

Enable SMS for Cisco UC-One



Cisco UC-One is one of the many Cisco collaboration tools serving over 300 million users worldwide. Message Exchange from Telestax extends unified messaging to individuals residing outside of the UC-One platform.

Studies have shown that customers and internal employees are often switching to, or prefer, SMS for business communications. According to a 2019 Harvard Business Review survey, 68 percent of companies expect advanced messaging applications to play an important role in improving consumer marketing and customer engagement.¹

Unfortunately, UC-One requires employees to break out of the system and use an unconnected device. For example, a sales person wishing to text a prospect will have to use their private mobile device to have the exchange – *unless the system is SMS enabled to allow texts to flow beyond its walls*. With Message Exchange, Cisco UC-One is fully SMS-enabled.

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With more than

9 in 10

millennials now owning smartphones and nearly

20%

of those users accessing the internet exclusively with smartphones, SMS becomes a critical way to do business.

—Pew Research Center, 2019



Telestax is proud to provide key capabilities to Cisco for business communications and collaboration.

¹September 2019 Harvard Business Review Survey

MESSAGE EXCHANGE FOR CISCO UC-ONE FEATURES



Rich API Set

Add domains, certificates, and whitelists while leveraging advanced searching and reporting via the API



Intuitive Console

Eliminate the learning curve with an easy to use, self-service portal for efficient reporting, management, and search queries



Mapping Management

Manage multiple enterprises with mapping architecture that allows for easy provisioning and usage billing



BYOC

Benefit from the option to bring your own carrier, giving providers a choice to use their own SMS-enabled numbers.

With Message Exchange, UC-One users can take advantage of SMS capabilities within the same client. This eliminates the need to send SMS to contacts (internal or external) from a personal cell phone or third-party application.

UC-One with SMS Enablement Benefits Teams

Companies gain immediate advantages across collaboration teams by adding SMS functionality into their UC-One platform. For example:



Consumers

- Get immediate information
- Receive timely offers
- Gain appointment reminders
- Learn about new products
- Access support



IT/Operations

- Store messages within company network
- Reduce platforms to manage
- Track/trace conversations as necessary
- Provide two-factor authentication

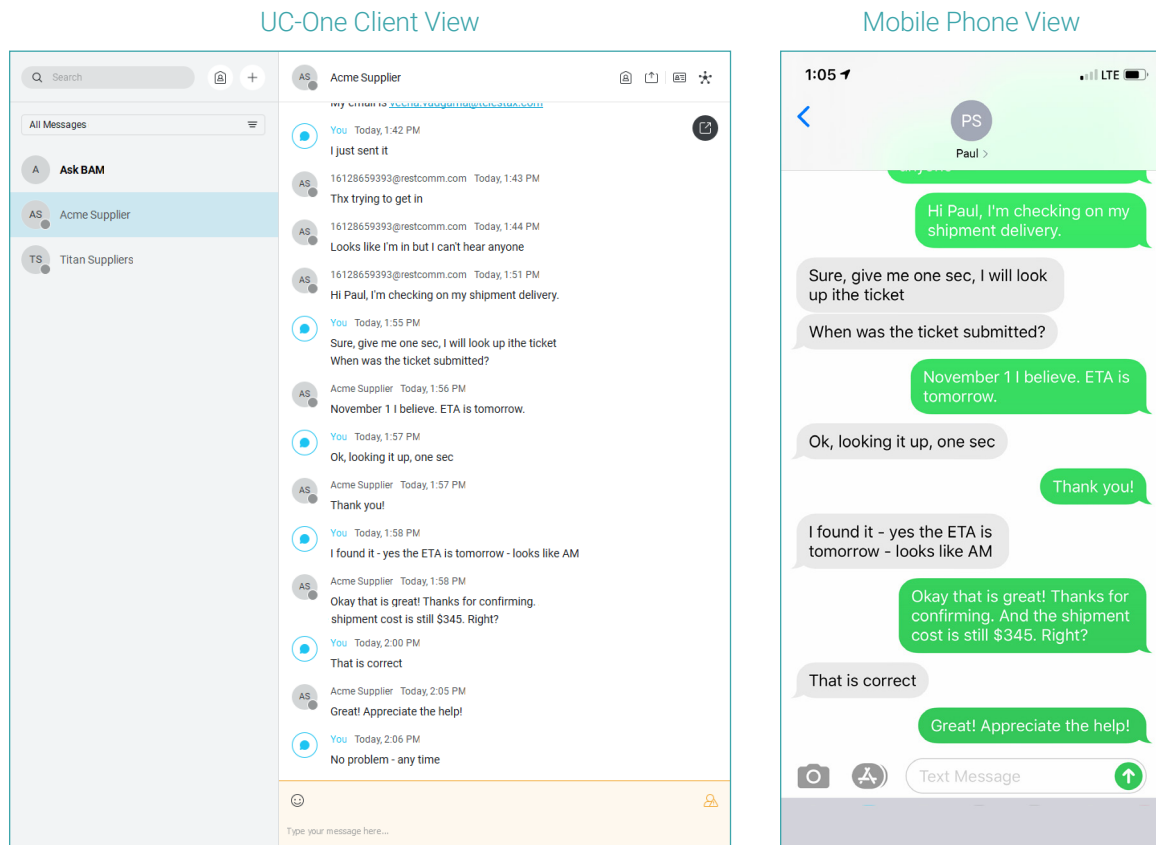


Customer Support

- Improve response rates
- Use one platform for email, SMS, voice
- Separate business from personal SMS
- One platform to learn
- Track conversation history

UC-One SMS in Action

With UC-One the ability to send an SMS to a customer or prospect is seamless and easy for both parties. The following screen capture depicts a conversation between the customer and the employee. In this example, the customer inquires about the status of a delivery and sends a text message to their vendor directly. The text message appears within the employee's UC-One client just as any communication would appear.



Employee's UC-One client receiving a message from a customer asking about the status of their shipment.

Customers can quickly and easily interact with vendors via text message.

SMS enabling the UC-One platform eliminates the need for the employee to have to switch applications or device in order to respond to the customer. The employee also benefits from having their SMS conversation with the customer saved alongside all other account-related conversations. This ability to look up, or review previous conversations makes following up easier and leads to a more personalized and relevant customer experience.

Thanks to SMS enablement from Telestax, critical conversations for Cisco UC-One are now tracked and kept secure on internal company networks. No changes in the endpoint software, retraining, or other large and expensive forklift upgrades are required.

Get Set Up in Minutes

The intuitive console allows you to map individual user phone numbers to their associated email address or UC-One ID.

<input type="text" value="Search"/>		Enterprise Details		+ Add Mapping		Change Enterprise	
<input type="checkbox"/> Name ^		Number ^	jabberAddress ^	Domain ^		Last Update ^	
<input type="checkbox"/>		15552346587	jane.doe@business.com	mydomain.com.in		Oct 11, 2019 05:43:31 PM GMT+05:30	customer.rep@telestax.com
<input type="checkbox"/>	John Smith	12345559876	john.smith@company.com	mydomain.com.in		Oct 11, 2019 04:48:25 PM GMT+05:30	customer.rep@telestax.com
<input type="checkbox"/>		19876543210	newuser@telco.com			Oct 11, 2019 11:53:37 AM GMT+05:30	customer.rep@telestax.com

With Message Exchange, sales teams can communicate with customers via their preferred method, while taking advantage of the security of UC-One.

Begin enabling SMS capabilities in UC-One
for your enterprise customers today.

To get set up, contact us at info@telestax.com.



CPaaS Enablement and Cloud Apps
for Global Communications

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