

## **Unified Messaging Solution (Google RCS, WhatsApp Business API, Bulk SMS)**

Kerala State Electricity Board Ltd. (KSEBL) is exploring the implementation of a Unified Messaging Solution aimed at enhancing communication with consumers through multiple digital channels. The proposed solution is expected to integrate Google RCS (Rich Communication Services) Messaging, WhatsApp Business API, and Bulk SMS services, thereby facilitating the timely and effective delivery of critical information such as billing alerts, outage notifications, and service updates. The proposed system is intended to enhance communication with consumers across multiple digital channels, including:

- **Google RCS (Rich Communication Services) Messaging**
- **WhatsApp Business API**
- **Bulk SMS (Transactional Messaging)**

The solution is expected to deliver critical, time-sensitive information such as **billing alerts, power outage notifications, service updates**, and other consumer engagement messages in a seamless, secure, and efficient manner.

### **Objectives**

The primary objectives of the proposed Unified Messaging Solution are:

- To provide a centralized platform for customer communications across digital channels.
- To improve the reliability and delivery rates of alerts and notifications.
- To ensure cost-effectiveness, scalability, and compliance with regulatory frameworks.
- To enable analytics, reporting, and audit trails for communication activities.