

# Our vision is to become the leading creator of value in the communication world.

Together with our clients we identify opportunities for growth and co-create secure, engaging AI-driven communications solutions that build trust between brands and their audience, enabling next-generation customer experiences.

We are the strategic partner of choice,  
ready to **Greenlight Tomorrow.**



## Discover GMS Programs

### ★ Customer Experience Programs

FOR ENTERPRISES

CX Automation [AI](#)

Multichannel Interaction

### ▮ Revenue Growth Programs

FOR ALL BUSINESSES

Omnichannel Engagement

Conversational Commerce [AI](#)

FOR MNOs

Network Protection [AI](#)

Traffic Management

Messaging Hub

FOR MNOs IN PARTNERSHIP

CPaaS White-label

Conversational AI White-label [AI](#)

### ⚙ Business Efficiency Programs

FOR ALL BUSINESSES

Cost and Process Optimisation [AI](#)

# How we'll tailor your program

## 1. VALUE DISCOVERY

Your business  
and your customer  
analysis



Use Case  
co-creation  
and mapping

## 2. VALUE DELIVERY

Products



Partnership  
and Co-Creation

- Commercial Model
- Process Design
- Training and Education
- Integration and Deployment
- Market Entry
- Customer Success
- Performance Analytics

## Top Use Cases

### ★ Customer Experience Programs

FOR ALL BUSINESSES

#### CX Automation AI

Use Case 1. Customer service.  
Faster time-to-ticket-resolution

Use Case 2. e-Banking.  
Personalised banking experience  
and recommendations

Use Case 3. Hospitality.  
Pre-arrival communications and guest  
inquiry acceleration

#### Multichannel Interaction

Use Case 1. Food delivery.  
Order tracking automation

Use Case 2. Air travel.  
Real-time itinerary updates with  
2-way interaction

Use Case 3. Retail app.  
User authentication

### 📊 Revenue Growth Programs

FOR ALL BUSINESSES

#### Omnichannel Engagement

Use Case 1. Retail.  
Cross-sell and upsell automation

Use Case 2. Travel.  
Booking assistance and on-property  
questions handling

#### Conversational Commerce AI

Use Case 1. Online fashion retailer.  
Cart abandonment rate reduction

Use Case 2. Hotel booking.  
Path-to-conversion optimisation

Use Case 3. e-Commerce  
Conversion-focused promotional  
messaging

FOR MNOs

#### Network Protection AI

Use Case 1. SMS fraud prevention.  
Firewall management, revenue  
protection and traffic visibility

Use Case 2. Voice fraud and alternative  
channels mitigation.  
Revenue optimisation, quality of service  
and regulatory compliance

#### Messaging Hub

Use Case 1. A2P messaging.  
A2P traffic collection and revenue  
optimisation

Use Case 2. P2P and P2A messaging.  
P2P in/out traffic optimisation  
and new revenue opportunities with P2A

### ⚙️ Business Efficiency Programs

FOR ALL BUSINESSES

#### Cost and Process Optimisation AI

Use Case 1. Customer service.  
Call Center costs reduction

Use Case 2. Seasonal services.  
Staffing demand fluctuation management

Use Case 3. Healthcare.  
Appointment scheduling automation

Use Case 4. HR.  
Employee onboarding process automation

# GMS Solutions



## ★ Customer Experience Programs

FOR ALL BUSINESSES

### CX Automation AI

AI Chatbots for Customer Care  
CPaaS Campaign Platform

### Multichannel Interaction AI

CPaaS Campaign Platform  
Authentication  
Single API

## 💰 Business Efficiency Programs

FOR ALL BUSINESSES

### Cost and Process Optimisation AI

AI Chatbots for Customer Care  
AI Chatbots for HR and Recruitment

## 📊 Revenue Growth Programs

FOR ALL BUSINESSES

### Omnichannel Engagement

CPaaS Platform  
Single API

### Conversational Commerce AI

AI Chatbots for Marketing  
and Sales  
CPaaS Campaign Platform

FOR MNOs IN PARTNERSHIP

### New Revenue Streams WL

CPaaS White-label  
Conversational AI White-label

FOR MNOs

### Network Protection AI

Firewall Deployment & Management

### Traffic Management

Domestic & International Traffic  
Flash Call Management

### Messaging Hub

A2P P2P P2A Hubbing  
MNP  
Data Analytics

