



Our intensity.
Your agility.

UniServe™ NXT platform
based centralized alerts and
notifications hub for enhanced
customer engagement

In10s⁷

UniServe™
NXT

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Keep your customers informed at all times

In today's digital world, customers have heightened their expectations in terms of control over telecom usage. Further, with customers switching over to other service providers to get the best experience, the service providers need to proactively address customer queries/requests.

Empowering your internal stakeholders like partners, CSRs and account managers with alerts and notifications of important activities will help in streamlining the process and improving productivity.



Current complexity of multiple alerts & notification systems

Jumpstart your alerts strategy



Centralized alerts & notification system with UniServe™ NXT platform

UniServe™ NXT platform based centralized alerts and notifications solution is a powerful, unified, two-way communication hub, designed to help organizations communicate more rapidly and effectively. This hub enables real-time alerts/notifications, to all your stakeholders, based on specific events and user preference.

Built on world class agile delivery methodology that ensures the right message is delivered to the right person through the right communication channel at the right time. It can seamlessly integrate with any enterprise legacy application that is required to support alerts and notifications.

Enable your customers across lines of businesses (LOBs) to receive communication across any device, in any preferred language, and with an option to opt-in or out for a particular LOB.

Types of Alerts and Notifications



Scheduled alerts – allows scheduling notifications on a regular basis (daily, weekly, monthly) as defined by the user through business rule configuration. Example -festival greetings, birthdays, anniversaries etc.

Event-based Notifications – 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. Example – bill due dates, data consumption etc.

Actionable account alerts – allows end users to set thresholds to trigger an alert, take immediate action based on the alert notification received

Bulk notifications – allows bulk messages (batch processing) to be sent to a large customer base informing about highly personalized promotions / updates / news / events etc.

One-to-one Personalized Marketing Message Across Channels – s end one-to-one personalized message streams to invoke an emotional response that drives customer to take action.

Key Functionalities



Processes inbound messages from external users to schedule alerts & notifications

Portal for all stakeholders to manage alerts & notifications



Web based GUI template management system for faster change management by any business user

Business user logs are maintained for complete information on user activity for security



Event based auditing can be configured for various types of pre-defined events

Centralized reports management for customized/ad-hoc reports of alerts/notifications



Secure communication with compliance to all business rules

Personalized and Omni-channel alerts & notifications (Email, IVR, SMS, SIP-IM, HTTP & JMS) across all LOB's



Business benefits

Increase Revenues

- Up-sell and cross-sell opportunities through personalized marketing messages through preferred channel of communication
 - Awareness of leads through measurement of campaigns
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Decrease Costs

- Reduces operating expenses such as IVR and direct mail costs.
 - Fewer calls to CRM reduce the number of customer service executives, hardware infrastructure, and lease lines.
 - Replacement of multiple redundant alerts & notification systems with single unified hub.
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Better Productivity

- 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 across all lines of businesses
- Integration of human decisions into automated work flows
- Ensures compliance with better communication via timely alerts
- Proactive and positive in organizations' communication strategies

For more details



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