



## SUCCESSFUL COMMUNICATIONS FOR SMEs IN THE ‘NEW NORMAL’ AGE

The COVID-19 global health crisis has changed the way we live and operate. We must now more than ever be ready for a new reality: the one expected by thousands of small and medium businesses who have to adjust to be able to offer their products and services to their customers... without personal interactions.

In this situation, only telecoms can help SMEs retain and gain end user loyalty through a new communications paradigm that will prove to be the only way to stay in market. An average SME does not have the means to hire in-house experts like, for instance, computer or telecom engineers. This situation represents a unique opportunity for telecom companies, who can increase engagement by becoming a trusted partner for the SME communication needs in this challenging time.

Consumers are used to communicating with their friends and family in many ways from a single device: by WhatsApp, FaceTime, Zoom or social media, sending photos, videos, audio files and even documents, practically always in real time.

As they have got more used to staying at home and doing all their day-to-day chores from the comfort of their armchair, they will want to communicate with their trusted SMEs, be their favourite flower shop, garage or legal firm, in the same way. They will want their C2B communications to be like the C2C exchanges they have with friends and family every day. Large companies are well aware of this and rely on entire teams to develop apps that will improve end user experience and make the most of the costly technological developments to make consumers feel they have a closer relationship with them.

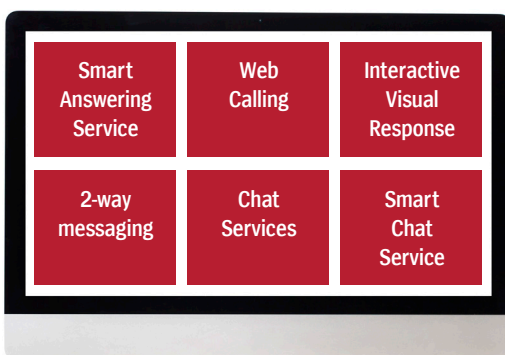
It doesn't have to be this way anymore. But SME can only solve this need thanks to a trusted telecom provider. The closer face-to-face relationship and personal treatment offered by small and medium business can still be provided by remote communications technologies. They can provide the same customer experience as big companies but without having to invest in equipment or large infrastructures: just by trusting their telecom company who can offer cutting-edge services just a click away. And Unisys is the key partner when guiding telecommunication providers on a safe journey to a new era and a closer relationship with their small to medium customers.

### You have a challenge

- Adjusting your communication offering to your smallest customers –from self-employed persons or micro-enterprises to SMEs up to 50 employees– in order to readjust to the new game rules but still keeping the close relationship and friendliness in digital exchanges too.
- Being able to help your customers gain consumer's loyalty and engagement without big investments in infrastructures or dedicated teams.

### We have the solution

- Unisys Smart Communication Service is a cloud-based specially designed application that enables telecom companies improve their business in the SME market by helping them efficiently communicate with end users via a simple subscription model.
- The SMEs don't need to procure any equipment or dedicated teams: service may be set-up within a few hours from their telecom provider's website: there's no need to phone a call centre.
- The Unisys Smart Communication Service is used for multi-channel, multi-media communications with SME customers. The telecom provider can easily add voice, text, chat, images and video or any other service.
- End users can start communications with the company from their smartphone, web browser, smart speaker (Alexa or Google Home)... and even from their old phone!
- The Unisys Smart Communication Service uses Machine Learning and Artificial Intelligence technologies to improve their replies and enhance communications.



Smart Communication Services for SME

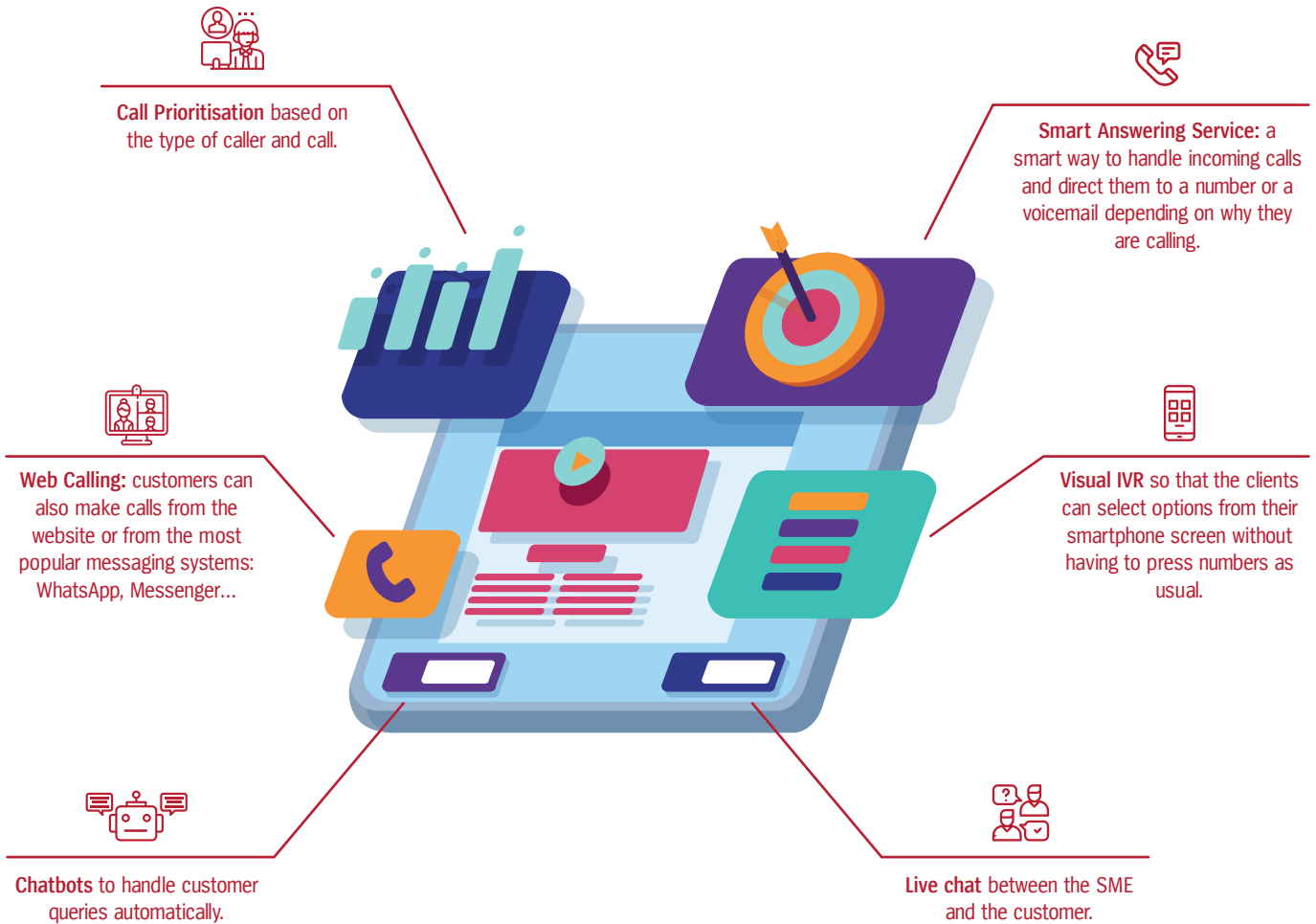
With the Unisys Smart Communication Service, the telecom provider opens a huge market opportunity to engage with SME through rich-media communications between an end user and the business through any device or app, including WhatsApp, Facebook Messenger or even Alexa. For example, appointment reminders, delivery tracking, event bookings, promotions, surveys and regular communications through a live chat.

Also, the telecom provider can add functions with only a click on the customised cloud-based platform for their SME customers, such as an automated and intelligent chatbot that handles end user queries and replaces the traditional voice answering service. Unisys chatbot is designed to understand why the caller is calling and take a decision automatically.

For example, it may answer the query immediately, redirect the call to an alternate number, send a text to the SME owner with the caller's number and reason for the call, invite the caller to leave a message, which will be translated into text and sent to the SME in charge of taking action... or many other alternatives that may be set up with only a few clicks on the web platform.

**Telecoms have a huge market to address in order to help SMEs improve their relationship with customers.**

## Smart Communication Services for SME



The future lies in **providing smart, integrated and adaptive communications** that allow your customers to choose the method of communication that best suits their own customers at any given time, but this is also a self-learning tool, which enables intuitive communications without the need to spend hours setting up the system. Now is the time to bring your SME customers closer to your business communications and only Unisys can help you do this without large investments in technological developments.



For more information visit [www.unisys.com](http://www.unisys.com)

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