

Our intensity.
Your agility.

Digital Customer Engagement for greater experience & loyalty

In10s⁷

UniServe[™]
NX

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Digitalize your customer-centric processes

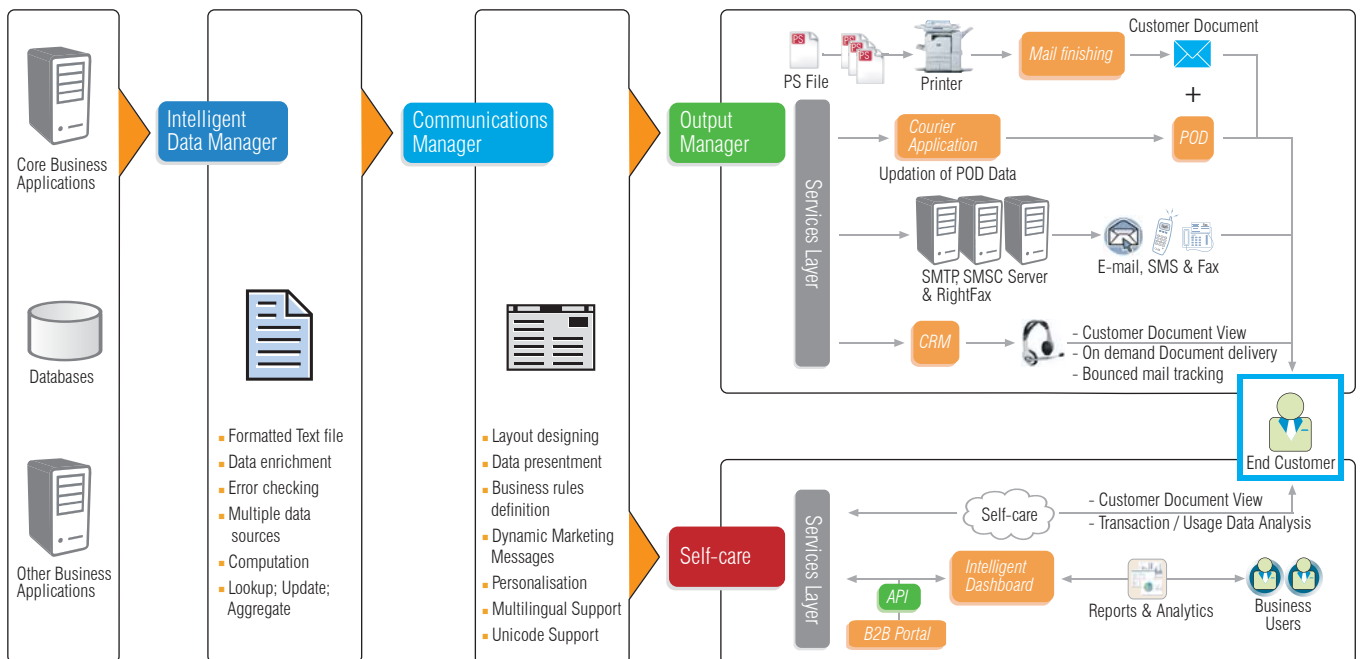
In this global digital world, service providers should transform their customer centric processes to remain competitive. Highly interactive, personalized and consistent communication across multiple channels is the key for enhanced customer experience.

UniServe™ NXT platform based customer engagement and information management solution enables digitalization of Omni-channel customer experience. The solution empowers you to send interactive Omni-channel communications delivering the benefits of enhanced brand image and reduced customer support costs.

Customer Communications with UniServe™ NXT

Intense's customer communications management suite, UniServe™ NXT enables businesses to achieve customer centricity with minimal carbon footprint on the environment. Enterprises with large customer base can intelligently manage their customer-facing revenue generating documents – bills, statements, premium receipts, invoices, etc. – without committing investments on every business process.

Enterprises whose business processes are challenged by high-volume transactions, geographically spread customers, UniServe™ NXT is the best-fit solution since it unifies processes, systems, aligns stakeholder objectives, and enables a compelling ROI. The solution's GUI-driven design, multi-modal delivery capabilities, enables end users to consolidate, personalize and enrich customer documents like bills, statements, invoices, premium receipts, etc.



Optimized processes for operational excellence

Administering effective customer communications starts with the ability to gather customer data from across the enterprise – lines of business, product/service lines, purchase and consumption history etc.

UniServe™ NXT's Intelligent Data Manager is a single module with the capability to extract data from disparate data sources – core business applications, databases, spreadsheets, look-up tables etc. The extraction engine handles a variety of data types like service consumption, customer demographics, lines of business, geographical locations, dates etc. and transforms them into ready input for preparing the customer-facing document.

Business processes not only depend on less number of applications, but also consume resources less.

- Eliminate investments on multiple applications thereby saving on cash and resources
- Optimize on processing power and minimize on emission
- Achieve reduced cycles times due to unified business processes
- Robust SOA architecture to eliminate time and resources on reengineering and downtime

Rich, personalized and ROI-driven communications

The communications manager brings the richness of design, formatting and layout capabilities to the customer-facing documents. Powered by intelligent GUI functionalities, the communication manager enables end-users to customize and design document templates without relying on other proprietary applications. The module works on the qualitative aspects of the data by way of enabling business rules during the process of document creation. Data from the core applications can also be represented in graphical form – Pie, Line and Bar Charts – to give rich communications experience to customers.

A unique feature of the design functionality is the ability to create document as a combination of 'Layers', which can be individually 'switched on or off' based on the quality of the data. Users can choose from an array of design templates to match customer profiles, transactions or events. A comprehensive multilingual dictionary enables enterprises to personalize and publish customer communications in local languages.

Enterprises can enable their marketing teams to leverage the real estate to cross-sell and up-sell their service/product lines to targeted customers.

Based on the business rules, the communication manager automatically performs actions for different distribution channels – PDF documents for email, database for web presentment, hosting and self-care, prints for postage, metadata for mobile text messaging, update CRM systems to handle customer queries etc.

- Administer rich design functionality on customer-facing documents
- Enable electronic documents and save costs on paper and printing
- Reduce costs of customer communications by up to 50%
- Improve marketing effectiveness by leveraging document real estate

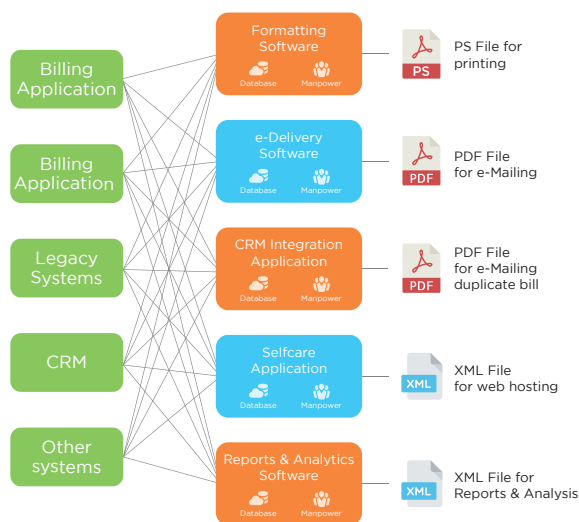
Consistent brand experience through multichannel delivery

Delivery of communications is a critical phase since it has a direct impact on revenue realization and maximization. UniServe™ NXT's Output Manager enables automated distribution of processed documents through multiple channels - e-mail, Fax, mobile texts (SMS), white mail etc. Users can also track the delivery of communications across the channels by way of POD data to ensure predictability of demand and revenue. The Output Manager also features several APIs to enable integration with enterprise applications like CRM. This feature empowers contact centers with ready access to historical data and reports, facilitating effective customer query resolution.

The Output Manager is a highly configurable module to consolidate all customer-facing communications spread across lines of business. This enables enterprises to save costs on creating multiple customer communications processes and its associated resources. Since the Output Manager stems from a single data manager which unifies all data sources, enterprises can deliver consistent brand experience to customers across all channels.

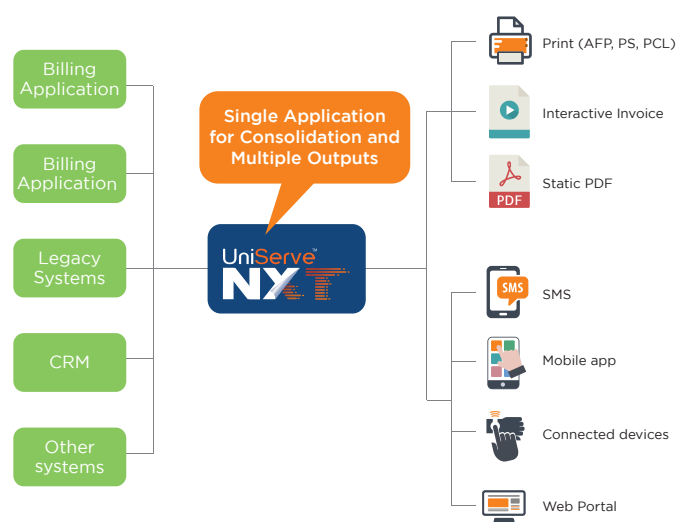
- Improved customer experience by of consistent brand experience across all communication channels
- Avoid storage and distribution costs of historical data
- Transform mandatory documents into marketing assets

Before Customer Communication Management



Multiple applications for customer communications

After Customer Communication Management



Single application for customer communications

On-demand customer documents

Large customer bases have a constant dependency on contact centers and customer service departments. The Self-care portal dynamically creates documents as per the customer’s request, and also lets them raise queries online.

This module also renders transaction/consumption information in graphical formats – bar, line, pie charts etc. Business leaders can also generate ad hoc reports on customer queries to gain insights on process bottlenecks and monitor CSR performance.

- Web presentment of customer documents and ability to perform analytics on spending and usage pattern
- CRM Integration to enable generation and distribution of duplicate documents
- Faster and effective customer service without TAT issues

Benefits



Enabled continuous printing process to optimize on processes and resources



Features like bill designer, duplex printing, table object and dynamic sectioning, have enabled reduction in 30% to 40% of the printing and stationery costs



Taking billing experience to the next level of customer satisfaction

For more details



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