

Case Study  
UniServe™ NXT | Engagement Hub



# Improve the efficiency and agility of communications with a centralized and automated alerts and notifications solution

The Telecom Service Provider (TSP) is a leading telecom company in India with around 400 million customers. The TSP aimed to establish high standards of customer experience by providing consistent, personalized and interactive communications. From Onboarding, sending notifications of usage, billing information, to tracking of service requests, all communications were centralized through a single solution, the Engagement Hub built on UniServe™ NXT platform.

The solution helped the **TSP** send almost **500 million** notifications in a day and **10,000 transactions** per second.

# The Objective

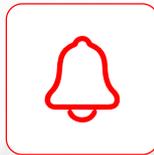
To generate notifications and alerts across business verticals which includes, pre-paid, post-paid, enterprise customers, payment bank account holders and small enterprises.

To send timely communications to customers at their different Onboarding stages, for Usage, Recharge, Bill Generation, Bill Dispatch, Transactions and Different kinds of promotion.

## Business Challenges



To replace their in-house existing notifications system to an enterprise level agile solution that can handle large amount of incoming customer requests



Absence of a unified notification hub that connects to all their existing enterprise applications and responds to any customer related event triggers



Communications inconsistency in responding to customer queries/requests/event triggers through SMS, e-mail and inter-application communication



The increased concern over secured channels to send communications



Need for proactive engagement with customers regarding telecom spend



A clear communication tracking mechanism was needed

# UniServe™ NXT at work

## The Platform Advantage

UniServe™ NXT platform based centralized alerts and notifications solution enables real-time alerts/notifications, to all stakeholders, based on specific events and user preference.

The Digital engagement solution built on UniServe™ NXT platform enabled the service provider maintain continuous engagement with their customers, resulting in improved brand image, increased loyalty, and reduced customer service costs.



## Scope and Key functionalities

- Compatibility with all type of queues
- Events/Requests from the respective applications come to the event buckets through the listeners for sending messages along with relevant information
- For the requests coming from File, the Notification Engine picks-up data from the configured file
- JMS Server and the SMSC Server distribute the messages to available Notification Engine Listeners
- The requests can be transactional or promotional
- On receipt of requests from the apps. the events/requests are processed through respective templates (SMS, Email, Social and others)
- The Notification Engine Servers pick-up the events from the respective Event Bucket and process the requests according to the template matched to them
- The Business Intelligence tools helps extract data for data transformation
- All inbound messages are processed 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
- Secured communication with compliance to all business rules
- Personalized and Omni-channel alerts & notifications (Email, SMS, & Print) across all LOB's



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



## Unified Platform

- Built on UniServe™ NXT platform, the Customer Engagement Hub connects to all the existing customer response applications to provide a unified platform, proactively responding to customer's telecom usage and requests/queries.
- This form of communication provided a relevant channel for the TSP to send marketing messages along with customer required communication to up-sell.
- Proactive alerts will give control of telecom expenses to the customer thereby enhancing experience, improving loyalty, and brand value.



## Template management for faster go to market GUI based template management system

with automated workflow reduced the dependency on IT to generate new templates, replaced various applications used for template management, and saved time on go to market new marketing campaigns.



## Multi-channel two-way communication

- The hub responds to inbound requests from customers and sends responses through SMS, Flash SMS, Email, and inter-application messages
- Multi-lingual communications can be sent to increase customer engagement
- Secured channels are used to send communications to a customer

## Integrating with Alerts and Alarms for timely action if it exceeds expected response time

Single **GUI** for multiple instances deployed across different environments helped process **500 million** transactions

### Benefits



Sent **950000 Million** notifications/alerts in FY 2019-20 for the mobile pre-paid



Sent **200 Million** notifications / alerts in FY 2019-20 for post-paid customers and **2.5 Million** notifications for enterprise customer



Number of triggered based notifications/alerts sent **50000 Million** (pre-paid), **150 Million** - (post-paid) and 2.5 Million (enterprise customer)



Number of scheduled notifications / alerts sent- **900000 Million** (pre-paid), **300 Million** (post-paid)



Volume of SMS delivered in the last year **672000 Million** (pre-paid) / **375 Million** (post-paid) / 1.25 Million (enterprise customer)



The volumes of Email delivered in the last year **288000 Million** (pre-paid) / **75 Million** (post-paid) / **1.25 Million** (enterprise customer)



Reduced the **TAT** for processing and delivery of notifications and alerts considerably (approx. 4 to 9 hours)



**In10s**

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