WIT Software launches a Messaging Bots Platform targeted for Telecom Operators

Barcelona, 28th February 2017: WIT Software is announcing today the launch of a Messaging Bots Platform that is specially targeted for Mobile Telecom Operators and Service Providers. This platform is completely aligned with Telco-grade requirements for high-availability, scalability, operation and maintenance, and in alignment with the GSMA Messaging as a Platform (MaaP) initiative.

The Platform is ready to work with several messaging interfaces: RCS and SMS messaging, Web-chat and OTT messaging (Facebook Messenger, Skype or Telegram) and is designed to support several different types of conversational services: bots for customer care, bots for value-added content, enterprise bots, bots for retailers and m-commerce.

With this platform, Mobile Operators can start reducing some of their own OPEX costs in contact centers, by creating self-care messaging bots that will answer automatically some of the frequently asked questions. If the bot is not able to answer the request, or generating frustration to the end-user, then it will divert automatically for human assistance. Once proven, Operators can then generate a new revenue stream by providing a self-care platform for financial institutions, utilities and any corporate with consumer service or products.

A key component of the platform is the WIT Bot Gateway, providing a secure mechanism for mobile operators to deploy messaging bots for the consumer market, enterprise market and retail business customers, addressing aspects such as discovery, spam control, network integration, content adaptation and subscription management.

The other key component is the WIT Bot Engine, a graphical tool with a set of ready-to-use templates for creating bots for enterprise productivity, retail catalogs with m-commerce, and consumer-based value-added services. The WIT Bot Platform will leverage the best AI tools for Natural Language Processing and Machine Learning, by integrating with some of the leading providers in the AI industry.

The WIT Messaging Bots Platform will be commercially launched with some of WIT's customers in Q2 2017, and generally available thereafter.

About WIT Software S.A.

WIT Software is a well-established software house that specializes in products and solutions for advanced mobile communications, with extensive expertise in solutions relating to RCS, Intelligent Conversational Bots, Voice over WiFi, IMS Applications and IPTV. Located in Portugal and the UK, the company has over 300 full-time employees and a blue-chip industry client base.

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