

Etisalat launches International Voice SMS

Etisalat has attained a new benchmark in mobile value added services with the launch of International Voice SMS for its UAE customers today. As part of the new feature, Etisalat's UAE customers will now be able to send and receive international voice SMS' to and from Etisalat Egypt customers the service will be extended to cover over 26 countries soon. This is an enhancement of the Voice SMS launched for UAE customers within the country in December 2007.

Essa Al Haddad, Chief Marketing Officer (CMO), Etisalat

International Voice SMS will enable Etisalat customers to communicate with over a billion others across the globe. Sending messages internationally with this new service feature is just as easy as sending a text or voice message locally. To use the facility, customers need to dial * followed by the mobile number including the country code (eg. *002011xxxxxxx); record a voice message for up to 30 seconds after hearing the tone and disconnect. The recipient can then retrieve the voice SMS and reply to it seamlessly. For sending an international voice SMS, Etisalat customers will be charged at the rate of only 99 fils per message.

In December 2007, Etisalat introduced local Voice SMS enabling Etisalat mobile customers to leave a voice message for any other Etisalat mobile customer in the UAE, on any mobile phone, with no special handsets or subscriptions required. The international service will now enable customers across nations to communicate faster, easier and with a more personal touch. It eliminates the need to type which makes it a practical option in several situations. In addition, customers can also send across their messages in their particular language via Voice SMS which captures customer's feelings and emotions. The extension of the service to the international market is in response to the customers' demand for the Voice SMS facility due to its convenience of use which appeals to a cross segment of people.

Mr. Essa Al-Haddad, Chief Marketing Officer of Etisalat, commented, "Committed to providing our customers with up-to-date services, Etisalat is developing synergies between Etisalat's affiliates through the introduction of innovative services and the international voice SMS between Etisalat UAE and Egypt is one such example. This service offers our customers an ideal, quick and simple means of communication and is in line with our aims to continue introducing enhanced services that enables them to enjoy a unique communication experience, both locally as well as internationally."

Eng. Hazem Metwally, Etisalat Misr's Chief Commercial Officer commented, "We are pleased to be the pioneers in introducing the International Voice SMS service at the local level in Egypt and our 10 million subscribers will be able to enjoy the service with UAE. We were also the first to launch International Voice SMS in regards to the Etisalat group, leading a collective effort of continuously providing our customers across the region with creative value added services tailored to suit their needs."

[Cheap calls](#)

New PC2Phone High Quality Just \$5/£3 Topup
Great savings

www.northeastvoip.com

[Mob4hire](#)

We make mobile software better. Crowdfund your app testing.

www.Mob4Hire.com

[IPTV Market Analysis](#)

Global Reports, Forecasts, Research Also Cable, Biotech, Powertech

www.mrgco.com

[Advanced Pricing Solution](#)

Real-time service introduction for pre- and postpaid billing

www.temanetworks.com



Ads by Google