

Increase SMS revenues by delivering to Fixed Networks

ABSTRACT

This white paper explains how operators can use Text to Speech solutions to deliver SMS messages to fixed networks. This will enable the delivery of messages that would otherwise be lost. SMS to fixed solutions can also be used for marketing purposes, enabling further use of the Text to Speech platform.

INTRODUCTION

The number of SMS messages that are being sent today is staggering. Many people use their phonebooks for the contact details, and often the fixed number is also available. There is a large number of SMS that are addressed to the fixed number by accident.

Experience has shown that people also like to inform other people directly, and a large part of today's SMS traffic to the fixed network is for this purpose. The availability of fixed phones SMS capability is growing daily, for example many DECT handsets support this feature. Marketing and communication companies are also using this possibility to inform people of products and services.

These three purposes (by accident, on purpose and to inform) generate a huge amount of messages to the fixed network. These messages are in many countries not delivered.

SMS TO FIXED EXPLAINED

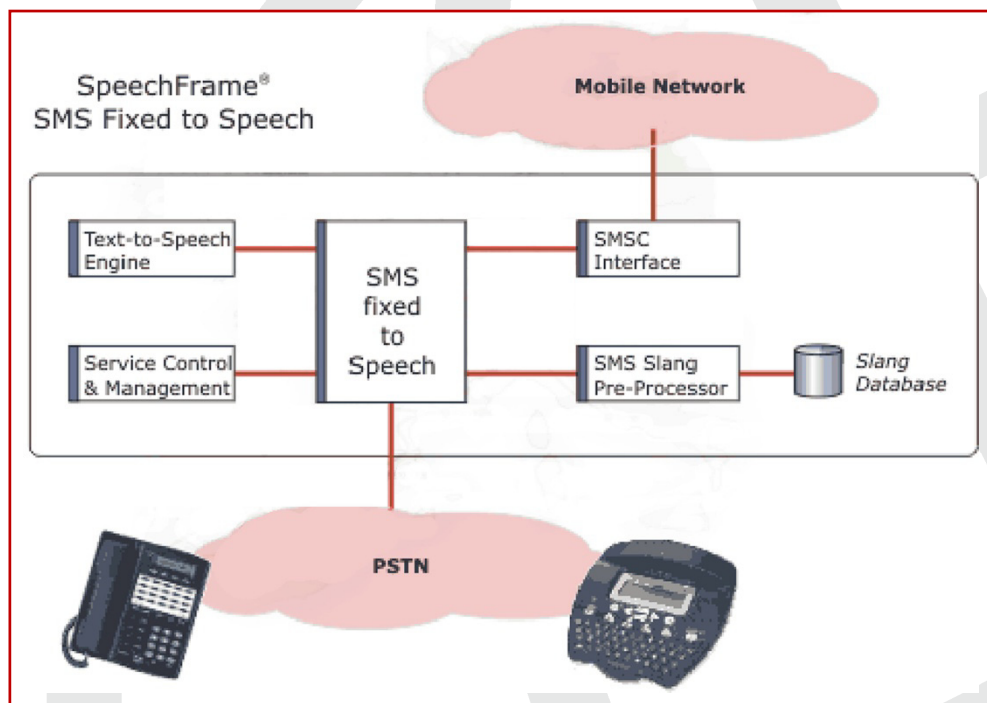
With SMS Fixed to Speech you can now offer all your fixed line subscribers the service of exchanging SMS messages with other fixed line or mobile phone users. Fixed line users also gain access to popular content and services based on SMS. The use of speech technology makes the service even more accessible.

In most networks, sending and receiving SMS messages with your fixed line telephone is not possible, because the operator has to make special adjustments in the network and subscribers need a special telephone. Since the SMS cannot be delivered charging is normally not possible.



COMSYS SMS TO FIXED

Comsys offers a best-fit solution for fixed line as well as mobile operators. The key element in this solution is generating additional SMS messages and extra call volume. The service increases call back traffic, making the service more profitable. SMS messages are translated to 'human' speech by using text-to-speech conversion. This makes the service especially useful for subscribers that are not used to working with SMS message services, such as elderly people. Comsys dialogue experts have created a SMS Slang pre-processor. Abbreviations commonly used in SMS messages, such as m8 for 'mate', 2 for 'to' and ;-)) for 'wink', are translated to readable text or audio fragments.



The Comsys solution is suitable for any type of telephone. An attractive package of user services is provided guaranteeing a high level of entertainment and loyalty.