

Press release: LINK Mobility and PostNord Strålfors have signed a letter of intent regarding cooperation on new communications services

LINK Mobility and PostNord Strålfors have collaborated during a decade regarding communication and mobile services and are now launching a collaboration within the RCS, Multi-channel and AI/BOT communications areas.



The cooperation will begin in the autumn of 2017 and be made with the ambition to sign a final agreement by December 31st. The plan is that the services will be delivered to PostNord Stålfors in Sweden, Norway, Denmark and Finland during the first half of 2018.

– We look forward to offering, together with LINK Mobility, the Nordic market the latest mobile communications services through our Omnichannel solution, allowing our customers to easily connect the latest channels for communication with their customers, says Lars Lundström, Head of Digital Services Center at PostNord Stålfors.

– This is very exciting, we are taking the step into three future areas and will help digitize one of the largest employers in the Nordic region. LINK Mobility Group is today at the forefront of mobile communications and the opportunity to deepen cooperation around the digitization of an important community service feels very thrilling, says Krister Tänneryd, CEO of LINK Mobility Sweden. This shows that we are innovative and at the forefront of mobile development. We are looking forward to a fruitful cooperation with PostNord Stålfors, continues Krister Tänneryd.

The declaration of intent specifically addresses the three areas below:

RCS - Rich Communication Service

RCS is an opportunity for the delivery of mobile messages directly in the message to add more advanced information as well as interactivity and dialogue than when delivering traditional mobile messages. This communication approach is now being developed by Google in the context of global GSM cooperation (GSMA) and LINK Mobility is one of 20 global partners to Google on this.

Multi-channel - focus Facebook messenger

Facebook is in the process of opening up Facebook messenger for communication from business to private individuals. LINK Mobility is already delivering the service on the German market.

BOT/Artificial Intelligence - Programming to simulate intelligence in customer interactions

LINK Mobility has together with Microsoft started collaborating around the programming of BOTs/Artificial Intelligence, focusing on the logistics industry.



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About PostNord Stålfors

Strålfors is part of PostNord, the Nordic region's leading communications and logistics company. PostNord Strålfors develops and offers communications solutions to companies with large numbers of customers. They are a strong player in the field of digital communications and their core competence is managing large volumes of variable data and distributing it to the right person, in the right channel at the right time.

About LINK Mobility

LINK Mobility is one of Europe's leading and fastest growing mobile messaging and mobile services providers. LINK Mobility strongly believes in mobilizing the interactions between companies and consumers and has developed a number of attractive solutions to meet this growing demand and market development. LINK Mobility is listed on Oslo Børs and has offices in Sweden, Norway, Denmark, Finland, Germany, Latvia, Estonia, Bulgaria and Spain.