

Connect & Conquer

Unleashing the Power of CPaaS

Gavin Kwait – Account Executive

Chris Rivera – Technical Solutions Engineer

December 3, 2024



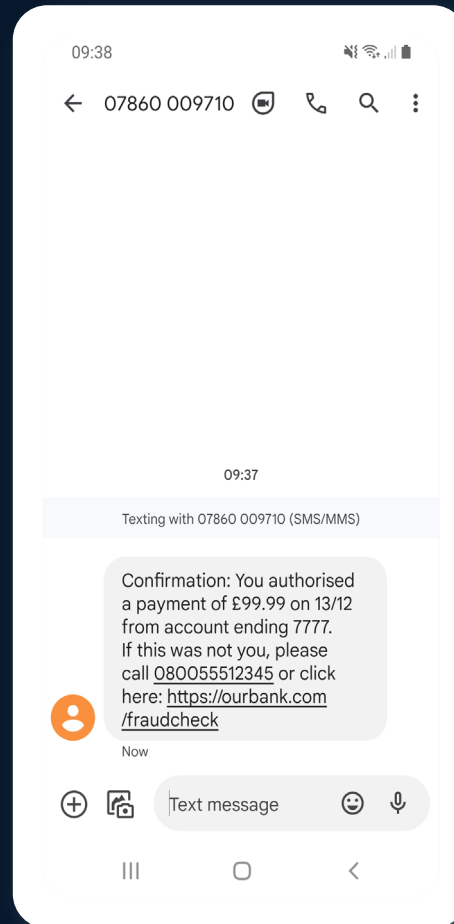
SMS is the most ubiquitous messaging channel

30 Years

First SMS sent in 1992
“Merry Christmas”

18.7 Billion

SMS still sent every day



7 Billion

Mobile Phones that can all receive
SMS

US\$19.74 Billion

A2P Messaging Market
continuing to grow

But its open standard is being abused and fraud is on the rise

\$800

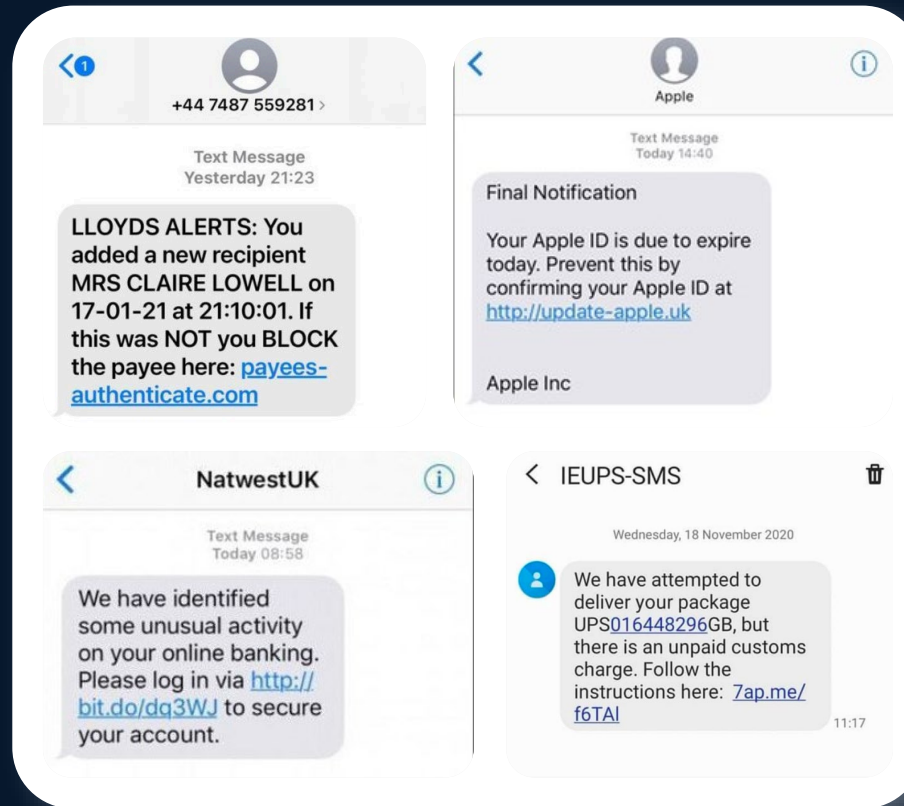
Reported Financial Losses
Per Scam Text

Source - [FTC](#) 2021

\$101,000,000

Projected Financial Losses to
Spam Texts in 2021

Source - [RoboKiller](#) 2021



82%

Have received a
suspicious message

Source - [Ofcom](#) 2021

18%

Projected Annual Increase of
Losses

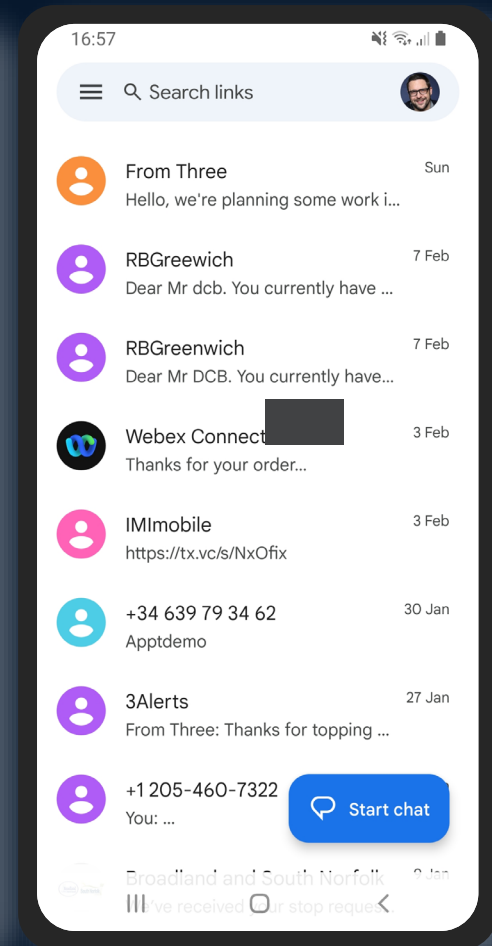
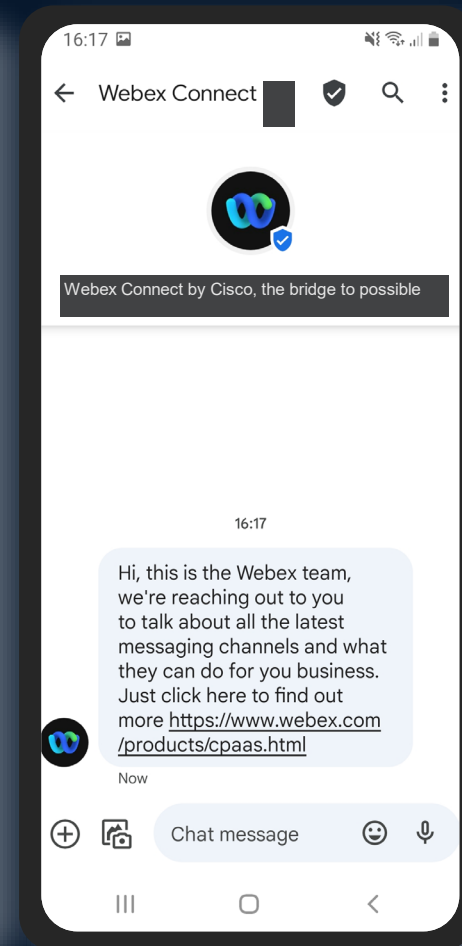
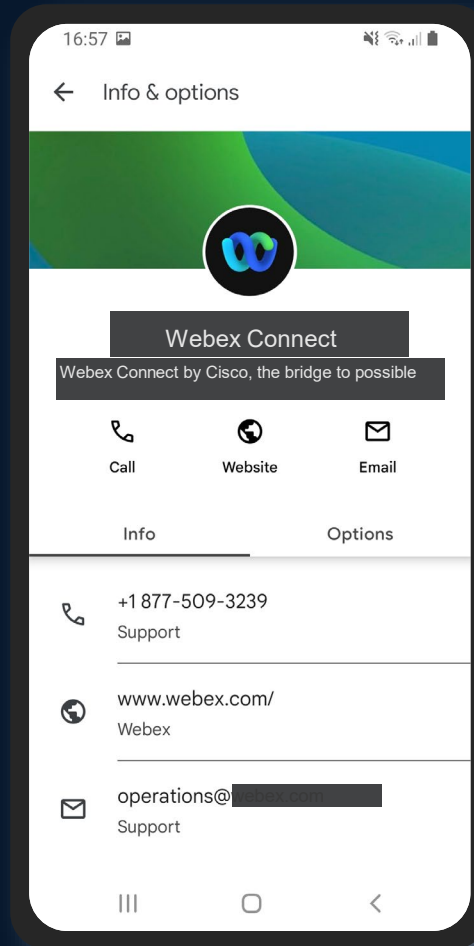
Source - [RoboKiller](#) 2021

How can we support our customers
to deliver **more secure messaging**
with **zero technical change**?

Upgrade SMS experience with Branded Text

An easy to achieve, more trusted SMS experience

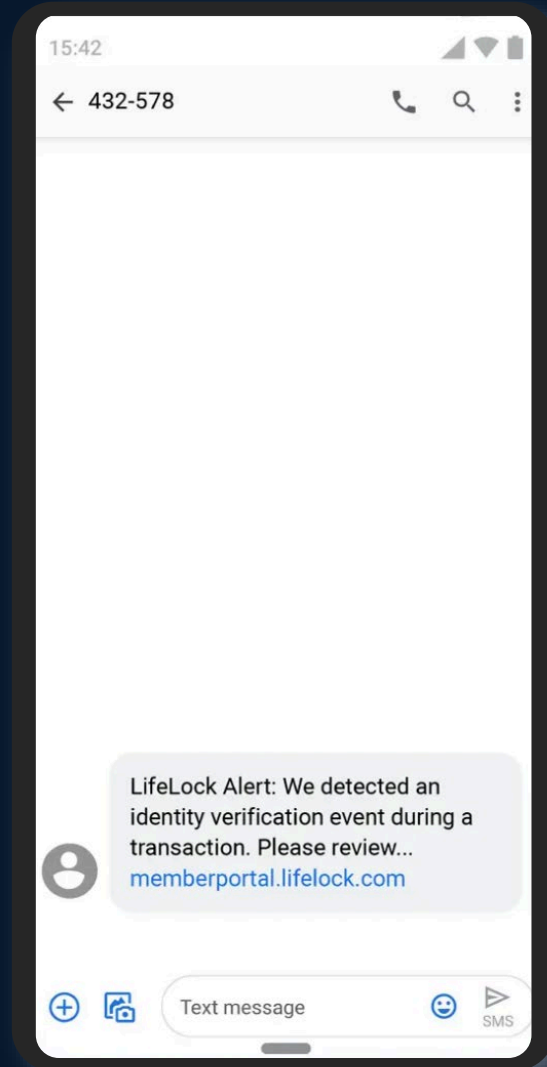
Our Branded Text solution uses RCS as a channel to allow brands to deliver a growing percentage of their SMS subscribers a richer, new experience that is fully-branded, verified, and secure – **all with zero technical change.**



SMS vs. Branded Text

SMS

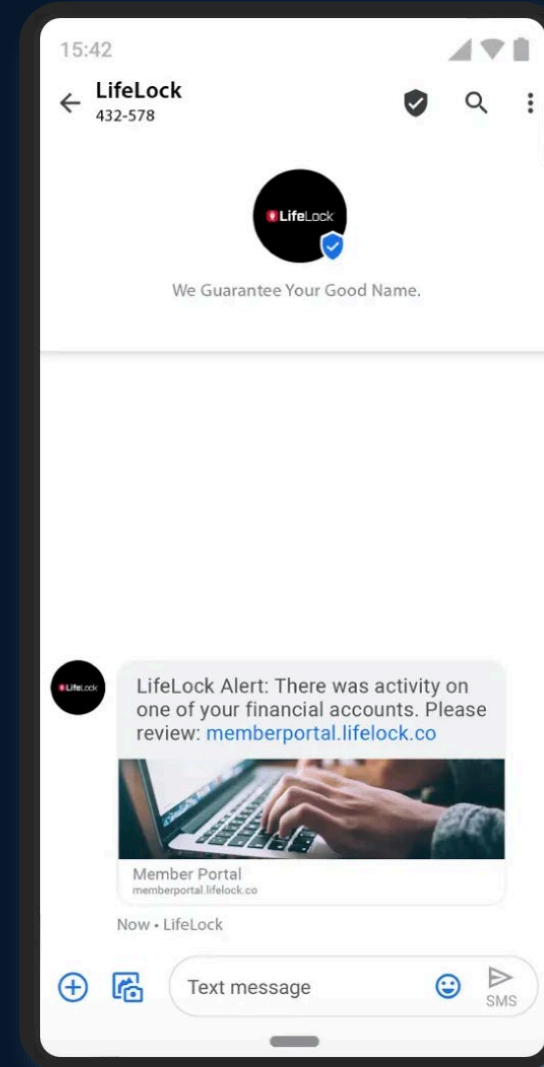
With no branding or sender ID, customers cannot completely trust that the message is genuine. This negatively impacts response rates and can lead to an increase in fraud.



VS.

Branded Text

With sender ID and branding, customers can trust that the message is genuine. Message verification helps customers to feel more reassured and drives response rates.



Branded Text

Securing notifications with improvements across the spectrum



Secure

Each uplifted notification is delivered via an secure channel.

Secure from platform to handset



Verified

Business is verified during setup. Only your business can send messages as you.

Verified tick for enhanced customer trust



Branded

Delivered from your brand with named contact with your logo.

Standing out from any other notification on the customers device

Comparisons

How does Branded text measure up



SMS



Branded Text

Coverage

All

Android*

Delivery Receipts

Yes

Yes

Default inbox

Yes

Yes

Read Receipts

No

Yes

Verified

No

Yes

Brand Logo

No

Yes

Brand Name

No

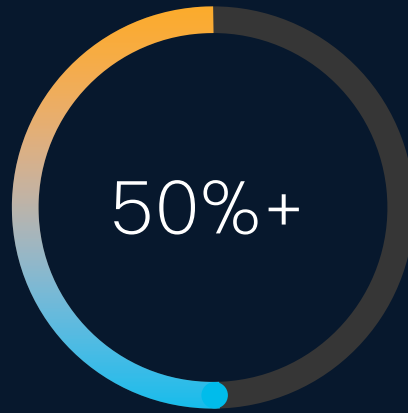
Yes

Higher engagement, Better Customer Experience

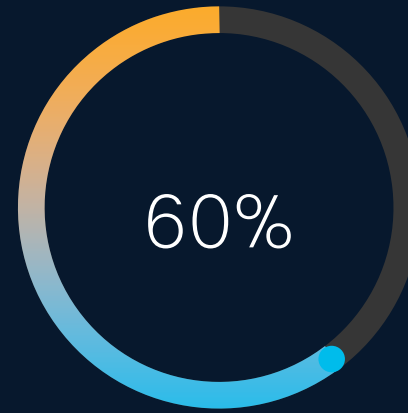
Rich Messaging ROI



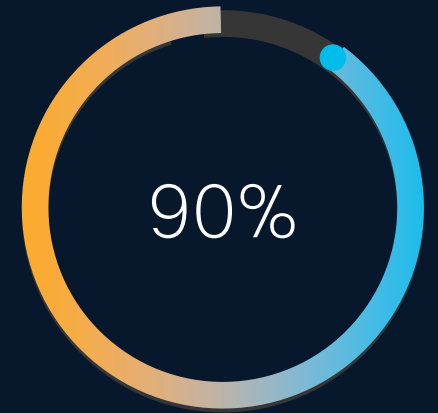
Engagement
Rates



Higher
Conversion



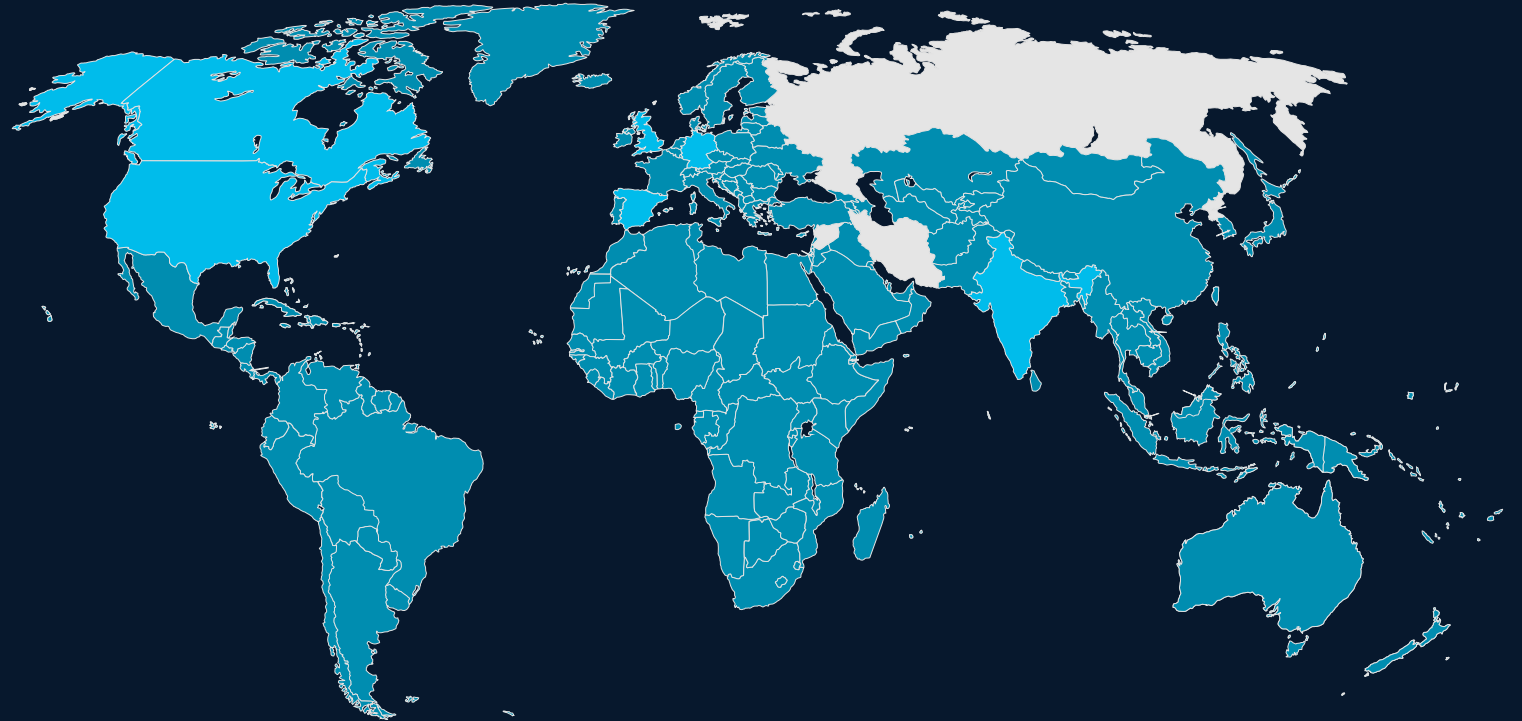
Uplift in
Retention



More
reassured

Scale with confidence with a secure, high-performance network

- Tier 1 network connectivity in key geographies including U.S., Canada, UK, Germany, etc.
- < 2s message latency
- SMS in 200+ countries
- Intelligent traffic management
- Elastic scaling
- Regional Network Operations Centers
- Proactive network monitoring and incident management



Get in now before the Branded Text rush

The reach for Branded Text is poised to explode with Apple integrating RCS in 2024.

Case studies have proved the effectiveness of Branded Text, businesses will rush to leverage the channel.



US & UK Operator status

US Operator	A2P Commercial Status
Verizon	CY24 Q3
T-Mobile	CY24 Q4
AT&T	CY25 Q1

UK Operator	A2P Commercial Status
O2	Live
Vodafone	Live
EE	Live



How it works

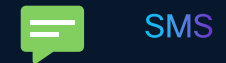


Zero technical change for your customers

Using SMS routing under the hood. Delivered as a service.

Webex Connect

SMS API



Replying and Building

Should customers choose to reply these are routed appropriately or deflecting automatically

SMS Reply



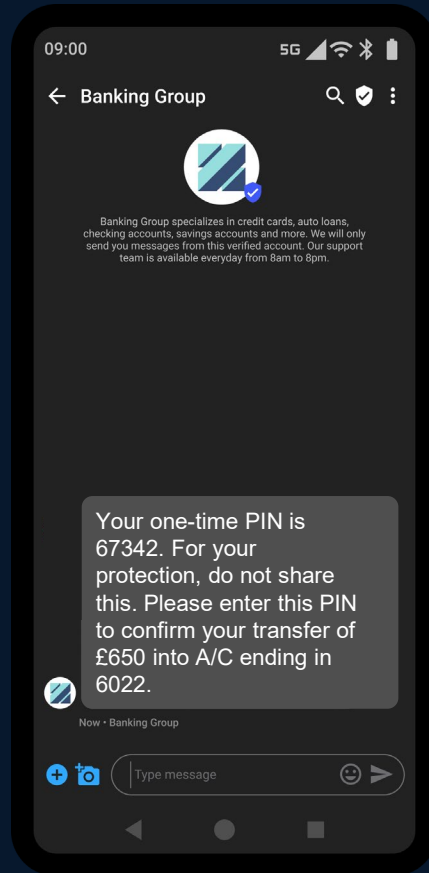
Rich Reply



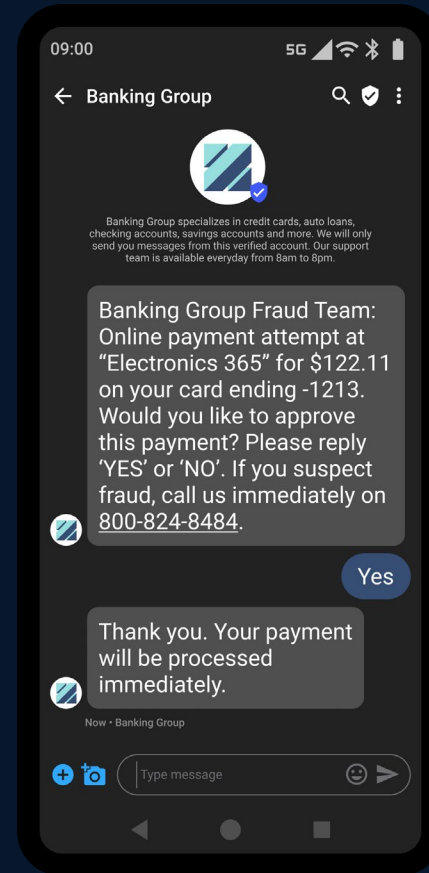
Existing SMS Stream

Existing SMS stream

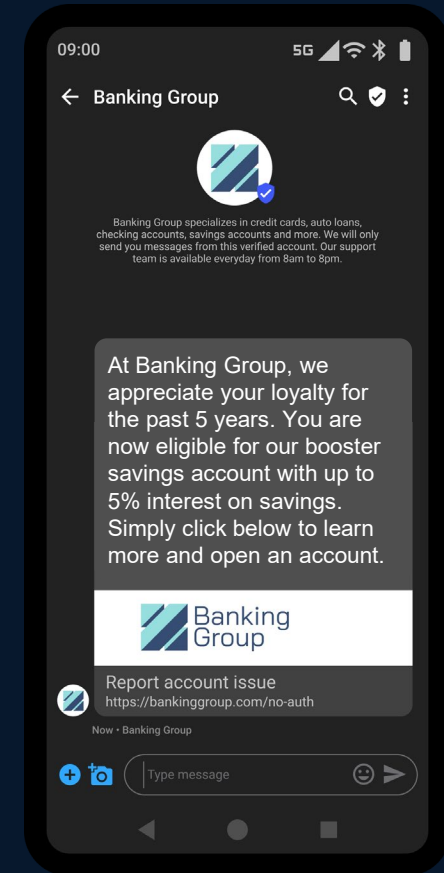
Key outbound use cases



Authorization messages
(OTP)



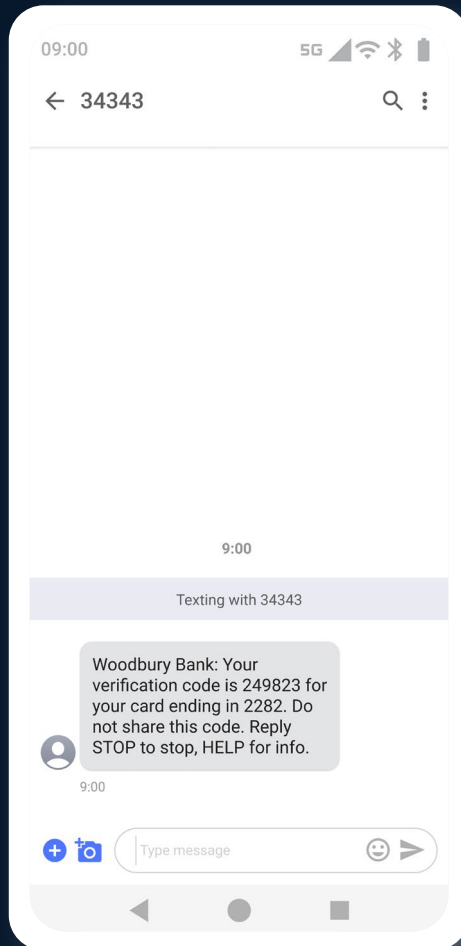
Customer alerts & notifications



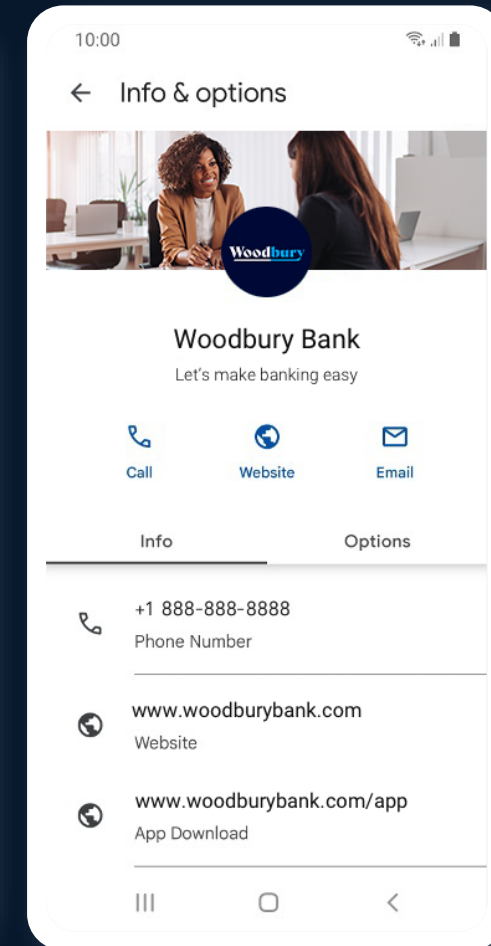
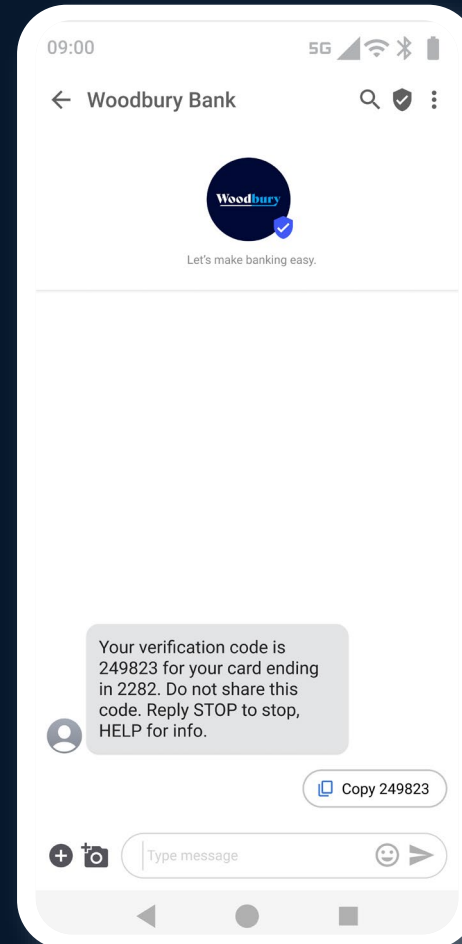
Marketing messages

Leading Canadian Financial institution

Live now



To



Messaging & target personas

Main target horizontals

Target personas belong to **large scale enterprises** with a **wide footprint** and **diverse customer set**, sending a **high volume of messages**.



Marketing



Utilities



IT

Marketing

Executive Summary

Marketing Operations & Head of Branding

Objectives

- **Improve CX** - Reimagine the customer journey and eliminate silos for a better CX and improved brand loyalty.
- **Engagement** - Increase customer engagement rates
- **Retention** - Convert and retain customer base

Key Challenges

- Scale personalized, buyer-centric content.
- Reduce customer churn.

Key Initiatives

- Differentiate and elevate your customer messaging with a verified, **branded** experience.
- Enjoy 50%+ higher conversion and x3 engagement rates.
- Increase customer retention.
- Employ brand recognition at scale by sending branded messages that stand out in your customers inbox.

Key Messages

- Upsell / x-sell campaign messages
- Offers & promotions

Value Proposition

Enhance customer experiences and engagement rates with branded interactions at scale.



Utilities

Decision	Head of Operations, Head of Fraud & Investigations, Fraud Mitigation
Motivations	<ul style="list-style-type: none">• Reduce Risk – Manage and minimize operational risk• Foster trust – Promote a culture of integrity, transparency, accountability, and collaboration• Minimize costs – Cost reduction by simplifying infrastructure.
Key challenges	<ul style="list-style-type: none">• Rising customer distrust.• Manage and minimize the risk of expanding operations.
Key messages	<ul style="list-style-type: none">• Improve trust with verified, secure channels.• Reduce financial losses from phishing / fraud.• Competitive SMS network pricing.• 90% of customers feel more reassured.
Use cases	<ul style="list-style-type: none">• Customer alerts and notifications
Value proposition	Improve customer trust whilst minimizing the risks / losses from fraud.



IT

Decision	Head of IT Operations, IT Managers
Motivations	<ul style="list-style-type: none">• Efficient digital transformation - Create a secure, agile, and efficient IT organization built for the future of digital business.• Transform channels - Align capabilities with growth/cost strategies to drive digital transformation of channels.
Key challenges	<ul style="list-style-type: none">• Slow paced execution of their digital strategy.• Deliver omni-channel experiences.
Key messages	<ul style="list-style-type: none">• Zero technical change for easy implementation.• Worldwide, high quality, low-latency network connections.• Maintain visibility and control over messaging & reporting.
Use cases	<ul style="list-style-type: none">• Customer alerts and notifications• One-time passwords / authorization messages
Value proposition	Advance digital transformation and deliver more secure messaging with zero technical change.



Branded Text vs RCS

Two ways to utilize the RCS channel

Branded Text Capability

- Automatic **SMS** uplift to **RCS Basic** for all submitted messages
- No additional customer configuration for existing SMS Solutions

RCS Channel within Connect

- Available via Message API or within Flows
- Messages sent and billed as either **RCS Basic** or **RCS Single Message**, based on size and payload

FAQs



What does a new customer vs existing need to do?

Existing customers

For existing customers whose SMS traffic is managed by us, the onboarding process could not be simpler.

There is **zero technical change** and few steps required for onboarding.

New customers

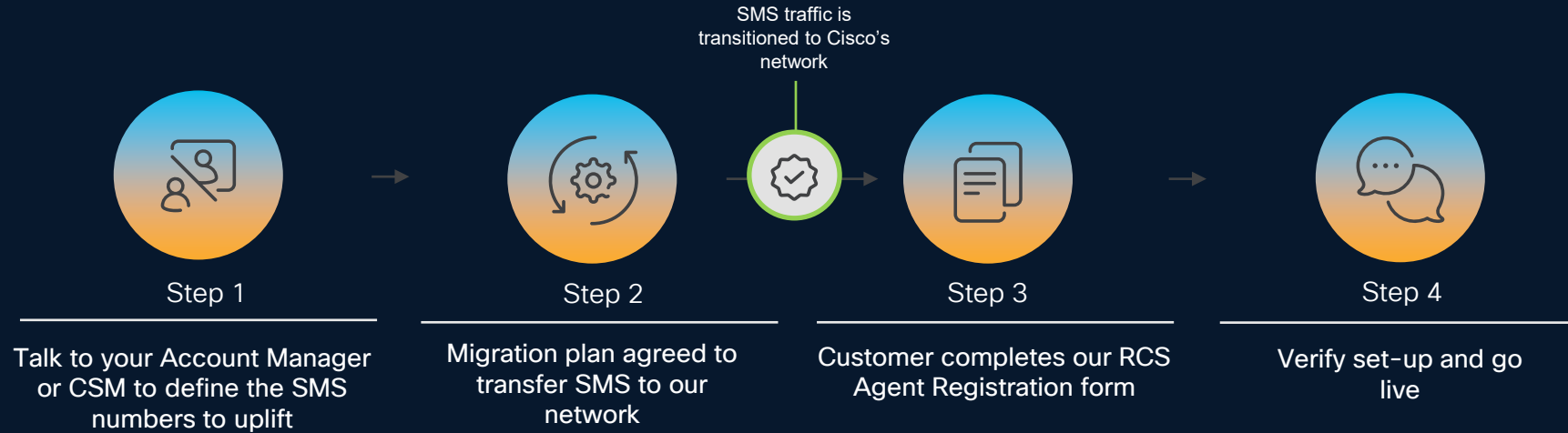
For new clients, **they need give us their SMS traffic to manage** which requires them to integrate with our SMS API (or create flows and send these through Webex Connect).

This is a known process with **low complexity**.

Simply alert your CPaaS PSS to get started. Don't know who your CPaaS PSS is? Engage with the CPaaS deal support team for help cpaas_deal_support@external.cisco.com.

What steps does a customer need to take to onboard?

To onboard new customers



To onboard existing customers



Does my customer need an SMS API or Webex Connect flow?



Define the use case

Certain use cases, such as a one-time password will only require an SMS API to send.

Is a response required?

Use cases that require a user to respond to a CTA (i.e. fraud alerts) may require a flow depending on the business logic handling.

Land and expand

Migrate customers to our SMS API, then towards more sophisticated messaging via flows.

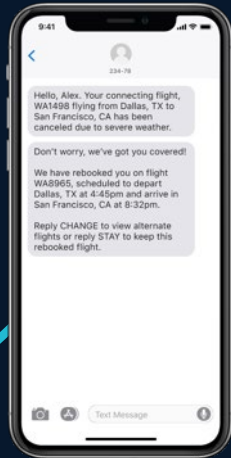
Delivering a fully connected journey

Across digital automation, self-service, and human engagement

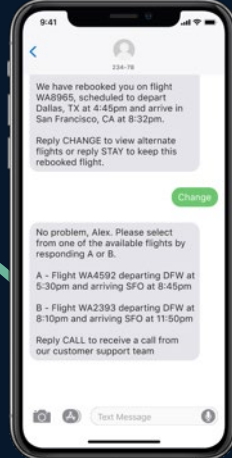
Digital automation and self-service

Human engagement

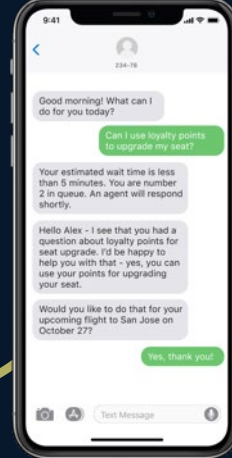
Digital automation



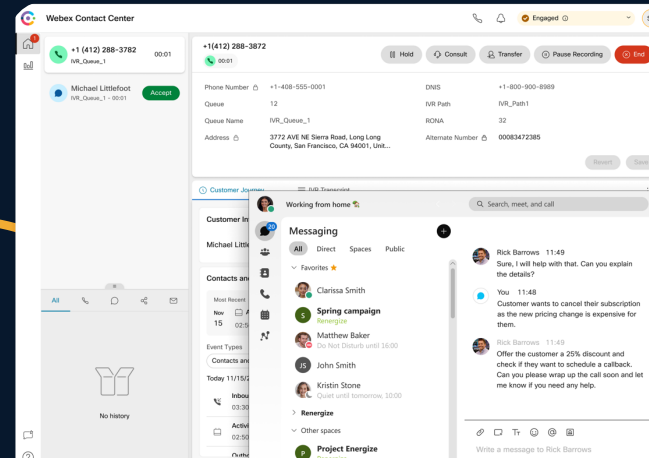
Proactive notification



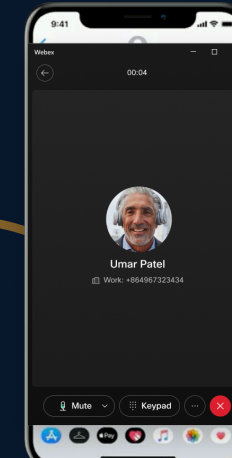
Self-service options



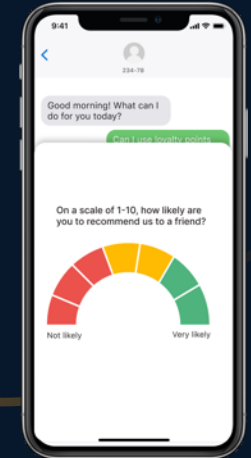
Handover to human agent



Contact Center agent desktop with full customer context



Enterprise collaboration

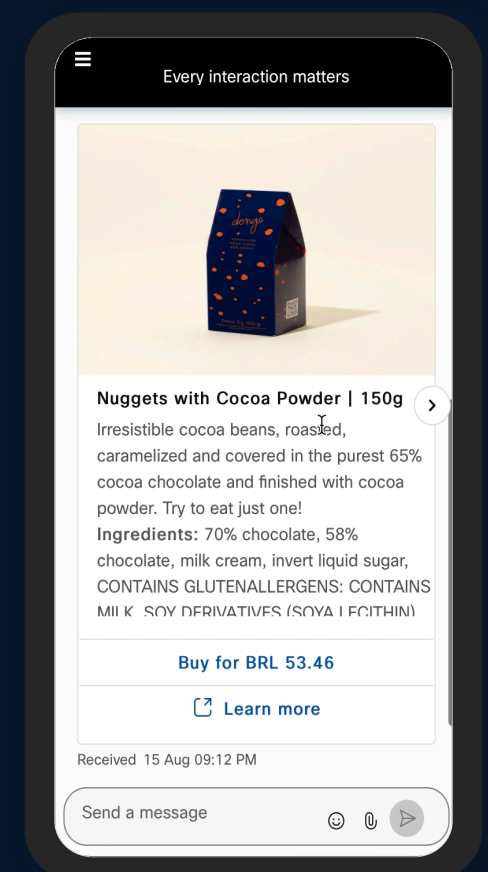
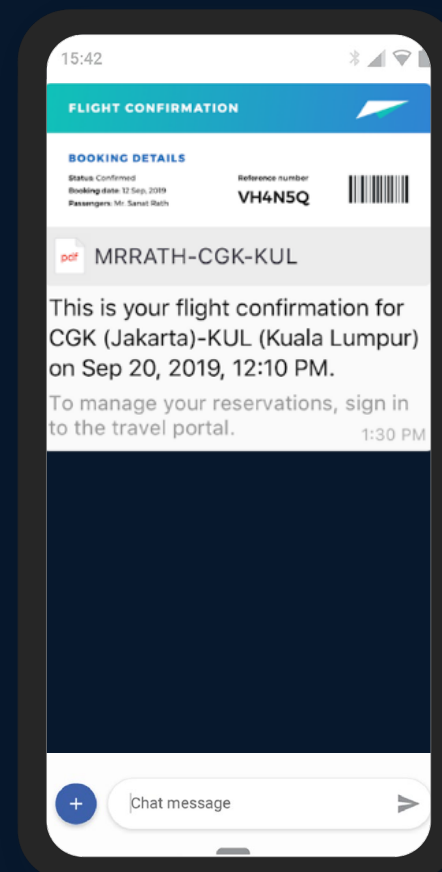
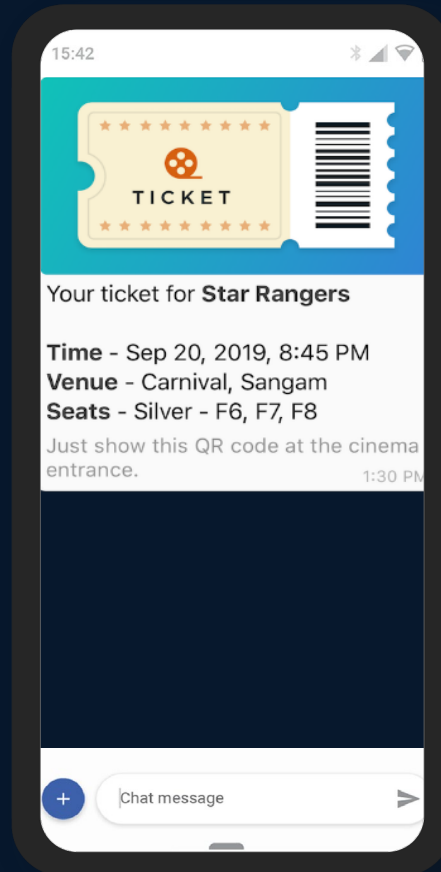
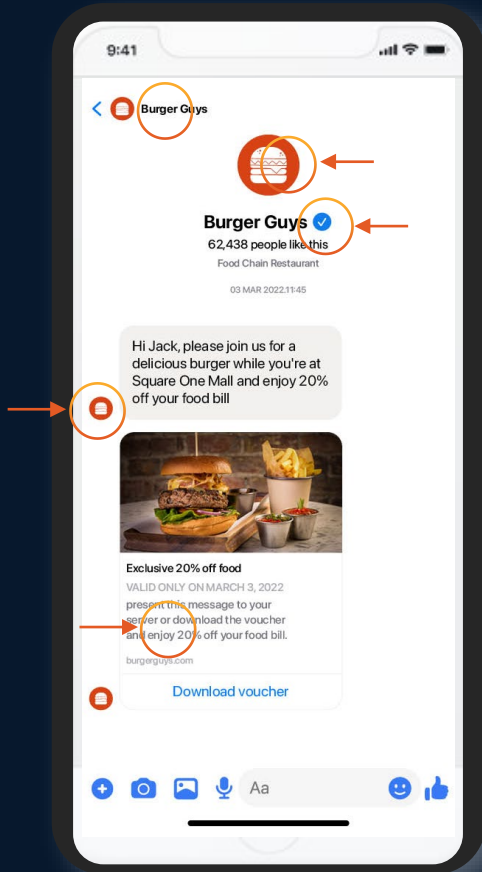


Experience survey

Webex Platform
AI, Security, Manageability



Personalized, relevant, rich communications



Retail Demo



Webex Connect Sandbox

<https://cpaas.webex.com/products/webex-connect/sandbox>





webex
by **CISCO**