



# Visilab explores new ways to create digital experiences for consumers

WIT Software partners with Swisscom, Ericsson, Sinch and myElefant to bring RCS Business Messaging to Visilab's new interactive mobile experience



**Visilab a leading Swiss optician company explores a new interactive communication channel with their customers by taking advantage of new RCS (Rich Communication Services) Business Messaging from Swisscom and partners, allowing customers to see their eyewear in new light.**

- **Transforming the traditional eyewear market to a truly new digital interactive channel, providing a new user experience for the Visilab customers.**
- **RCS Business Messaging made possible from ecosystem partners Swisscom, Ericsson, WIT Software, myElefant and Sinch.**

Ericsson, Sinch and WIT Software today announce a new initiative to bring RCS Business Messaging to a new level on the Swisscom network. Boosting consumer experience through a truly interactive mobile experience enables proactive consumer brands to open up a new sales and customer care channel. The eyewear brand, Visilab, is exploring the advantages of this conversational medium using the customer engagement expertise from myElefant.

The eyewear market is a tightly coupled services and fashion market, and when buying fashion, the ability to personalize and share content is critical. Visilab investigates how retailers can let consumers sample eyewear, wherever they are, and share videos to friends showing how they look.

By engaging and building a relationship with a customer directly, Visilab could create a new way of marketing. This coupled with encouraging the exchange of product experiences via RCS is a powerful way of building a community around a brand.



"We already invested a lot in digital transformation with very good results and are now exploring new ways to create new digital experiences for our consumers, increasing their satisfaction with our products. Today we outline to the market where we are going" says Daniel Mori, President at Visilab.

This rich business messaging ecosystem on the Swisscom network is made possible through integrated solutions using Ericsson's IP multimedia system (IMS), RCS platform from WIT Software, Sinch's Communications Platform as a Service (CPaaS) and myElefant's customer's engagement platform.

"The combination of RCS business messaging and myElefant's customer engagement platform is really powerful as a marketing tool, especially in terms of gaining traction and helping brands grow and strengthen the relationship with their clients." says Jérémie Laboulbene, Marketing Director at myElefant and Anders Olin, President of Sinch Enterprise division

There is no need for Visilab's customers to download a specific App. The digital Visilab customer experience is available in the RCS message inbox on iPhone and Android devices.

"This shows how the digitalization will create new business opportunities for our solutions and we and our ecosystem partners are excited to be the engine of that transformation" says Monica Zethzon, Head of Service Area Communication Services at Ericsson.

"We are thrilled to be working on this project. Visilab is a visionary company that understands the power of addressing customers in the messaging inbox using emerging technologies." says Luis Silva, CEO of WIT Software

"RCS eliminates many obstacles in designing meaningful customers experiences. Together with Visilab and our partners, we are showing the opportunities of RCS for businesses to address their customers in an ever more personal and emotional way," says Adrian Bolliger Executive Vice President Head of Mobile Business Solution at Swisscom.

### **About Ericsson**

Ericsson enables communications service providers to capture the full value of connectivity. The company's portfolio spans Networks, Digital Services, Managed Services, and Emerging Business and is designed to help our customers go digital, increase efficiency and find new revenue streams. Ericsson's investments in innovation have delivered the benefits of telephony and mobile broadband to billions of people around the world. The Ericsson stock is listed on Nasdaq Stockholm and on Nasdaq New York. [www.ericsson.com](http://www.ericsson.com)

### **About Visilab**

Created in 1988, Visilab is a Swiss brand, a subsidiary of GrandVision, world leader in optician chain stores, and of PP Holding – a Swiss holding company active in the health field since 1912. Visilab is a chain of opticians with a dense network, offering its clients a wide choice of international brand glasses, regularly renewed and in line with the latest trends. Irreproachable professional service, provided by qualified and passionate opticians. Leading-edge products and high-quality optometric services.

### **About Swisscom**

Swisscom is Switzerland's leading telecoms company and one of the leading IT companies. Outside Switzerland, Swisscom has a presence on the Italian market in the guise of Fastweb. It is 51% Confederation-owned and is one of Switzerland's most sustainable and innovative companies

### **About WIT Software**

WIT Software is a well-established software house that specializes in products and solutions for mobile communications. The company is a leading provider on RCS business messaging and has a solid expertise on artificial intelligence, IPTV, customer-engagement tools, mobile security and mobile payments.

Located in Portugal and the UK, the company has over 350 full-time employees and a blue-chip industry client base.

### **About myElefant**

myElefant, a leading mobile messaging platform, enabling marketing teams to easily design, send and analyze mobile messaging campaign (Rich/Chatbot) on all mobile messaging services (SMS/RCS/Messenger/WhatsApp)

About Sinch (CLX Communications AB)

Sinch brings businesses and people closer with tools enabling personal engagement. Its leading cloud communications platform lets businesses reach every mobile phone on the planet, in seconds or less, through mobile messaging, voice and video. Sinch is a trusted software provider to mobile operators, and its platform powers business-critical communications for many of the world's largest companies. Sinch has been profitable and fast-growing since its foundation in 2008. It is headquartered in Stockholm, Sweden, and has local presence in more than 30 countries. Shares are traded at NASDAQ Stockholm: XSTO:SINCH.