

## Case Study UniServe™ | Engagement Hub

# Delivering consistent customer communications and elevating brand image with UniServe™

A communications service provider in Hungary belonging to the group of second largest service provider in the world in terms of subscriber base was the first telco operating in the DCS-1800 band in the country. The company now is the third largest mobile network operator of the country with more than 23% market share.



### Business Challenges

The service provider's heterogeneous customer communications systems were delivering inconsistent communications to its customers, resulting in poor brand reputation. The service provider had to bring consistency in their customer communications as per its brand guideline.

The company wanted a centralized solution for connecting to all its siloed communications systems so that consistent customer communications could be created and delivered to the customers to elevate its brand image.

Primary aim was to address the following pain points:

- Absence of integrated architecture
- Communications inconsistency tarnishing brand image
- Lack of internal (message content) ownership clarity
- No clear Recommendation, Decision, and Execution process for customer communications
- Lack of processes transparency
- No capability to access customer contact history and apply general contact rules

### The Solution

Intense Technologies deployed UniServe™ based alerts & notifications solution that enabled the service provider to communicate more effectively with their customers by sending timely, consistent, engaging, 1-2-1 communications to its customers as per their guidelines through the intended channel. This helped them maintain continuous engagement with their customers, resulting in improved brand image, increased loyalty, and cut down customer service costs.

UniServe™ based alerts & notifications solution helped the service provider Hungary maintain a continuous engagement with their customers, resulting in improved brand image, increased loyalty, and cut down customer service costs.

## Bridging Existing Customer Response Applications

UniServe™ connects to existing customer response applications, and procures all necessary details in order to deliver proactive customer communications via relevant channel.

### Template-based communications

The solution seamlessly integrates with template management system and fetches the message templates to deliver accurate and faster communications.

### Establishing single communication tone

Built-in engine of UniServe™ ensures communications are delivered according to language and tone of voice of the service provider's.

### Multi-channel and Multi-lingual communication delivery

UniServe™ empowered VFH to send out responses through SMS, Flash SMS, Email, and inter-application messages. Multi-lingual notifications (based on MSISDN) can be sent to boost customer relationship.

### Operational efficiency

The platform helped VFH eliminate the use of multiple applications to deliver customer communications and reduce costs.

## Key Benefits

- Improved customer experience ensured better business outcome
- Clear, consistent message delivery ensured Increased NPS
- Messages according to customer's preferences and relevancy
- 1-2-1 customer communications with a rich content guideline
- Streamlined internal process and easy governance with reduced costs
- Developed IT architecture for controllable communications, such as contact rules, customer contact history & template handling.



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