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The edge & the advantage

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UniServe™ NXT platform based B2B customer experience management solution enables enterprises to exponentially enhance customer experience of their enterprise customers and improve loyalty.

Sl. No.	Business Requirement	Advantage to Enterprise customers	Business benefits to enterprise
01	Budget allocation tool to have greater control over expenditure across the enterprise	Allows enterprises to define budgets for every cost center across geographies and ability to set alerts for exceptions. Enterprises have greater control on expenses.	Greater customer experience and insights to spend patterns of enterprise customers
02	Intelligent Data Management (Cleanse, compute, validate, verify and consolidate) bill information from legacy applications. XML will act as single point of truth for generating reports	Flexibility for enterprises to analyze data (drill down analysis, ad-hoc reports, trend analysis etc.) to gain valuable insights into expenditure pattern	Enterprise's can analyze spend patterns and generate BI reports and tailor services that will best suit enterprise customers' needs
03	Bill view and payment through the portal- Invoice management	Enterprises can assign permissions to various users to view, analyze and pay pertinent bills. Greater transparency and control.	Faster revenue realization as payments can be decentralized.
04	Consolidated view of entire relationship	Enterprises can view consolidation of bills and statements across departments and geographies to suit enterprise needs.	Reduction in customer communication costs and they can eliminate physical delivery of bills and statements.
05	Service management	Quick and effective way for enterprises to register complaints, give feedback and request new services. Trouble ticket status can be tracked through the portal. Ability to chat with service executives for instant responses.	Cost effective to receive complaints and feedback through the portal. Enables adherence to SLAs
06	Dashboard, reports and analytics	Authorized personnel across the enterprise can view pertinent information and reports in graphical formats on personalized dashboards. Making information available on the click and ability perform drilldown and comparative analysis, sort transaction data with various parameters.	Enhance customer experience.
07	Web portal in a PDF	Facilitates generation of interactive PDFs of transaction statements that can be e-mailed to customers. Interactive PDF offers the following functionality: <ul style="list-style-type: none"> • View transaction details in graphical formats • Pay through the PDF • Analyze transaction patterns • Register complaints and feedback • Request new services 	Greater customer engagement through e-mail as entire self service functionality is embedded in it.

UniServe™ NXT Architecture:

Sl. No.	Functionality	Advantage to Enterprise customers	Business benefits to enterprise
01	Semantic grid computing	<ol style="list-style-type: none"> 1. Grid computing is cluster processing over heterogeneous systems. 2. Semantic grid computing ensures intelligent updation of components and functionalities in contrast to Grid computing which cluster processes over heterogeneous systems 3. Based on voluminous processing requirements, the application architecture seamlessly scales vertically and horizontally. 	<ul style="list-style-type: none"> • Horizontal and vertical scalability as per business requirements.
02	Multi-Processing Template	<ol style="list-style-type: none"> 1. Ensures optimal usage of available hardware resources for optimal throughput. 2. Prioritizes the work load over processors. 	<ul style="list-style-type: none"> • Optimal utilization of hardware • Faster processing time
03	Grid Monitoring	<ol style="list-style-type: none"> 1. Remote monitoring of all application processing clients over the network 2. Reduces individual checks of each system 	<ul style="list-style-type: none"> • Increased operational efficiency
04	Business Rule Engine	<ol style="list-style-type: none"> 1. Governs various tasks at various stages of processes through a web based GUI Interface. 2. Using the Rules Engine, the Suite can be customized for assigning conditions to processes during runtime. 3. Conditions can be set on various data variables basis the dynamic business requirements determining the final composition and content of all customer communications. 	<ul style="list-style-type: none"> • Personalized and Targeted Marketing Messages driven by configurable business rules. • Eliminates IT intervention
05	e-Forms	<ol style="list-style-type: none"> 1. Provides users with a GUI with easy to use drawing tools like checkbox, combo box, line edit, list box, push button, radio button, etc. to design e-Forms. 2. These electronic forms can be attached to a workflow for approval, and can be published onto the self-care via integration. 3. The E-Forms can also be custom designed to be part of the communications sent to the end customers. E.g. capture of feedback and Survey, Capture of Query, Complaint or Request. 	<ul style="list-style-type: none"> • Easier to amass voluminous data. • Collection of survey, complaints, requests & customer queries made simple as the e-form can be sent along with communications.

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06	Alert Manager	<ol style="list-style-type: none"> 1. Configure alerts on events captured in the source database. 2. Alert templates can be created and mapped to the relevant events, triggering near real-time alerts across email and SMS channels. 	<ul style="list-style-type: none"> • Operational excellence • Customer satisfaction
07	User Manager	<ol style="list-style-type: none"> 1. Comprehensive user manager to create and manage user profiles, roles and departments 2. Module permission templates to be assigned to individual users or roles 	<ul style="list-style-type: none"> • Operational excellence and application security
08	Admin	Central web based admin console to manage application and environment processes and resources	<ul style="list-style-type: none"> • Operational excellence

The above detailed features and advantages help in ushering higher operational efficiency and greater customer satisfaction in the most cost effective way when compared against its competition.