

Enable SMS for Cisco Webex Teams



Cisco Webex Teams is one of the many Cisco collaboration tools serving over 300 million users worldwide. Message Exchange from Telestax now extends unified messaging to individuals residing outside of the Webex Teams 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, Webex Teams 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*. Now, with Message Exchange, Cisco Webex Teams 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 WEBEX TEAMS FEATURES



Intuitive Management Console

Manage enterprises, mappings, and more from a user-friendly interface that supports mobile screens.



Phone Number Provisioning

Configure setup based on communications service provider needs, includes BYOC option.



Dynamic Private Room Creation

Generate private rooms activated by new incoming messages from unique senders.



Email to Mobile Mapping

Associate user emails with a mobile phone number for easy SMS delivery and tracking.



Advanced Search Capabilities

Sort by enterprises, errors, mappings, or messages for billing purposes, and more.

The Message Exchange Advantage

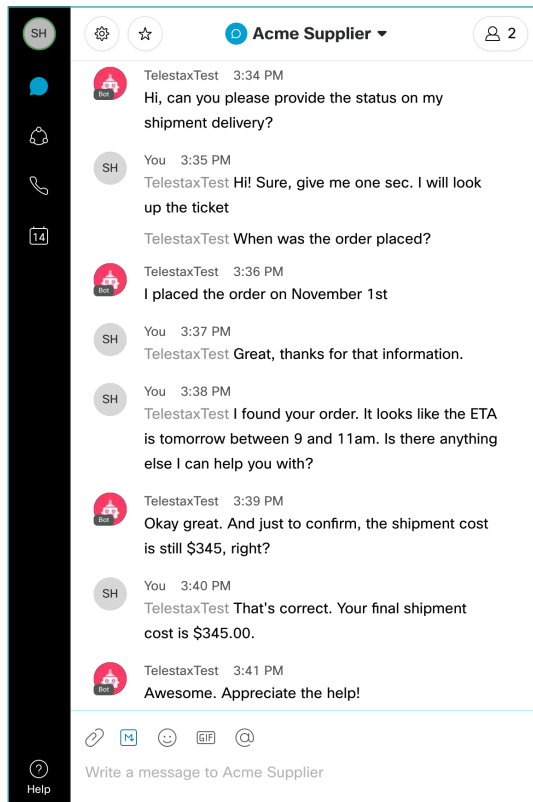
With Message Exchange, Webex Teams users can now take advantage of SMS capabilities within the same client. This eliminates the need to send SMS to contacts (internal or external) from a personal cell phone or third-party application.

Critical conversations 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. It's also very quick to set up - SMS messaging can occur within minutes.

Cisco Webex Teams SMS in Action

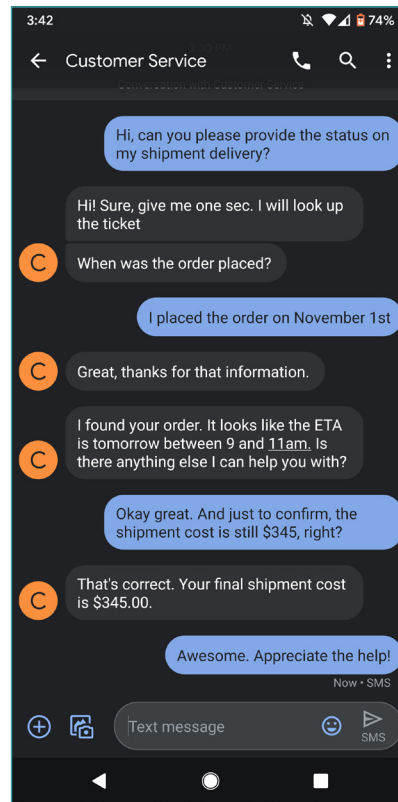
With Webex Teams the ability to send an SMS to a customer or prospect is seamless and easy for both parties. The following screen capture depicts a conversation between the customer and the employee. In this example, the customer inquires about the status of a shipment delivery and sends a text message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

Webex Teams Client View



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

Mobile Phone View



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

SMS enabling the Webex Teams platform eliminates the need for the employee to have to switch applications or devices 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 Webex teams 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.

Begin enabling SMS capabilities in Webex Teams 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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