

Case Study  
UniServe™ NXT | CCM Solution

Our intensity.  
Your agility.



**Improve CX  
and optimize expense  
with CCM solution  
hosted on cloud**

In10s<sup>7</sup>

[www.in10stech.com](http://www.in10stech.com)

# The Objective

**Their main objective was to ensure personalized, consistent and contextual communication through multiple channels to all their customers. Their existing solution needed to be replaced and outsourced as a managed service due to operational inefficiencies and its incapability to host on cloud completely.**

**One of the pioneers and world leaders in mobile satellite communications, has been powering global connectivity for four decades implements our CCM solution to enhance customer experience. They provide governments, commercial enterprises and humanitarian organizations with mission-critical voice and high-speed data communications on land, at sea and in the air.**

## Challenges

- Lack of a single platform to send out interactive customer communications across multiple channels.
- Since the CCM solution was not hosted on cloud it increased operational expenses.
- No consistency in branding across channels since multiple systems are used for sending out communications through various channels leading to lower CX
- Several manual processes were employed which was tedious and time consuming
- Low scope for personalization and clarity in statements.



## UniServe™ NXT at work

When the enterprise implemented UniServe™ NXT platform based CCM solution by hosting it on AWS as a hybrid cloud implementation, it enabled digitalization of customer experience. The solution sent interactive Omni-channel communications through multiple channels delivering the benefits of enhanced brand image and reduced customer support costs.

- A managed services implementation was hosted on AWS private cloud infrastructure
- Solution was hosted on AWS with containerization that helps configure the required communications.
- The deployment on cloud uses automated servers that manages changes and updates easily
- Application deployment over the containers in AWS cloud ensured data security and privacy through AWS WAF services.
- Automated the production of: Invoices, Reports, Credit Notes, CDR's and Late Payment statements
- Provided a secure, reliable and scalable framework with optimum performance
- Delivered online hosting of data to internal and external stakeholders
- Total automation of the entire process of reconciliation, Reporting and Alerts resulted in effective Operations Management
- Able to manage the services of AWS infrastructure and billing operations.

## Benefits

Building an agile communications strategy with UniServe™ NXT resulted in rich, interactive experiences across devices and consistent brand experience to customers across all channels. Interactive videos became a vital factor in enhancing overall customer experience.

- The entire project was live within 8- 12 months of the implementation.
- Being hosted on AWS with containerization ensured faster deployment and easy change management
- Solution deployed on cloud reduced operational expenses drastically.
- Improved efficiency through using fewer resources.
- The detailed invoice information was available on the portal, which could be accessed anytime through any device.
- Internal stakeholders could review communication templates to enable enhanced brand image.
- Improved revenue assurance due to end-to-end reconciliation from Invoice generation to invoice delivery



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