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Simwood
STRAIGHT-TALKING FORWARD-THINKING®

Speak to 3bn consumers with Simwood overnight

COVER STORY
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How WhatsApp + AI could evolve us beyond the PSTN reaching 3 billion consumers

Let's go on a thought journey... You don't work in telecoms, you're an ordinary consumer. How do you speak to your bank/garage/accountant? Probably PSTN. Now, how would you like to speak to them; how do you speak to your friends? With WhatsApp now having over 2.78 billion monthly active users globally (2024), users spend an average of 19.4 hours per month on the platform. In the UK specifically, 89% of smartphone users have WhatsApp installed, making this the most ubiquitous communication channel.

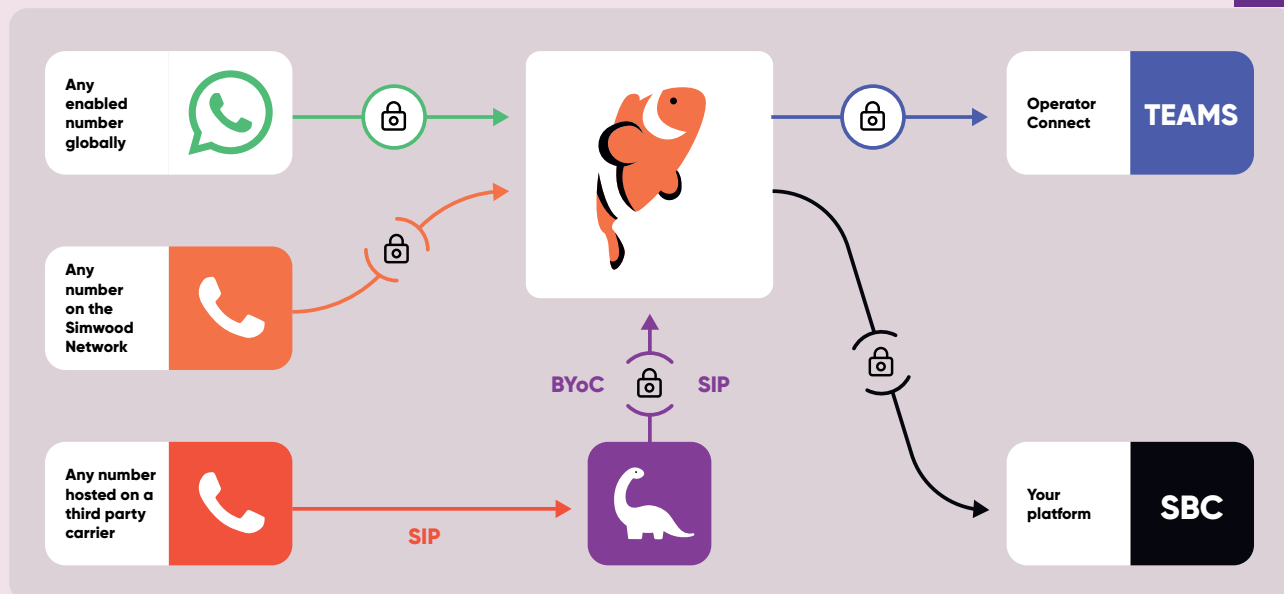
You don't get scam calls, your calls are free, in glorious HD, and encrypted. Wouldn't you love to speak to businesses that way, safe in the knowledge they can't spam-call you back and they are verified? Maybe you also like messaging with them and want to experience true omni-channel – not keeping a web browser open for hours to arrange a phone call, but true convergence of channels, with you able to live your life while they get around to you.

Now let's go a bit further... You run a consumer-facing business. You want your customers to be able to reach you, but worry about being spoofed and them being defrauded. You can't speak confidently with them because you know the line is most likely completely unencrypted. They're in yucky narrowband most of the time, and they get pretty grumpy at being held in queues while you get around to them. But you like your CCaaS/UCaaS or Teams, they make your operation efficient. Hell, you're not going to give every employee WhatsApp for your customers' convenience!! Business messaging alone can reduce customer service costs by 67%, with 89% faster resolution times; imagine adding voice into that mix within the same context and channel.

Now, with your telecoms hat back on, imagine if you could deliver a solution that made both of these cohorts happy? Your customers could join the 200 million who already use WhatsApp for Business (a 400% increase since 2020), and 3bn consumers globally (over 50m in the UK) could reach them by voice or text. They're verified, so both parties know they can trust the other party to be who they think they are. Calls are encrypted end-to-end* so they can speak freely or discuss topics too sensitive to telephone previously. Calls are high quality, using wideband codecs. Consumers can message or call, or even both, opening a two-way window during which the business can respond to them. Oh, and the best bit: your customer receives calls (and texts) exactly as they like to do today!

We've talked before about the Simwood Potato®, a metaphor for the Simwood carrier network, which enables any-to-any communication. PSTN to SIP is obvious, PSTN to Teams (with SIP failover or time of day routing variance for spice) risks being seen as the same as off-the-shelf commodity Teams as a SIP Trunk alternative (it so isn't!), but WhatsApp to Teams or WhatsApp to SIP feel different. Simwood is unique in enabling your end-users to become part of the WhatsApp eco-system and for calls to route into whatever platform you use or they'd like to use.

But it gets better, because the Potato enables a raft of service layers to be added onto the call. Want carrier-side call recording with files handed off securely to your end-users own storage? Want a raft of AI features to classify and analyse calls? Need Conversational AI agents to listen in and provide feedback or intervention? Need Conversational AI agents to just front calls for information gathering, sharing or bookings? All of that is possible with the Simwood Potato®.



* Platform specific terms, such as Meta's prohibition on connecting WhatsApp to the PSTN apply to some products

What's more, the numbers do not even need to be ported to Simwood. Most numbers globally can be added to Teams and WhatsApp, and for PSTN, Simwood uniquely offers BYoC[to the carrier], enabling numbers stuck with dino-carriers to take full advantage of the Simwood Potato® today. Tomorrow you might rightly question why you're still paying them, but let's focus today on getting your customers a 2025 solution to their problems and you something you can sell into the future.

For those who don't operate "platforms", Simwood is fully embedding WhatsApp for Business in its full white-labelled Simwood Hosted solution. It isn't alone, with end-users already able to create full Conversational AI Agents in a few clicks, and of course, Teams Operator Connect is already there. This is an exemplar of what platform operators can achieve with Simwood's APIs, but also a solution in its own right for those who wish to resell a turn-key solution.

Across both Hosted and Carrier Services, Teams Operator Connect is fully embedded. This means that it isn't an alternative package to a SIP Trunking solution, but fully integrated. Not a forklift upgrade but an evolution. Your customers can migrate from SIP to Teams partially or fully and enjoy the best of both. The receptionist probably still prefers a SIP handset,

but the road warrior might prefer Teams. Both can communicate effortlessly, and callers, be they from the PSTN, WhatsApp or other transports, notice no difference. You can also add value to the out-of-the-box Microsoft Teams solution with UCaaS and AI capabilities.

Your Solution for 2025 and Beyond

The Simwood Potato® is your solution to 2025 and beyond. The world of lines and minutes is rapidly being left behind.

Ready to Transform Your Business Communications? Give us a call to see how you can continue to thrive in a rapidly changing world.

* **Important Security Note** Calls are encrypted from WhatsApp to Simwood and any Teams leg. The customer would need to ensure free encryption is taken advantage of on any SIP leg.



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Simwood