



UNIFIED COMMUNICATION — LEADING SOLUTION FOR TRAVEL COMMUNICATION

ALL CUSTOMER COMMUNICATION IN ONE PLACE

Imagine if there was a complete solution that could gather all communication with your customers, so you can avoid having different types of information, in different systems... Well, there is. In order to avoid having different systems for different communication, Sigma has developed a unified platform so that you can streamline your customer dialogue as it suits your business best.

A BETTER EXPERIENCE FOR YOU AS WELL AS YOUR CUSTOMERS

The customer lifecycle is a delicate journey that provides a number of potential interaction points between the supplier and customer and if used right, it can lead to a great customer experience. Providing the right information at the right time is not only appreciated by customers but will lead to less uncertainties and unnecessary questions, thus giving your employees more time for their core activities.

BENEFITS OF THE SOLUTION

- Personalized travel and service information
- Rule based automated mass messaging
- Multiple channels: SMS, E-mail, App, Online and Push notifications
- World wide reach through local operators
- Scalable performance
- Two-way communication
- Built on a proven platform used by global companies

Efficient processes and personalized content

Through the use of ready-made templates, you can increase the efficiency of your processes, and the quality of content and automated messages. For example, templates facilitate reuse of communication and multi-language management.

The templates are dynamic and support personalized content that can be tailored to the individual recipient, such as greetings, names, personalized individual offerings, passwords or similar.

Through full automation, the system will take care of all interactions that you want to have, but don't want to spend time on.

Streamline your customer dialogue

A true omni-channel experience means that regardless of which medium is being used at any certain time or by any specific customer, he or she will always have the same information available in all channels.

The customer can open up a message in any medium whether its “my pages” online, SMS, E-mail or in an App, and he or she will always see the same messages.

You can, for example, gather:

- Prior-to-travel information
- Pre-arrival information
- Arrival messages
- Departure announcements
- Follow-up questions

By providing inbound messaging through all channels, we truly unify the communication and customer experience. The inbox will provide your staff with all messages, either worldwide or sorted by destinations, hotels, languages etc. or even segmentation to prioritize customers giving your business an opportunity to interact with your customers and provide the best service possible, at any given time.

In summary, Unified Communication gives your staff the opportunity to communicate efficiently with your customers through one single solution – regardless of channel and geography.

Future proof your digitalization with Artificial Intelligence (AI)

In order to further improve your organizations customer communication, we have integrated Unifiec Communication with cutting edge AI technology from Microsoft and Amazon (AWS). By digitalizing your customer service center, you will gain more than just happy customers.

Using chatbots in your organization can provide fast service for high volumes. By routing all “general” questions through an AI you will get more time on hand for staff to dig deeper into the customer cases that really needs it.

You can, for example, categorize questions, create templates of different answers, and send automatic replies back.

Sell more efficiently

Using AI benefits your customer service, in that it has the abilities to provide deep insights of customer behaviors and needs through data analysis. This information can further develop and improve your organization. With these insights, you can create personalized and relevant communication, at the right time. This gives you the possibility to increase the opportunities for additional sales.

Using the system for manual or automated up-sales will turn the system into a revenue stream!



Proven track record in crisis situations

Unified Communication has its origin in crisis handling and the importance of being able to reach your customers fast and accurately, anywhere in the world. During world crises like the tsunami in South East Asia 2004 and the eruption of Islandic Volcano Eyjafjallajökull in 2010, Unified Communication has been an outstanding tool used to inform customers about everything from current situations, how to reach safety and where to meet with local guides.

Adding abilities for automated travel- and service information, as well as two-way communication through several mediums, creates a multipurpose tool to enhance both customer experience as well as your business creating a complete digital channel.

- **3500 + users!**
- **Customers from 12 countries!**
- **Over 25 million messages/year!**

By getting feedback from the system, the users will know which customers have received the messages, opened them and more importantly, who has not received the messages, giving you the ability to try to reach them again.

Architecture & back end

The system is delivered as a Web Portal and native iPad Application to service both your staff in office as well as in the field.

The business logic for Unified Communication is an application built on top of a separated messaging platform that has been running effectively for mission-critical processes in several global companies since 2002. The system architecture is based on several micro services in order to only use what resources are necessary for each customer and use case – leading to a system that can be configured, customized and scaled to fit the individual customers.

We provide full control of user management and are able to set restrictions to certain use cases and users as needed.



Integrate with your current systems

Through separating our integration framework from the application, we can import just about any data format (file uploads, message queries or API) and source the data needed for each internal service. Giving us the possibility of extending our customer information, using business rules to trigger messages based on information from different source systems such as an E-commerce platform, Booking systems, CRM system or current customer service tools.

Or, why not feedback information to systems you are running today?

Service delivery

The system is delivered as a SaaS (Software as a Service). Sigma takes care of everything from hosting the infrastructure, Security, Patching as well as continuous roll out of new and improved features. The SaaS includes up to 99.9% SLA and up to 24/7 Support.

The system is delivered in one of three different levels:

1. Basic
2. Pro
3. Enterprise

WANT TO KNOW MORE? WELCOME TO OUR WEBINAR

If you want a demo of Unified Communication, and want more information about the functionality, sign up to get an invitation to our webinar [here!](#)

PLEASE CONTACT US

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