.
- Voice calls and landlines re-emerge in the communication value chain.
- Telco services are coordinated and centralised on a single smart platform.
- Flexibility to introduce new services for businesses and home users.

Unisys, with over 25 years in the industry serving leading service providers -such as Telefónica Group, Orange or BT among others- who manage over 200 million subscribers worldwide, can help you hold your position as leader of an increasingly competitive market and recognise new revenue opportunities by deploying innovative services with a very low TCO and preventing risks in installations.

Do you remember when we used to miss important calls when we were out of the office or home? In order not to miss a call, new types of technologies emerged, such as voicemail, texts, images and videos. Today we are at stage where it is possible to communicate with anyone, at any place at any time using any means. **The problem now is too much communication leads to ineffective communication.**

The future lies in **providing smart and adaptive communications**. And service providers are facing a harsh challenge: hundreds of start-ups from all over the world have created special messaging services that divert from the business. They have transformed users' relationship with their connected devices and have turned their phones into little more than a data receiver. Indeed, people are barely using voice lines.

Unisys can help you bring voice services back on the scene and turn you into a big player in the broader message market. Both for mobile lines and landlines.

Here comes the Smart Communication

The **Unisys Smart Messaging Platform** can allow users to improve their quality of life by choosing the method of communication that is best for them at any given time, but is also self-learning, enabling intuitive communication without the need to spend hours configuring their phones. With the introduction of Machine Learning and Artificial Intelligence technologies there is the potential to make communication natural and effortless.

The **Unisys Smart Messaging Platform** connects and integrates different capacities and functionalities, whether owned -contact list, voicemail, cloud services- or third parties' -social media, virtual assistants, instant messaging, etc.- to make communications smarter.

The **Smart Messaging Platform** brings together smart voice messaging, smart corporate messaging, advanced customer services, business messaging and IoT messaging. All this to help you win back your leadership of the Broader Message Market.

More and more, mobile phone users tend to seek self-service communications avoiding human contact, with functions that turn voice into text and images into videos to make sharing new social experiences easier.



With the Unisys Smart Messaging Platform you can offer your customers

Smart redirects

Using rules as deep as the customer wishes. They can choose smartly which calls are accepted, which are redirected to the number they decide, which messages and calls should be deleted or blocked...

Communication consolidation

Landline and mobile can be used jointly, turning the landline into the gateway for family communications and redirecting every message or call to each family member depending on who calls, thus keeping the privacy of your mobile phone.

Combination of owned and third-party services

To make the right decisions loud, contact list, virtual assistants, Internet, e-mail, social media, multilanguage, geolocation...

Innovative user experiences in B2C or C2B communications through IVR/ACD systems

To help each customer choose their favourite communication channel and provide customer support with the best tools to offer a top-quality service.

And many other services

The Unisys Smart Messaging Platform enables the deployment of new owned or third-party services quickly, simply and intuitively. This way, customers will always have the best market experience and will remain loyal to your business.



Would you like to block calls during a meeting? Unless it's your mum, obviously.



Would you like your phone to only show the incoming calls you missed from your work team while you were flying over the ocean?



Are you concerned about your privacy and data and want to intelligently reject unsolicited communications?



Would you like to forward the call from the boiler engineer to your partner, son or concierge during the meeting or take it yourself when the meeting is over?



Would you like to update your Facebook status from your phone through your voice even if you don't have an Internet connection and include a link to your voice recording in your post? Or would you like your phone to read out the latest tweets while you're driving?

Unisys helps you take a step further making the most of telephony solutions in order to offer cutting-edge voice services to customers with simpler infrastructures and without increasing costs.



For more information visit www.unisys.com

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