

MOBILE MESSAGING EXCHANGE

ENGAGE YOUR CUSTOMERS WITH 2-WAY MESSAGING

MOBILE MESSAGING AND MORE



Tata Communications provides a range of mobile customer engagement options, including 1-way A2P and P2A mobile messaging support, 2-way messaging and bulk messaging services. We continue to develop our portfolio with new omni-channel customer engagement features to help you exploit mobile as a channel with which to delight your customers, build brand loyalty and generate new revenue.

2-WAY MOBILE MESSAGING

Tata Communications 2-way mobile messaging service lets your customers initiate a message to you or reply to a message that you have sent. The advantage of using 2-way messaging is the reach and immediacy of the mobile medium. Regardless of whether your customers use smartphones or standard feature phones, SMS can reach them. It is a perfect medium to ensure inclusion and build customer loyalty for your brand. It is also a versatile way to extend customer service, protect against fraudulent transactions and deliver the mobile component of a true omni-channel customer engagement strategy.

WHY TATA COMMUNICATIONS?

Tata Communications delivers the broadest mobile direct customer reach in the communications industry. Our extensive peering relationships extend this reach to encompass ALL mobile network operators in the world. We have the knowledge, experience and expertise to ensure your mobile customer engagement strategy will be a success.

- Supporting SMS long numbers in 50 countries
- Short code support available in 20 countries
- Options for toll-free response services in select countries

MONETISE THE MOBILE MESSAGING CHANNEL

2-way mobile messaging enables you to use mobile messaging as a channel to both engage your customers and promote your products and services, with an instant response capability. This makes it easy to analyse the success of your promotions quickly and make adjustments as needed in response to market conditions. Mobile messaging is a direct customer contact channel, so 2-way messaging is a logical and measurable extension for your customer engagement strategy.

Using 2-Way Messaging

2-way messaging can open doors to a whole new realm of customer engagement opportunities including:

- Requests for account information
- Authorising action resulting from alerts (i.e. payment confirmations, password reset requests)
- Providing real-time feedback to surveys
- Responding to marketing campaigns and special promotions
- Integrate 2-way messaging as part of your customer loyalty programme

COMBINE 2-WAY MESSAGING WITH BULK OUTBOUND MESSAGING

Do you want to engage your customers using 2-way messaging, but also need some means to deliver outbound bulk messages to initiate the response?

We can help you with 'Campaign Manager', our bulk messaging solution, which is not just designed for outbound marketing but can be used for any requirement you may have around bulk messaging to your customers, such as customer service updates, alerts and notifications.

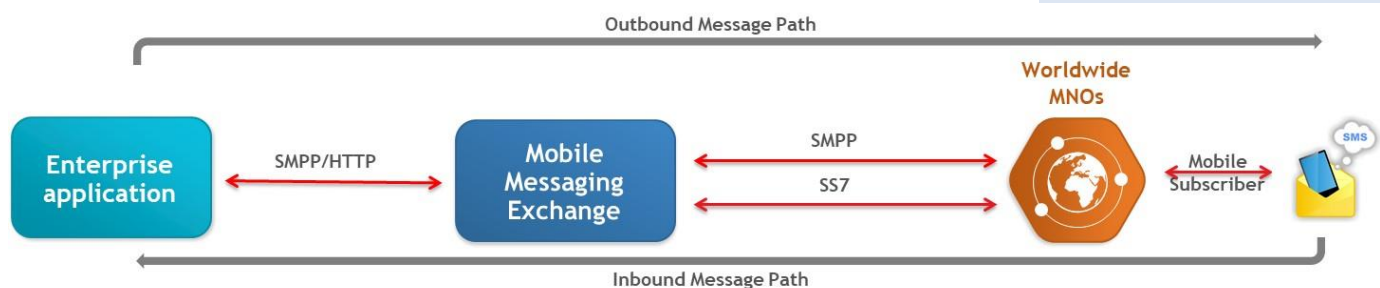
With 'Campaign Manager' you can design campaign workflows, schedule your campaigns and monitor responses using a portal. REST APIs make it easy to integrate with your CRM or other enterprise applications.

The combination of 'Campaign Manager' with 2-way messaging presents a comprehensive solution with which to support your mobile customer engagement strategy.

THE TATA COMMUNICATIONS ADVANTAGE

2-way messaging and our bulk messaging capability are all part of Tata Communications Mobile Messaging Exchange. It is backed by the world's leading on-net mobile signalling community and industry leading global network. Leveraging our expertise in interconnecting service providers worldwide across communications and network services, Mobile Messaging Exchange connects Enterprises with Mobile Network Operators, to deliver a quality experience for your end customers.

TATA COMMUNICATIONS 2-WAY MOBILE MESSAGING



Tata Communications 2-way mobile messaging bridges the gap between enterprises and consumers, through direct and trusted partner routes, providing high quality 2-way message termination and response mechanisms.

As 2-way mobile messaging is a feature of the Tata Communications Mobile Messaging Exchange platform, you get the reassurance associated with working with a market leader as well as all the benefits, features and functions associated with mobile messaging exchange.

Mobile Messaging Exchange

Cloud-based centralised messaging exchange

Focus on routing of traffic over quality routes

300+ on-net destinations for direct SMS termination

Standards-based platform integration

Integrated campaign management capability

Monthly reports for terminated SMS

A risk free roadmap to launching RCS and IM based services

API integration for convenience, control and customisation

For more information, visit us at www.tatacommunications.com.

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About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network, as well as nearly 1.5 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.