



## Vonage Powers Messaging Capability and Customer Support for PT. Telekomunikasi Indonesia

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SINGAPORE--(BUSINESS WIRE)--Jul. 2, 2020-- Indonesia's largest telecommunications and network provider, PT. Telekomunikasi Indonesia (NYSE: TLK), has chosen [Vonage](#) (Nasdaq: VG), a global leader in cloud communications helping businesses accelerate their digital transformation, to enhance its customer communications and experience.

[The Vonage Messages API](#) has been integrated into Telkom Indonesia's five business divisions - [IndiHome](#), a broadband retail service, [wifi.id](#), a Wi-Fi and hotspot service, [Telkom DBS](#), a digital business solutions, [Telkom DWS](#), its wholesale segment portfolio and [Telkom OCA](#), an omni-communication platform service.

Vonage supports Telkom Indonesia's multichannel customer notifications including billing updates and payment reminders. The Vonage Messages API also enables Telkom Indonesia to engage with millions of customers' more effectively through Indonesians' preferred channels – WhatsApp and SMS. Vonage provides a simple way to integrate with the WhatsApp Business solution through which Telkom Indonesia's chatbot responds to customers with commonly requested information including billing queries, product details and corporate information.

With a population of more than 272 million, Indonesia boasts 338 million mobile connections, 171 million mobile internet users and over 160 million active social media users. WhatsApp is the top mobile app and ranks above Facebook, Instagram and Twitter. It is also the second most used social media platform in Indonesia after YouTube<sup>2</sup>.

"The telco industry in Indonesia is highly competitive, said Rizki Primasakti, Head of Telkom OCA, PT Telekomunikasi Indonesia. "In order to maintain an edge, we need to ensure customer queries and grievances are addressed in a fast and effective manner. It is also important that we communicate with them through the apps they currently use and enjoy.

"With the Vonage Messages API embedded within our system, we are able to overcome the barrier of undelivered notifications. Using WhatsApp, we can now validate that customers have received and read important messages such as bill reminders, reducing delinquent payments."

"Providing an excellent customer experience is a top priority for all businesses. It is crucial that brands offer a fast and efficient way to reach their customers and improve customers' experience," said Sunny Rao, Vonage Senior Vice President and General Manager for the Asia Pacific region. "The Vonage Messages API easily integrates with SMS, MMS, and popular social media applications, allowing businesses to communicate with customers through their preferred channels. This saves businesses the hassle of integrating each channel separately," he added.

Telkom Indonesia is a multinational telecommunications conglomerate with more than 10 subsidiaries and investment entities. The company caters to individuals as well as enterprises from various industries including banking, education, energy, financial, healthcare, industrial, manufacturing, construction and transportation. Telkom Indonesia is the parent company of the largest mobile operator in Indonesia, PT. Telkomsel.

[Vonage APIs](#) offer messaging, voice and video communication solutions, allowing developers to easily enhance and build innovative customer experiences directly into their existing applications and devices. The Vonage API platform has more than one million registered developers and offers a full suite of programmable voice, video, messaging, and email services to forward-thinking businesses throughout the Asia-Pacific market and worldwide. Through its partners, Vonage's platform is at the center of many notable transformational projects in the region, and a de facto for startups.

To find out more about Vonage, visit [www.vonage.com](http://www.vonage.com).

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[1] <https://dailysocial.id/post/telco-dan-e-commerce-definisi-baru-telecommerce-di-indonesia>

[2] <https://datareportal.com/reports/digital-2020-indonesia>

### About Vonage

[Vonage](#), (Nasdaq: VG) a global cloud communications leader, helps businesses accelerate their digital transformation. Vonage's Communications Services Platform is fully programmable and allows for the integration of Video, Voice, Chat, Messaging and Verification into existing products, workflows and systems. Vonage's fully programmable unified communications and contact center applications are built from the Vonage platform and enable companies to transform how they communicate and operate from the office or anywhere, providing enormous flexibility and ensuring business continuity.

Vonage Holdings Corp. is headquartered in New Jersey, with offices throughout the United States, Europe, Israel, Australia and Asia. To follow Vonage on Twitter, please visit [www.twitter.com/vonage](http://www.twitter.com/vonage). To become a fan on Facebook, go to [facebook.com/vonage](http://facebook.com/vonage). To subscribe on YouTube, visit [youtube.com/vonage](http://youtube.com/vonage).

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