



UniServe™ Notify for Better Customer Engagement

ABSTRACT

Telecom service providers (TSPs) around the world are facing tough competition and revenue decline. High customer churn rates and increasing competition from Over-The-Top (OTT) services are the key reasons. Telcos must initiate an effective customer engagement strategy to survive and grow in this competitive marketplace. All they need is the right approach, and find ways to improve the customer experience.

This white paper explores the driving need for centralized alert and notification solution for an effective customer engagement. By using a multi-channel alert and notification solution, TSPs can improve loyalty and enhance customer experience and ensure competitive success.

TABLE OF CONTENTS

01. Introduction	03
02. Biggest challenges to TSPs	04
ARPU	04
Customer Churn	05
OTT (Over the top) Players	05
03. Customer Engagement – The New Mantra to Succeed	06
04. Engage Customers with Multi-Channel Alert & Notification	08
Alert Options – Customers’ Demand	08
Advantage with Multi-Channel Alert & Notification	09
05. Existing Framework for Sending Alert and Notification	10
06. UniServe™ Notify	11
Capabilities to Address Customer Engagement Challenges in Telecom	11
Types of Alerts and Notifications	13
How TSPs can Leverage	14
Business benefits	14
07. Conclusion	16

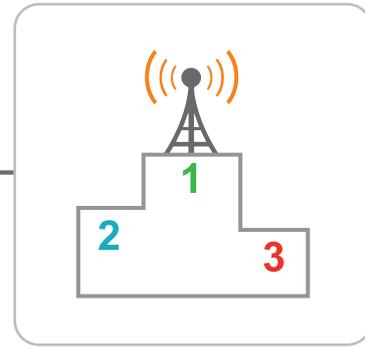
01 INTRODUCTION



There has been a silent revolution in customer engagement due to the proliferation of mobile devices in last couple of years. Today's empowered customers are no more content with personalized messages and emails; they expect messages and emails to be tailored to their unique needs. This is a challenge as well as an opportunity to the telecom service providers (TSPs) as it allows them to engage their customers on more personal and deeper levels and create cost-effective ways to retain existing customers and acquire new ones.

According to Nielsen statistics, “71 percent of mobile users have smartphones, and consumer interactions on the mobile web constitute 45 percent of total web activity for U.S. telecommunications companies.” TSPs need to develop strategies for better customer engagement using messaging, including SMS, push notifications, and email.

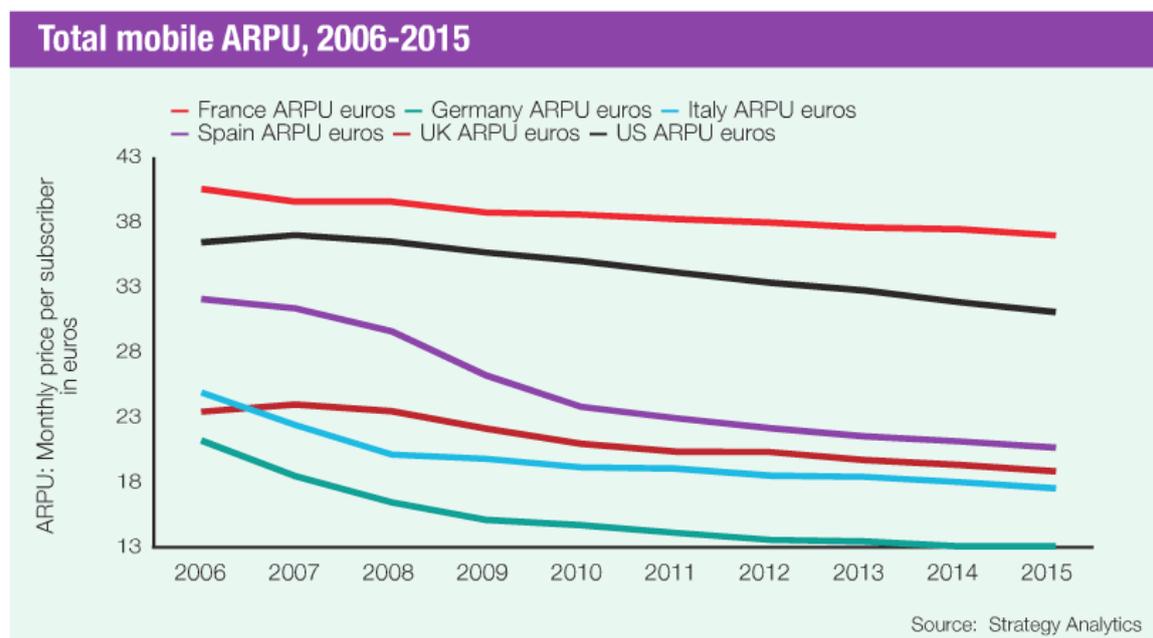
02 BIGGEST CHALLENGES TO TSPS



The telecom services landscape is on the cusp of transform. Voice revenue which used to be the principal driver for the TSPs is in steady decline. Average revenue per user (ARPU) is also waning. Customers have high level of expectation from the TSPs. On top of that, Over-the-top and value-added service (VAS) providers have become competitors. Most importantly, customers expect their TSPs to offer a blend of services, solutions and technologies as per their specific requirement.

ARPU

Decline in ARPU is a major concern for the telecom service providers worldwide. Research conducted by Strategy Analysis shows that average revenue per account (ARPA) is declining significantly in developed countries. And scenario is worse in developing countries.



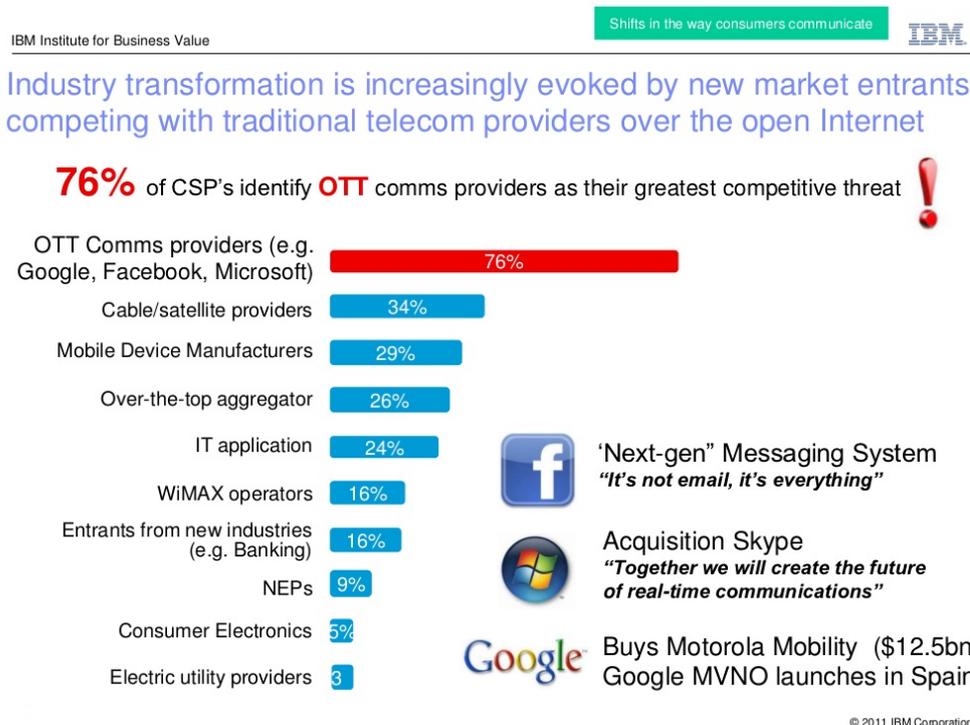
Customer Churn

Customer churn is a matter of big concern for the TSPs across the globe. Annual churn rates for telcos average between 10% - 67%. Since customer acquisition costs around 5 to 15 times more than customer retention, the easiest way to survive is retention of the existing customers. TSPs need to identify the causes of potential churn. By understanding customer wants and needs, and automating campaigns designed to revive and renew loyalty, churn rate could be reduced.

OTT (Over the top) Players

Over the years, TSPs have built vast empires for their services to carry voice over wired or wireless connections. But 'Over the top' (OTT) players like WhatsApp, Viber, and Skype ride on the back of telcos' infrastructure and offer an alternate means of communication to the subscribers. ARPU through a traditional voice call on GSM is 50p/min in India while that earned through data consumed by VoIP calls is 4p/min. Consumption of 1 min of VoIP call is 150KB. The impact of OTT players on the developed markets will be huge as the call rates are high in these countries.

IBM study reveals that 76% of CSPs identify OTT players as their biggest competitive threat.



03 CUSTOMER ENGAGEMENT – THE NEW MANTRA TO SUCCEED



To survive and grow in the ever-changing telecom market, telecom service providers need to focus on improving the quality of service (QoS) and quality of experience (QoE). And this is not limited to just improving network infrastructure or customer service.

Customers now are more empowered and more demanding. An IBM research conducted on global mobile subscribers depicts that 60% telecom consumers would like to interact with their CSPs on improving an existing product.



In order to improve end users' overall experience, industry requires operational excellence in every area of the business. It requires a paradigm shift - from network-centric to service-centric Key Performance Indicators (KPI). And this can only be achieved through proactive planning and customer engagement.

For a better customer engagement, a centralized alert and notification service plays a very pertinent role.

Strategically devised customer engagement enables TSPs

Receive feedback on existing product features

Pass along new features and updates

Decrease churn and increase retention

Generate more revenue through upgrades or cross sells

Improve Net Promoter Score (NPS)

Better up-sell, cross-sell

04 ENGAGE CUSTOMERS WITH MULTI-CHANNEL ALERTS & NOTIFICATIONS SYSTEM/APPLICATION/SERVICE



Delivering a unique, highly-differentiated customer experience is fundamental requirement for TSPs. A multi-channel alert & notification application ensures more customer engagement and facilitates telecom service providers to improve loyalty and enhance customer experience.

Alert Options – Customers' Demand

Research conducted by Varolli Corporation highlights that alerts through multi-channel is preferred choice of most of the consumers. An effective multi-channel alert & notification application allows customers to receive scheduled, event-based alerts (tailored for specific customer) on their preferred devices through



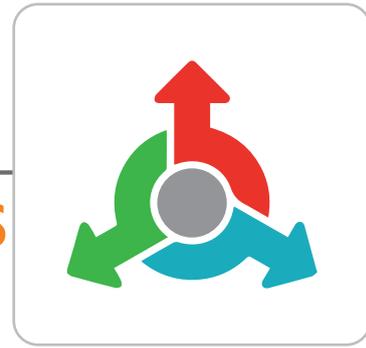
Advantage with Multi-Channel Alerts & Notifications System/Application/Service

Technology has become fast-paced these days. With a multi-channel alert & notification application, TSPs can automate key metrics in real-time and alert customers when particular criteria are met. This enables CSPs fine-tune their operations, and offer better customer satisfaction.

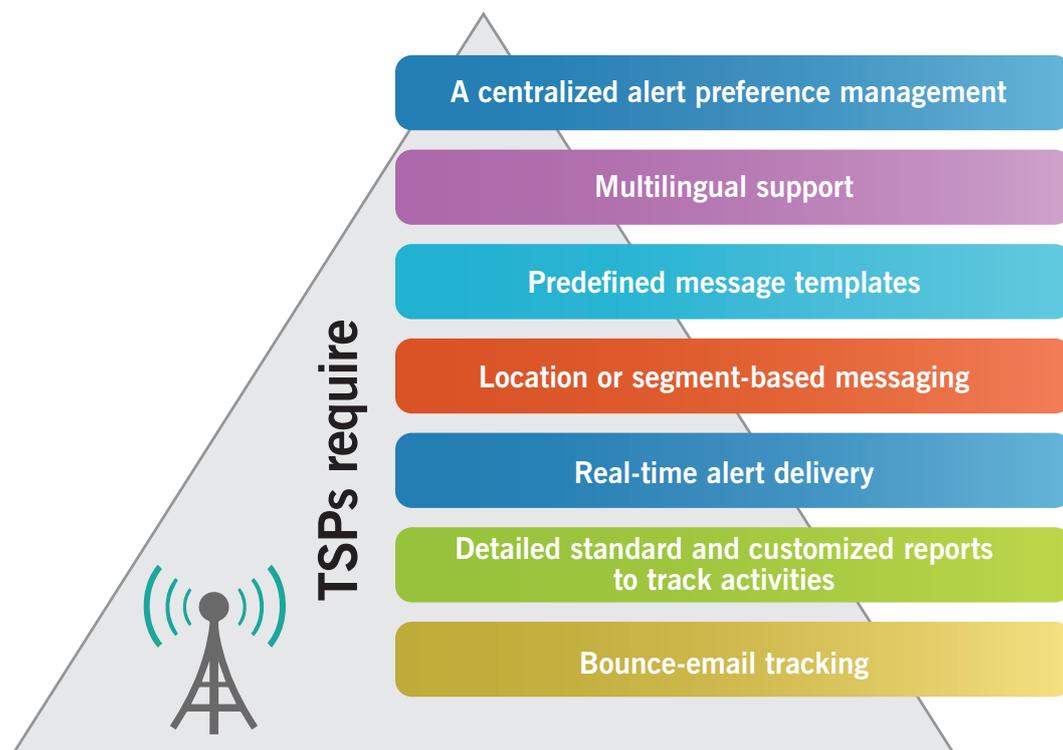
Real-time alert delivery boosts customer engagement which helps telecom service providers (TSPs) in

- Driving customer acquisition and retention
- Lowering internal process costs and risks
- Increasing new revenue generation opportunities
- Customizing templates for e-mail and SMS to notify support reps and customers
- Alerting the customers through email, SMS or web.
- Boosting the productivity of your customer support reps

05 EXISTING FRAMEWORK FOR SENDING ALERTS AND NOTIFICATIONS



Most of the TSPs today, however, maintain multiple stand-alone messaging systems to reach out to their customers. These systems can deliver outbound notifications or alerts through any channel as per customers' preference – SMS, voice, email or fax. But, most of these systems leave out key features to engage all the stakeholders and strengthen revenue flow. In order to sustain and grow in this competitive market TSPs require a unified communications strategy that boasts of the following:



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UniServe™ NOTIFY

UniServe™

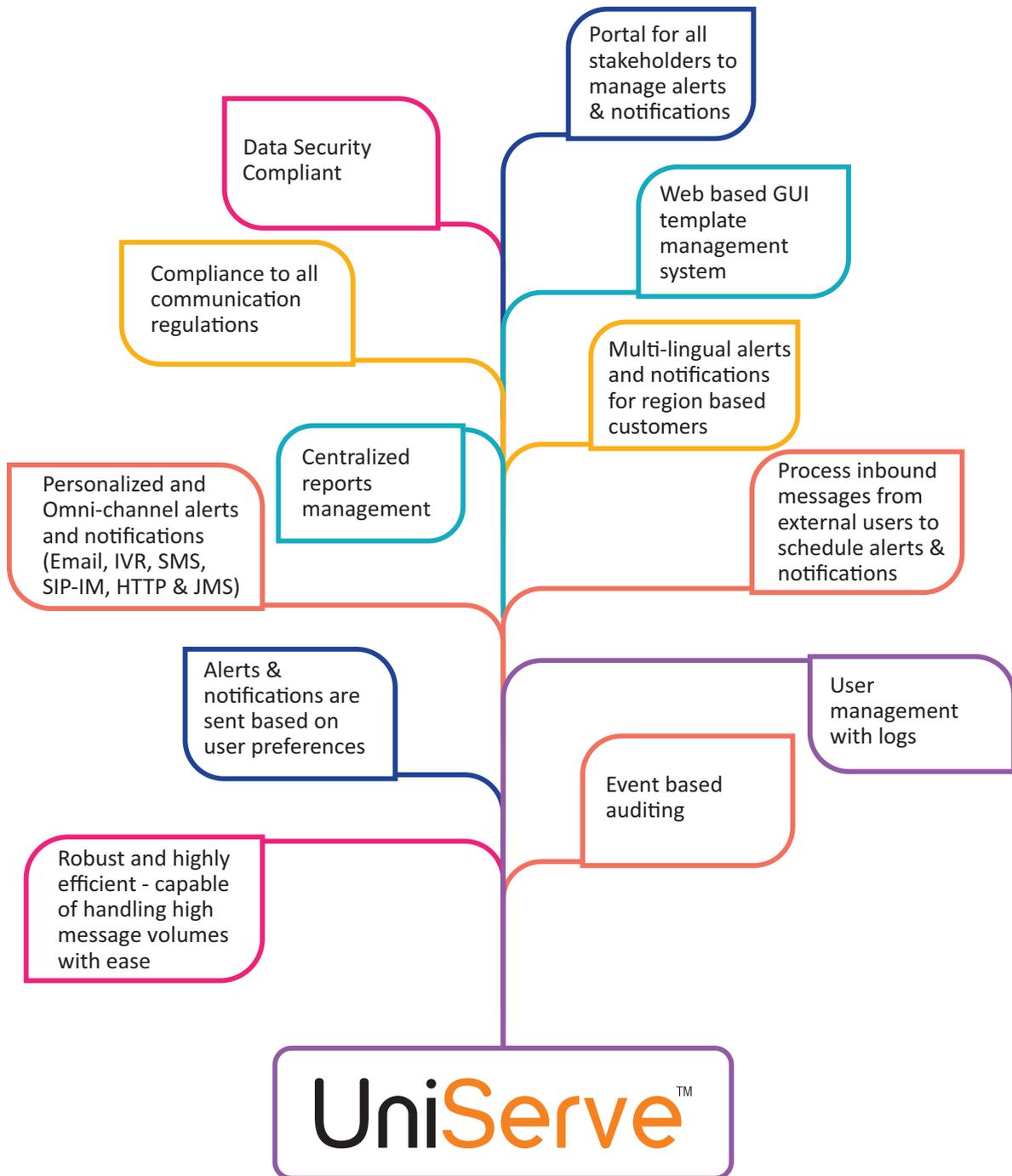
UniServe™ Notify is a powerful communication unified hub, designed to help CSPs to communicate (internal and external stakeholders) more rapidly and effectively. This application engages customers by enabling real-time alerts/notifications based on specific events and user preference.

Today's empowered customers have heightened their expectations in terms of control over products & services they use. UniServe™ Notify informs all stakeholders (partners, business users, creditors, shareholders, suppliers etc.) of all communications like critical events, customer requests, internal news, payment details, etc. for effective customer engagement in telecom domain.

Capabilities to Address Customer Engagement Challenges in Telecom

UniServe™ Notify enables TSPs to send out real-time alerts based on specific events as well as run campaigns efficiently. Each alert is custom-designed to notify customer(s) and it is delivered through Email, IVR, SMS, SIP-IM, HTTP and JMS via a centralized system when certain criteria are met through rule engine. It is capable of monitoring customer account in real time and when pre-defined levels or trends are detected, it notifies alert to respective customer.

UniServe™ Notify boasts customized notification rules for defining when and how stakeholders need to be informed related to a request. It allows TSPs set alerts to remind support on the task assigned. Alerts can be sent on a predetermined date and time through e-mail, SMS or both. In addition, it also notifies the stakeholders before a contract is about to expire. Key features include the following:



Key features

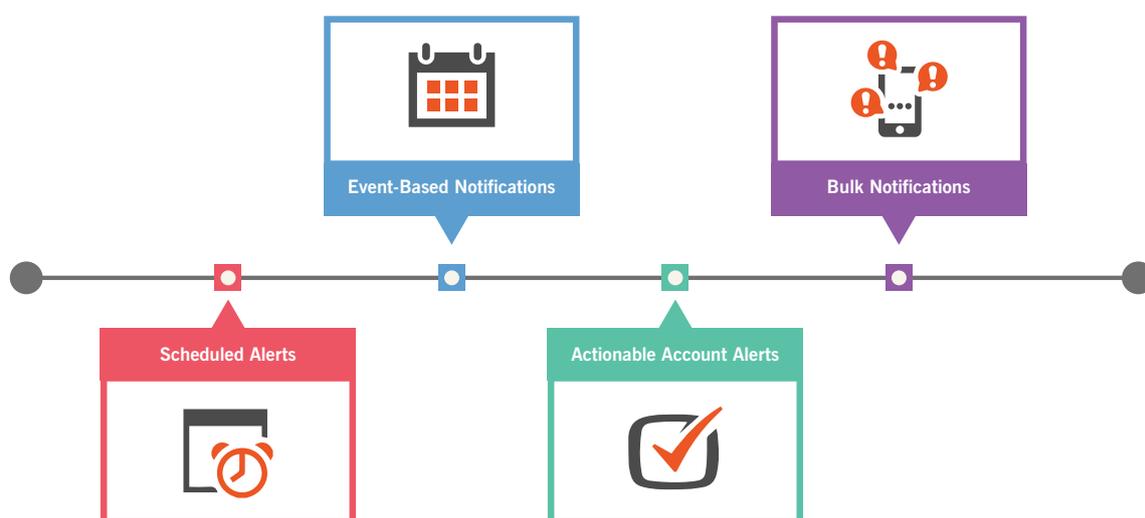
Types of Alerts and Notifications

Scheduled Alerts

UniServe™ Notify allows scheduling notifications on a regular basis (daily, weekly, monthly) as defined by the user through business rule configuration. This includes festival greetings, birthdays, anniversaries etc.

Event-Based Notifications

UniServe™ Notify notifies end users of a specific event, such as bill presentment or irregular activity that might be indicative of any major event, transaction or fraud etc.



Actionable Account Alerts

UniServe™ Notify allows end users to set thresholds to trigger an alert, take immediate action based on the alert notification received.

Bulk Notifications

TSPs can send bulk messages (Batch Processing) to a large customer base informing about highly personalized promotions, updates, changes as well as news, events etc.

How TSPs can leverage

UniServe™ Notify framework is capable of scaling to address mission critical messaging and alert delivery needs of the TSPs. Businesses have the option of using the applications provided as part of the framework to receive the alerts. This communication hub has been designed to enable existing applications to plug-in and broadcast alert messages to all stakeholders to make them fully aware of critical events at all times. The alerts can be configured based on predefined rules with an independent rule engine bearing in mind about mobile and desktop system security and interoperability. UniServe™ Notify framework can be integrated with any legacy system to send alerts on trigger and events.

Business benefits

Self-service facility will empower customers on all the services being used. Additionally, subscription based alerts will ensure that the customer receives only the requested information through preferred channel/device of communication in real time. UniServe™ Notify facilitates TSPs in



Increasing Revenue

- Increases revenue with better brand loyalty
- Effective marketing and promotions
- Increases sales through cross sell & up sell with embedded messages
- Better customer awareness leads to increased volumes in business

Decreasing Cost

- Reduces operating expenses such as IVR and direct mail costs
- Reduces costs of call centers, thus lesser number of agents required
- Reduces inbound calls means lesser hardware infrastructure & lesser number of leased lines
- Reduces high cost of overstaffing and overtime

Faster ROI

- Better / Easier ROI by faster revenue realization
- Consolidation across lines of business results in Higher volumes
- Decreases messaging costs due to high volume discount
- Replaces multiple redundant alerts & notification systems with a single unified hub

Better Productivity

- Assigns incidents without human intervention
- Resolves incidents faster by removal of human error, inaccurate call-process, manual escalation and real time management
- Guarantees delivery of critical alerts to the right personnel
- Alerts across all lines of businesses
- Integrates human decisions into automated workflows
- Ensures compliance with better communication via timely alerts
- Proactive and positive in Organizations' communication strategies

07 CONCLUSION



In order to minimize customer attrition in increasingly competitive marketplace, Telcos must notify their customers with relevant alerts. A centralized alert notification system utilizes customers' preferred channel to communicate relevant information at the right time. This enables effective communication between customers and enterprises resulting in better customer engagement. For the businesses, this reduces total cost of operations, leading to positive business outcomes and better ROI.

About Intense Technologies

Intense Technologies Limited is a global enterprise software products company, headquartered in **India** with a strong and emerging presence in **USA, LATAM, EMEA and APAC**. Our enterprise software products are used globally by Fortune 500s for digitalization of customer experience lifecycle resulting in greater customer centricity and reduced operational expenses.

We have a strong track record of deploying our highly scalable product suite to Banking & Financial services, Insurance, Government, Utilities, Manufacturing and Telecommunication enterprises. We serve customers in **30 countries across 4 continents**, with a 70% market share in Telecom in India