![orange™]

Enterprise Messaging
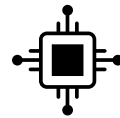
Omnichannel Communications

Orange Enterprise Messaging enables enterprises and governments to connect with their customers via multiple digital channels, all from a single integrated location.

Companies with omnichannel strategies have retained 89% of their customers.

Our Product

Easy Integration

Send messages via our web-based platform or by integrating our low-code or no-code APIs.

Personalized Experiences

Interact in real-time with your customers where, when and how they want.

Secure Communications

Our platform is ISO 27001:2013 certified.

Conversational AI   **SMS**   **Email**

Voice Messaging   **WhatsApp for Business**

Use Cases

Appointment and Reminders

» Appointment confirmations.
» Scheduling system communications.

Security and Compliance

» Two-factor authentication.
» Sensitive documents.
» Compliance and privacy controls.

Urgent Notifications

» Crisis management.
» Worker safety.
» Banking security notifications.

Marketing & Sales Communications

» CRM updates.
» Promotional marketing messaging.
» Lead nurturing.

Updates and Confirmations

» Booking confirmations.
» Contact centre communication.
» Billing confirmations.

Internal Communication

» Remote work communication.
» Employee satisfaction and wellbeing.
» Internal staff communication tools.

Enterprise Messaging

Conversational AI

Our powered AI chatbots have the intelligence to understand the users' intent and needs and quickly give them the correct answers.

Chatbots help companies to increase sales by 67%

Product Overview

Create without limits

Build chatbots with no code but advanced modes for customization.

Be everywhere

Deliver end-to-end conversations in 60+ languages across 30+ channels.

Achieve success

Monitor custom metrics and data of every functionality to get insights.

Features & Capabilities

Easy to use

Integrate our AI platform into any REST APIs and webhooks.

Secure

Our platform is ISO 27001:2013 compliant and has multiple security configurations.

Scalable

It's simple enough for non-developers but has advanced modes for deeper customization.

Use Cases

Chatbots for Customer Service

Answer in seconds, handle time-sensitive situations, and receive constant feedback.

Chatbots for Sales

Get sales-ready leads and present customers with the product or service that better suits them.

Chatbots for HR

Filter candidates, improve your onboarding process, and schedule interviews.

Hello! I want to obtain information about loans.

Good morning, John! What type of loan are you looking for?
» Personal.
» Business.
» Mortgage.

Mortgage.

![orange™ logo]

Engaging Customers on Their Preferred Channels

Orange Enterprise Messaging integrates 30+ messaging channels and enables seamless communication for employees and customers across various industry sectors.

64% of consumers expect to use messaging to connect with businesses.

SMS

Direct & Effective

Messages are opened on average within three minutes of being received.

Versatile

Businesses are successfully using SMS to support their marketing, operational and security efforts.

Easy to Integate

Build and integrate SMS APIs and applications using our unified SMS messaging platform.

WhatsApp Business

Engaging

Share and receive texts, images, files, and weblinks.

Customizable

Send reminders, surveys, confirmations, and more using personalized templates.

Effortless

Add all the WhatsApp capabilities to your existing CRM and IT Software using our low-code API.
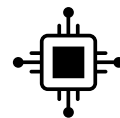
Voice Messaging
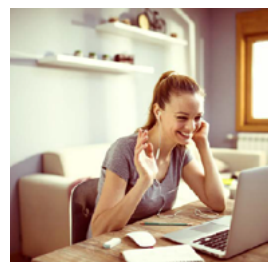
Use automated voice messaging campaigns to engage with audiences on any type of phone number.

Email

Improve interactions at scale using email A2P messaging.

Conversational AI

Boost your customer experience by having real-time conversations with your customers where and when they need it.

Government

Healthcare

Finance

Retail

Education

Versions

	Ultimate 50 users	Plus 10 users	Basic 2 users
Domestic & International SMS	✓	✓	✓
Web Portal	✓	✓	✓
Address Book (contacts, lists, groups).	✓	✓	✓
Import (contacts, lists, groups).	✓	✓	✓
Message Templates	✓	✓	✓
Personalization & Mail Merge	✓	✓	✓
Scheduling	✓	✓	✓
Batch Control	✓	✓	✓
Online Reporting	✓	✓	✓
SMS Sent Confirmation	✓	✓	✓
SMS Delivery Confirmation	✓	✓	✓
Shorten URL	✓	✓	
Email2SMS (Simple SMTP)	✓	✓	
APIs (HTTP/S, SMPP, FTP & standard SMTP)	✓	✓	
Cost Centre Allocation	✓	✓	
Reply to Email, Cloud, Mobile or URL	✓	✓	
Additional Application Modules	Extra Option	Extra Option	
Additional Communication Channels (Whatsapp, voice, email, AI)	Extra Option	Extra Option	
Choice of 1 Add-on: REST/Connect API, Authenticater-OTP, Inbound, StaffMatch or StaffSafe	✓		
Access to pre-sales	✓		
Dedicated Account Mgr with Quarterly Business Review & Health Check	✓		

Optional Modules

Rapid Alert

- Safety Alerting and Capturing Response.
- Incident Management and Team Coordination.
- Rapid Response for Business Continuity.
- Tracking and Auditing.

Authenticator – SMS Passwords for User Verification

- Deliver one-time SMS passwords to mobile handsets.
- Eliminate the need for physical hardware tokens.
- Reduce the cost of 2nd-factor login authentication.

Inbound Messaging +

- Intelligently handling incoming messages.
- Enabling your systems to take action based on mobile user requests.
- Keyword based routing, auto responses and actions.
- Automatically Add and Remove from mobile subscription lists.

Simple Template Messaging

- Ready made templates for easy messaging on the go.
- Optional editable fields in SMS templates.
- Restrictive access to functionality.
- Full control of SMS templates by admins.

Active Directory Plugin

- Create and Sync users from Active Directory.
- Automated user creation.
- Simplified user authentication.

Staff Match

- Ability to create and update employee profiles.
- Create an 'order' based on role, qualifications or employee cost.
- Shift allocation based on first to reply.
- Sophisticated reporting features.

Optional Modules

Staff Safe

- Duty of care to Lone worker, remote and mobile staff.
- Staff to rapidly escalate incidents to duty management.
- Detailed reporting is provided, e.g. by staff member and job identifier.
- Define messages that are sent to confirm Staff Safety, Initial Request to confirm safety, second message to be sent prior to escalation being triggered.

Anonymous SMS

- Establish discrete communications between employees and organization.
- Anonymous inbound SMS.
- Privacy Controls.
- Response & Keyword Routing, Auto-Responses.
- Cross-Platform Integrations and Robust Enterprise Admin.

IP Access Control

- Place a limit on which networks can access your account.

Content Visibility Control

- Message content is masked in any database records.
- Conserve customer or staff privacy.

Interactive Messaging Studio

- Rich Messaging via SMS to HTML5.
- Ideal for B2C use cases.

Connect API

- Allows easy interaction with web services.
- Better visibility, reliability and scalability.
- Sending real time and bulk SMS messages via targeted SMS templates.
- Bulk sending of message is via SFTP server using automatic API lists.
- Supports URL encoded & JSON request / responses.
- Receive SMS, support POST or GET for receiving mobile originated responses.
- Supports perzonalisation via key value pairs.

Shorten URL

Additional Channels*

Whatsapp Business Messaging

- Send personalized rich media messages with links, images and documents.
- Use configurable message templates for bulk messaging, 2-way decision-tree tools and easy management of lists and consent.
- Verify WhatsApp Business profile.
- Monitor your campaigns in real-time.
- SMS Backup for destinations that cannot receive WhatsApp messages.

Email

- Send up to 1 million email messages per campaign. Schedule an email for single or recurring campaigns with a time limit of execution.
- Create personalized email messages and attach files up to 20MB per campaign. Use engaging templates and save them for the future.
- Set user permissions and campaign reports to get real-time performance information.

Voice Messaging

- Include capabilities such as text-to-speech, pre-recorded audio, IVR, and password delivery.
- Manage campaigns, lists, consent and processing quickly and easily.
- Easy API integration, high-volume voice call campaigns, and SMS Fallback.
- Access to real-time campaign execution reports.

Omnichannel Messaging

- Communicate directly and effectively with your audiences across channels to send the correct information to the right person in the proper format.
- Combine SMS, Voice, WhatsApp, Conversational AI and Email.
- Manage the different communication in a contact centric interface and reply to each customer via the channel you prefer.
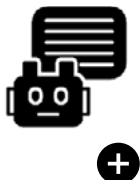
Conversational AI. Core

30,000 chatbot users / 2 channels / 3 languages (Dutch, French, English)/ 2 integrations.

- Conversation builder - FAQs - Small talk - Email notifications - Broadcasting - Templating.
- Custom metrics - Custom reporting - File management - Compliance control.
- Custom roles - Logs - AI training.

Additional Channels*

Conversational AI. Plus
100,000 chatbot users / 5 channels - 3 languages - 5 integrations.
- Conversation builder - FAQs - Small talk - Email notifications - Broadcasting - Templating.
- Custom metrics - Custom reporting - File management - Compliance control.
- Custom roles - Logs - AI training - Payment processing - Knowledge bases - Live chat (including 5 agents) - Ticketing.

Conversational AI. Additional Features
- CAI Additional Live Chat Agent.
- CAI Custom Branding (white labelling).
- CAI Single Sign On (SSO).
- CAI Premium Support Package.
- CAI Implementation Package – Bronze 2 integrations - 5 conversations - 100 FAQs (trained) -3 languages.
- CAI Implementation Package – Silver 5 integrations - 12 conversations - 250 FAQs (trained) - 3 languages.

Additional Products

Contact-centric conversation
- Allows users to view and interact with different recipients from all registered channels.
- History of all conversations.
- Users can select the contact and view the message history with timestamp.
- Users can reply in real time to a specific contact, by selecting the appropriate channel.