



KIRUSA LAUNCHES KONNECT – AN OMNICHANNEL COMMUNICATIONS PLATFORM IN RWANDA

The platform will enable enterprises in Rwanda to engage with customers through messaging, voice and chatbots

Kigali, Rwanda, December 9, 2019: Kirusa, a global leader in communication solutions over data networks for consumers and enterprises, today announced the launch of Kirusa Konnect in Rwanda. Kirusa Konnect is a cloud-based Communications Platform as a Service (CPaaS) offering for enterprises designed to bolster customer engagement using instant, two-way and interactive communication over multiple channels including messaging, voice and rich media bots.

With the launch of Kirusa Konnect in Rwanda, enterprises will have access to a self-serve portal and a rich set of APIs to conceive, execute and monitor omnichannel communication campaigns using one or more of the following channels and services:

- **IP Messaging and Chatbots:** Enterprises can build chatbots to engage with customers over OTT apps and RCS
- **SMS:** Enterprises can deliver SMS to users, and users can send SMS and have two-way conversations with enterprises
- **SnapCall:** Users can flash a call to get information, express interest, vote or give feedback
- **Interactive Voice Response (IVR):** Users can navigate voice prompts and menus to get relevant information or leave feedback
- **Outbound Calls:** Schedule outbound calls to users, e.g. for appointment reminders, alerts and OTPs
- **REST APIs:** Use APIs to incorporate the communication channels within applications

The popularity of OTT messaging apps such as WhatsApp, Messenger, iMessage, Viber, Telegram, and the incorporation of RCS within the Android Messages app is leading to a paradigm shift in enterprise messaging. Enterprises are adopting IP messaging as it provides a rich media experience while also reducing the cost of customer care. With access to multiple RCS and OTT messaging platforms, Kirusa Konnect helps enterprises move into the world of IP messaging.

Kirusa Konnect is made available in Rwanda through a partnership with Airtel Rwanda. Airtel is making various messaging and voice channels available to enterprises, using the Konnect platform.

The Konnect platform is already available in other countries, including Nigeria and Ghana. Kirusa Konnect services are targeted at all enterprises, including banks, e-commerce retailers, mobile app developers, educational institutions, government organizations, hospitals, travel companies, religious organizations and NGOs.

Amit Chawla, Managing Director, Airtel Rwanda said, “We are pleased to partner with Kirusa to launch Konnect in Rwanda. There is a huge demand for messaging and voice solutions, and by integrating Kirusa Konnect into our network, we are making it easy for a large set of aspiring and established businesses to leverage the power of mobile.”

Inderpal Singh Mumick, Founder, Chairman & CEO, Kirusa said, “Our expansion into Rwanda underlies our commitment to serve the enterprises in Africa using local partnerships and presence. Along with the platform, we also bring the local expertise from running the communication channels for thousands of African businesses and the expertise to build chatbots.”

Enterprises looking to use Kirusa Konnect services can go to konnect.kirusa.com.

About Kirusa

Kirusa is reimagining messaging and voice in the data era. Embracing the paradigm shift in enterprise messaging, we are helping enterprises plan and implement IP messaging strategies that create exciting possibilities for customer engagement. Kirusa’s technology and connectivity to OTT messaging platforms and RCS providers and carriers, including Google, enables enterprises to build and deploy chatbots. Enterprises can use these chatbots to have conversations with their customers with rich media, natural language processing, and machine learning, over OTT messaging apps, and the built-in Android messages app using RCS. Our solutions include **Kirusa Konnect™**, an omnichannel Communications Platform as a Service (CPaaS) for enterprises that helps bolster brand-customer engagement with chatbots, IP messaging, SMS and voice; **InstaVoice®**, a unique call completion solution that provides visual voicemails and missed calls, and helps mobile carriers monetize missed calls in their networks; **InstaVoice ReachMe**, a smartphone app using voice over data to provide inexpensive voice roaming and virtual numbers; and **Kirusa Channels**, a platform that allows fans to connect with their favorite celebrities. Thousands of enterprises and over a hundred million users benefit from our solutions. We have partnerships with over fifty mobile carriers and are also a Jibe Messaging partner. Kirusa’s solutions are built on its patented technology and highly reliable, scalable multimodal and cloud platforms, which manage over 3 billion transactions and over 100 million active users every month. Headquartered in New Jersey and led by an experienced team of mobile technologists, Kirusa has offices in three continents. For more information, visit www.kirusa.com.

For Kirusa

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