

unifones from around
the world

Jan. 2021



DIVERSITY IS A PRIVILEGE

That has been our motto at unifonic since day 1. With over 140 employees coming from 28 nationalities and spread over 6 worldwide offices, we are unified by our vision, loyalty, and will to succeed. Known for our inclusive environment and belonging culture, we decided to kick-start the year with a newsletter specifically dedicated to diversity.

INCLUSION IS AT THE HEART OF unifonic

Every employee is treated with the utmost respect, regardless of their culture or nationality. Difference makes us beautiful. The difference is enriching. It helps us see the world in a new light and witness life from another fresher perspective.

AT unifonic OUR LANGUAGE IS LOVE

OUR DICTIONARY IS RESPECT





We work closely together as one big family. We share our opinions, we broaden our horizons, and we expand our expertise, building bridges of mutual understanding, and creating a culture of encouragement and appreciation.

At unifonic, the sky is no longer the limit! Each employee is considered a pillar of the company's success. We embrace challenges. We always look forward to growing our family. We welcome new Unifones and inspire them to follow their dream path.

- ✓ CUSTOMER FOCUS
- ✓ INTEGRITY
- ✓ COMMITMENT
- ✓ FLEXIBILITY
- ✓ PASSION

Our values define us. Driven by our open spirit, we are able to align and cooperate even during the hardest times. In light of the global pandemic, we kept working remotely. With tolerance in our hearts and compassion in our minds, we still achieved great results in spite of various time zones. Notwithstanding the threatening chaos, we pursued our commitment to make this world a better place. As result-oriented individuals, we went on providing excellent results. Despite all of this uncertainty, the distance was only physical. How did we face quarantine? By deepening our connections! How did we overcome lockdowns? By strengthening our bonds!

We are called the "best employee choice" for a reason! Being a harmonious multicultural company, unifonic goes beyond a workplace. We found in unifonic a home, a space to speak up and be ourselves.

At unifonic, we belong to one place, called unifonic. At unifonic, we have one nationality: The unifones!

WE ARE

FAMILY

At unifonic, we are family, we are one. It's far more than a workplace, it's home, it's a feeling of belonging. At Unifonic, diversity is a privilege. With over 140 employees, from more than 25 nationalities spread over 6 countries, we are supported, empowered and loved. Therefore, to show our appreciation to unifonic, we recorded ourselves saying "I am a unifone" in our own language. unifonic is us. We are unifonic.



Watch our
fantastic unifones





Top Monthly Traffic
was on
MAY 0000

Least Monthly Traffic
was on
APRIL 0000

Top Clients based on
number of messages
exchanged and Unique
Users



PRODUCT



OOM+

Total Messages Exchanged

below summary is breakdown for the total yearly
messages exchanged **based on messages type.**

OOM+

Session Messages

OOK+

Template Messages

below summary is breakdown for the total yearly
messages exchanged **based on direction.**

OOM+

Inbound Messages

OOM+

Outbound Messages

Total Number of
Conversations

OOK+

Total Number of
Unique Users

OOK+

Message Content

OOM+

Text

OOK+

Image

OOK+

File

OOK+

Video

OOK+

Location

OOK+

Audio

OO+

Contacts

TIPS & TRICKS

Courses are not only important to focus on your interests also to enhance your experience and take it to a higher level of proficiency, especially in your job role. What makes online courses more attainable they allow you to learn whenever, wherever, and however works best for you, so we are offering these tips so you can commit to achieving your goals in learning:

1. Treat online course as a real course, take it seriously and book your calendar twice a week and force yourself to attend to create a schedule you can stick to it.
2. Turn off your notifications to avoid interruptions.
3. Take notes, It's so important so you can save the information you need and get back to it easily.
4. Talk to people who have a similar interest, about your progress it would make you passionate to achieve the certificate.
5. Keep track your progress.
6. Remember: great one's dreams may not come true, but it will always rise above, keep up the good work and never-give-up, once you finish the course don't stop, keep the feeding your nerd spirit.



Great Tip

Talk to your direct manager and have a guiding discussion with them to know what courses are more appropriate and helpful to develop yourself, be open to sharing your weakness points so he can help you exactly to enhance it by suggesting courses and blogs which make you better.

Here are some resources where you can find really good courses:

 HubSpot

 Udemy

Grow with  Google

 coursera

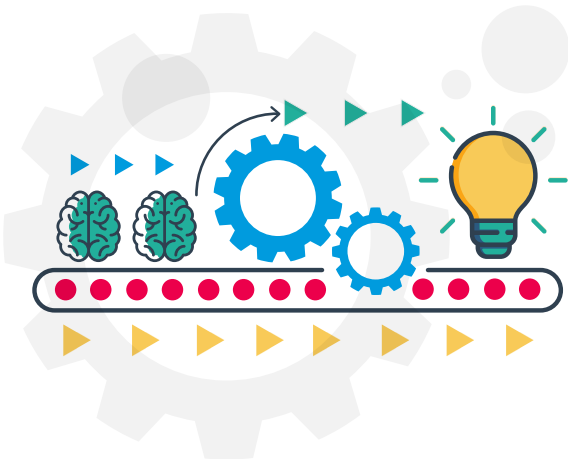
You can also suggest your favourite website on life@unifonic channel- Internal newsletter thread that Joey sent, to spread the benefit for all unifones.



unifonic 2021 FOCUS GOALS FOR H1

1 Shipping, packaging and commercialising new product

- Redesign Commercial Products Portfolio.
- Product-Market Fit: KSA Customer Discovery & Validation Requirement.
- Solidifying Onboarding Process: Reviewing it, Defining areas of improvement & reflect needed adjustments.
- Establishing MVPs Engine.
- Empowering Time-To-Market Through Partnerships
- Launching New Products: Delivering Conversations, voice, and Notice Squad Roadmap.
- Uplifting Customer Acquisition & Adoption Cycle.
- New Products Full Ideation.



Karim Zaki
VP Product



GOALS:

2

Strengthening our enterprise leadership in KSA

As per the company's current focus of "Enterprise first" and the future pathway of "Enterprise only", this goal is set to strengthen the position of unifonic with both current enterprise clients as well as potential new one's in KSA.

The goal will be divided into two different sub-goals:

- The intention of the first sub-goal is to focus on maintaining unifonic messaging growth.
- Put a strong focus on new product adoption by Saudi enterprises.



Wifak Ghaddab

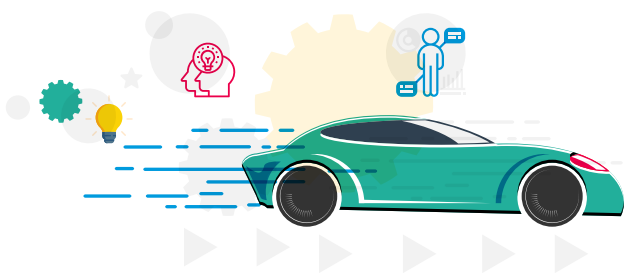
Marketing Consultant

Mohammad Barshaid

Director of Sales, Gov & Financial Services

3

Driving Expansion through new Talent Acquisition



- Strengthen the recruitment process through standardization and automation.
- Revamping the Employer brand so that top talents understand and are attracted by our value proposition. Retain talent through the creation of success pathways for new unifones and the development of our managers.
- Investigate and create two new unifonic hubs.

Colin Christie

VP HC



SEE YOU SOON

L♥VE Y♥U