

# Telsis Unveils Natural Language Bridge to Volume Advanced SMS Services

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Inventive SMS infrastructure and services vendor Telsis today unveils a solution that lets phone users discover and configure advanced SMS applications simply by sending colloquial text questions and commands.

The system, already supporting six languages with more under development, aims to make application selection and use simple and trouble-free – a critical factor if subscribers are to drive volumes and revenues through heavy usage.

For example, a phone user simply sends ‘in meeting,’ or ‘holiday’ to set up an appropriate automatic Out of Office response to incoming messages. They receive an instant response by text confirming that their account has been configured as instructed.

The simple elegance of the Telsis solution contrasts sharply with less advanced alternative systems which typically use complicated menu trees, require specific syntax to be used and which risk leading users to dismiss new applications as a waste of time.

Telsis was first earlier this year with a complete four-tier model for the creation, delivery and life-cycle management of advanced SMS services. Operators can select from a menu of pre-loaded applications, then go on to use the platform to develop and deploy fully custom new applications in days, rather than the industry norm of months.

“The natural language front-end makes the power of our advanced SMS services easily discoverable, easily controllable by subscribers,” says Telsis chairman and founder Jeff Wilson. “It’s a bridge which carries users over their discovery and first use attempts, ensuring a positive experience that turns experimenters with a new service into satisfied habitual long-term users.

“In turn it minimizes intervention and help desk costs for operators, strengthening still further the already compelling advanced services business case. For us it’s been a natural progression. Our same core text recognition technology is already well proven in customer care and reward programmes at operators in Europe.”

Telsis ([www.telsis.com](http://www.telsis.com)) products are in use with major mobile and fixed network operators worldwide. The company has an extensive range of carrier-grade infrastructure solutions including SMS Routing and IN voice platforms, as well as media gateways for NGN and VoIP support. Telsis has a long history of enabling operators to benefit from the introduction of innovative value added services, and is now leading the industry in defining a new global standard for SMS service usability and customer experience.

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