

SOLUTION BRIEF

Communication for every engagement

The ROI of a great customer experience is significant. Customers are 3.5x more likely to purchase and 5.1x more likely to recommend a company after a positive customer experience¹. According to PwC, the most impactful drivers of a great customer experience are efficiency and convenience². As digital transformation continues to accelerate, the success of your customer communication will influence your customers' satisfaction.

Better communication. Better performance. Better ROI.

Communication across the customer journey is dynamic. 82% of B2B buyers and 72% of B2C customers use multiple communication channels throughout their path to purchase³. In fact, the availability of multichannel communication increases the bottom-line. According to Forrester, when consumers can use their preferred communication channels, more than half are more likely to recommend, buy more, or make a first-time purchase⁴. To excel in today's competitive markets, it's critical to make your customer communication fast, easy, and secure.

Fastest growing channels in terms of consumer popularity³



Efficient & convenient customer communication



Be where your customers are

Easy to integrate messaging APIs, complete with channel fallback, two-way conversations, programmatic communication, and more, make customer engagement effortless.



Reach billions worldwide

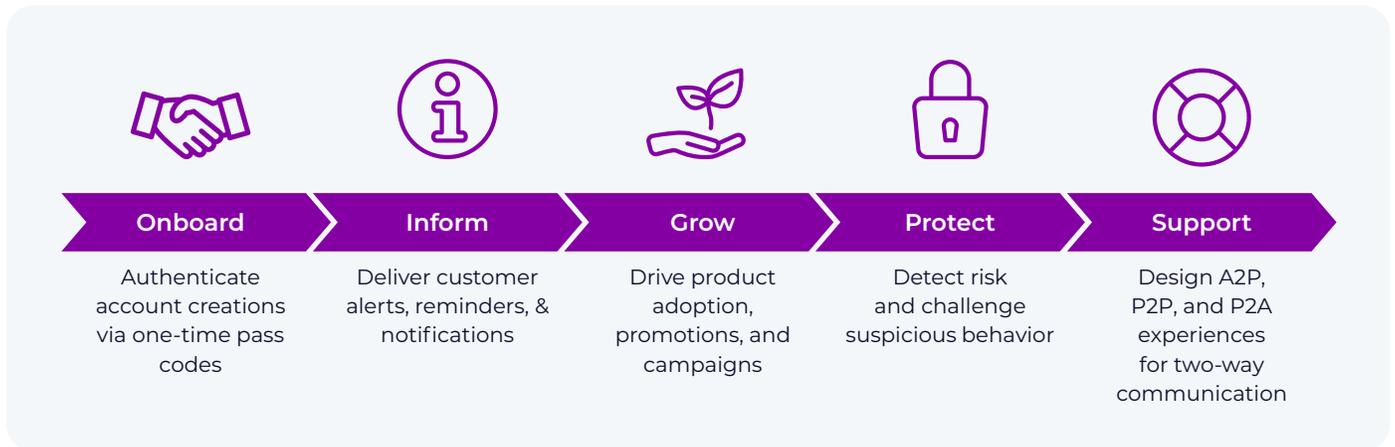
Build a reliable and scalable communication program. Reach your customers with confidence via high-quality, direct-to-carrier routes that reach more than 200 countries.



Streamline workflows

Don't let deactivated or recycled numbers hold you back. Automatically flag deactivated numbers, cleanse improper numbers, and verify ownership before you hit send.

Telesign delivers reliable communication across the customer journey



From account verification to purchase confirmation, establishing effective communication is critical. As the pioneer of SMS verification, Telesign helps connect the world's most trusted brands to their customers. Our programmable engagement solution empowers you to embed messaging, voice, and authentication capabilities into your applications via our developer-friendly APIs. Create a tailored, omnichannel user experience to reach your customers on their preferred communication channel. With a global footprint, more than 700 direct-to-carrier routes, and constant network traffic monitoring, TeleSign's dependability is unmatched.

Four vertical cards highlighting key services:

- Omnichannel Messaging**: Reach and engage your customers across SMS, MMS, RCS WhatsApp, and Viber messages— all from a single, developer-friendly API. Icon: A smartphone with various communication icons.
- Programmable Voice**: Build flexible and interactive calling experiences that connect you and your customers anywhere in the world. Icon: A smartphone with a voice call icon.
- Phone Verification**: Delivers phone-based verification and two-factor authentication using a one-time passcode sent over SMS or voice message. Icon: A smartphone displaying a passcode verification message: "Your passcode is 505050".
- Anonymous Communication**: Create and manage private conversation sessions between two parties to enable time-sensitive secure communications. Icon: A smartphone with a lock icon and masked numbers (XXXXXX and X-X367).

Sources:
1. ROI of Customer experience in 2021, Qualtrics
2. Experience is everything: Here's how to get it right, PwC
3. State of the Connected Customer, Salesforce
4. What Businesses Need To Know About Communicating With Consumers, Forrester