

Our intensity.  
Your agility.

# Digital Transformation in the Telecom Industry

UniServe™  
**NY** 

In10s<sup>7</sup>

**Longevity in this business is about being able to reinvent yourself or invent the future.**

-Satya Nadella

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According to a report by Seagate, two-thirds of global CEOs will start focusing on digital strategies to improve customer experience by the end of 2019.

A report by Smart Insights, says that 34% of TSP's have already undergone a digital transformation.



Reshaping the way

# TSP'S WORK

It is currently  
estimated that

**we're generating**

**2.5** quintillion

bytes of data

**EVERYDAY!**

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Industry experts suggest that IoT, virtualization and AI will continue to have a huge influence on the telecommunications industry.

AI will allow telecoms to be predictive thus empowering TSP's to lower costs, make better decisions, increase customer lifetime value and enhance customer experience.

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## Big Data Analytics

Integrating AI technologies with data analytics will help TSP's get insights from the data and monetize it.

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## Chatbots

with chatbots telecoms optimize costs by simply providing the right information without human intervention.

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## AI analytics for enhanced CX

Using AI analytics, TSP's deliver personalized campaigns to customers at the right time, based on their own preferences and history resulting in enhanced customer journey, customer interactions, and improved CX.

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Being customer-centric is not a choice anymore; it is a must for telecom service providers to survive. The question however is how fast can you get there? This determines your competitive advantage.

The journey of being customer-centric should start from understanding the customer and then aligning your organisation around the customer's expectations, convenience, whims and fancies.

Easier said than done!

## Your customer is your world - what are his expectations and your challenges to meet them

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Businesses which are segmented into silos are optimised to perform isolated functions well. By design, these firms are incapable of cooperating across departments to create seamless experiences responsive to customers' needs. For example, telecom service providers often divide different product lines (mobile, broadband, fixed line, DTH) into SBUs that make more sense from the manageability aspect instead of they trying to figure out which mobile and broadband scheme if taken together will address the customer needs.

**Our platform, UniServe™NXT is designed to dig deep into the data and analyse customer information that can help you gain insights on building competitive differentiators throughout the customer experience lifecycle.**

The prime objective of the platform is to enable the streamlining of business and information processes by providing a Rapid Enterprise Application Production platform that gives the freedom to create, manage, scale and evolve rapidly and dynamically in this disruptive tech age.

We help you overcome business silos by unifying technology landscape across different units, build closer relations with partner ecosystem and comply with regulatory constraints while engaging with customers.



## How UniServe™ NXT helps you to

Create new business models that influence customer lifestyle

Analyse customer data in silos, real-time to know them better

Shift control of interactions to your customers

Transform every interaction to be digital and fast to value your customers' time

Consistent omni-channel communication

### New business models that influence customer lifestyle

Adjust business models to the new reality of IoT. Partner with healthcare, utilities, government, etc to help customers leverage the power of connected devices. Service providers do not need to build the devices or the applications; they need to construct the ecosystems, engage partners, bundle the applications, protect the users and broker the data.

UniServe™ NXT helps in creating and publishing APIs, and can also use published APIs from other vendors to create a functional application or easily configure and integrate with disjointed systems or other solutions. In short, it helps in the transfer of data by creating a connection between systems.

#### For Example

- With a complete picture and full overview of the traffic network, the staff in the central control room can arrange and guide emergency vehicles to drive through jammed streets to reach the destination as soon as possible, coordinating with traffic police and hospitals.
- Provide senior citizens with the ability to use non-intrusive monitoring to remain living in the comfort of home. The myriad of M2M signals from an array of devices in the home are used to determine the status of the patient.
- Connecting the Smart City Home to the Grid demonstrated the integration points and digital handshakes necessary to scale and connect energy producers, utility providers, grid operations, service providers and vendors with customers.
- UniServe™ NXT can enable airports to use monitoring technology to map passenger journeys in real time in order to ultimately guarantee a 20-minute check-in-door-to-gate.



## Analyse customer data in silos, real-time to know them better

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- **Interaction history:** Did the customer visit the online store before he walked into the POS? What has been his trouble ticketing experience in the last 6 months before he receives details of a new plan ?
- **Channel preferences:** How does he like to receive information and which channels does he use to reach out to the service provider? For example, customer might like to receive an e-mail of personalised promotional offers and call customer care for resolving issues.
- **Social Behavior:** Does he follow your social channels? What reviews and recommendations does he make online about the brand?
- Data Virtualization capability of UniServe™ NXT leverages such information present across many disjoint systems. It also simplifies complex Data Management activities and provides access to multiple data packages easily.
- Empowering internal stakeholders with this information at the right time is the key to make the customer feel special.

### Hyper-personalised campaigns based on customer persona:

Does the customer have a unique ID that recognises him across all lines of business and all departments?

Do you have intelligence on his interaction patterns ?

Do you empower him with analytics that enables him to comprehend his spend ?

Do we analyse his spend and demographic information for designing targeted campaigns?

These are all important elements that we have to take into account to gain useful insights.

## Shift control of interactions to your customers:

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- He uses different channels and mediums both physical and digital for his interactions and expects it to be seamless. A fundamental tenet of effortless service is to be able to start a service interaction on one channel and continue it on another, without needing to restart the conversation or repeat any information that has already been communicated. Switching between physical and digital channels has to be seamless.

## USE CASE ON 360 DEGREE VIEW OF THE CUSTOMER

### Before UniServe™ NXT

Sara tried but couldn't upgrade her call plan

Agent is clueless about the purpose and ID of the caller or the switch of channels

Hello ! With whom do I have the pleasure of speaking ?

Hello! I am Sara calling to upgrade my call plan.

Can I have your mobile number please.

OK, I will upgrade the plan for you but my system is very slow. Hold while I look for that information

Urgh! I already entered it in the first place. Here it is again.....

Customers have to provide the same information multiple times

Agents have to put customers on hold to look for information across multiple systems and screens

OK, but I'm kind of in a hurry.

I found the information but I have to update it. It may take few minutes. May I put you on hold?

Agents have to plod through complex systems to upgrade information

Really? To upgrade my call plan? This is taking too long !

### After UniServe™ NXT

Hello !

Hello! Sara, I have your mobile number and other details. I see you had tried upgrading your call plan..

Would you want me to upgrade it for the same period of time.

Yes, Please

Yes, I couldn't

Done Sara! Your plan has been upgraded.



One platform to integrate the siloed processes or systems. A smooth and easy transition across channels and touch points.

- Virtual agent usage through live chat options on different channels (including interactive statements), usage of social media credentials for accessing self-service and interactive statements, speech self-service and screen sharing are exploding as consumers expect relevant and seamless customer service across channels.
- Robotic Process Automation capabilities of UniServe™ NXT help ensure seamless experience for all the stakeholders. The platform effortlessly automates routine tasks, ensures stability, integrity, and guarantees accuracy throughout the lifecycle of the automated process.
- Expanding service portfolios with quadplay abilities is eminent trend among service providers to remain competitive, customers expect the flexibility to order bundled services across portfolio through multiple channels.



## Transform every interaction to be digital and fast to value your customers' time

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- Customers cannot fill long forms for multiple services separately and wait for hours for activating service. Despite quad play and various M&A, onboarding has to be compliant with regulations, easy and fast across bundled offers.
- Customer service agents need to have an understanding of all interactions across all channels, ensure that communication channels are not implemented in silos, that the context of inquiry can be passed from one communication channel to another, and that agents have access to a customer's interaction history across channels.

Chat bots reduce manual customer service effort by 50% by offloading voice and non-voice response management to bots. The solution also allows you to automate front and back-end tasks to resolve customer issues.



## Messages that are relevant to a customer's present context will grab attention.

UniServe™ NXT is capable of processing large data and providing insights for data-driven decision making. Through multi-dimensional analytics and a hierarchical data model, enterprises can quickly derive new insights. Such information can be further segmented to categorise customers in a variety of ways – region specific, event specific, demographic specific etc., which in-turn, can be leveraged for targeted campaigns. For example:

- Opt-in campaigns specific to his interests like food coupons, books, etc taking into account time and location he is in. Discount on bill for subscribers travelling in the vicinity of the restaurant during lunch hours
- Helps customers orient themselves in new locations when roaming is active through offers that are relevant and personalised. Multi-country operators can send bundled offers on data usage and targeted offers help improve customer experience while improving revenues
- Their statements are personalised to the type of analytics they usually perform; reflect promotional messages that are based on spend patterns; layouts that are intuitive to individual's needs



# B2B Customer Experience

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Enterprise customers today need greater visibility and control of their communication services and want service providers to partner with them to achieve business growth.

## How UniServe™ NXT helps telecom service providers to enable greater visibility to B2B customers

- Unified portal to view and organise their data with respect to organisational hierarchies and geographies
- Consolidation of billing information from multiple lines of business

- Analytics and reports on usage for insights on spend patterns
- Role-based access and dashboards for comprehending spend

## How UniServe™ NXT helps service providers to enjoy greater control of telecom expenses

- Alerts for payments and threshold limits
- Allocation of budgets and reports on spend vs budget
- Automated order management
- Comprehensive inventory management
- Analytics on best-fit plan
- Raise and track trouble tickets
- SLA management and tracking



UniServe™ NXT helps your teams to work together to achieve this. Let us now look at what each of TSP's internal stakeholders have to do to make it a reality. The internal stakeholders focused here are:

- **CMO**
- **CIO**
- **Network Managers**
- **Billing Operations**





# CMO

In customer-obsessed firms, CMOs are redesigning their processes in line with customers' journeys. Data gathered from multiple sources is converted into business intelligence that can be deployed to tailor customer interactions that are relevant to the customer's expectations.

CMOs will focus on VoC and will increasingly look for new and better ways to gather insights about customer emotion. Predictive analytics helps to deduce how customers feel during an interaction based on customer profiles, events, and unstructured data. This is important to design customer interactions.

UniServe™ NXT provides a federated governance model of IT systems that will give CMOs the independence they need to accomplish their unique missions and the flexibility they need to realign quickly and spontaneously as customers' journeys change.

UniServe™ NXT can help CMOs with the obsession of attracting, understanding and serving today's empowered customers.

## Key customer experience KPIs that impact CMOs :

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**Targeted Advertising Effectiveness Score:** What is the effectiveness of a campaign to the defined audience? To what percentage was it relevant and what percentage responded favourably ?

Telecom service providers are powerhouses of customer information and this can be leveraged to build extensive partner networks to send personalised, contextual promotional offers. This can be initiated after obtaining customer confidence in their data use and security practices.

UniServe™ NXT provides an end to end digital campaign management platform which allows CMOs to analyse data from various customer interactions, history and usage patterns and gain insights to design personalised campaigns, it also helps in executing the campaign by providing interface to launch the campaign through preferred channel, measure the success and alter the campaign based on the results.

The portal for analysing customer data for gaining insights, designing campaigns can be accessed by partners who have been onboarded by telecom service providers.

**Registered Customers -** Used to assess market penetration and relative popularity of each service plan

Analytics on customer interactions will glean out important insights from telco's data and help them personalise communications-based on customer's persona and current context across touch points. This helps CMOs to improve market penetration.

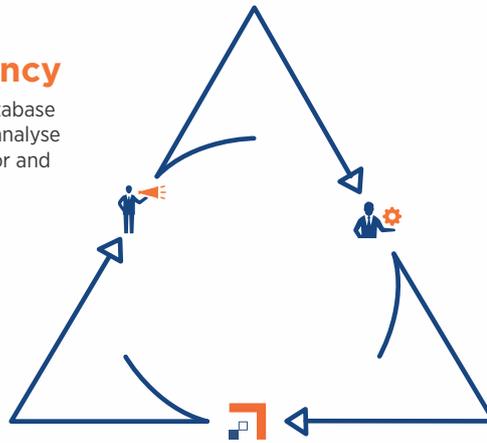
CMOs want an integrated customer engagement platform that will help them in leveraging every opportunity of customer interaction from sending out monthly statements, newsletters, specific campaigns through multiple channels. UniServe™ NXT has built-in campaign management abilities along with comprehensive customer communication capabilities that allows faster and consistent campaign design, execution, measurement, analyse and alter campaigns based on results. This leads to faster time to market.



# Collaborative campaign management with UniServe™ NXT platform

## Advertising agency

- Leverage the customer database of the service provider to analyse dynamic customer behavior and launch campaigns



## Service provider

- Leverage dynamic customer data for new service offering
- Co-brand offers from advertisers to enhance customer experience
- Increased customer loyalty, therefore enhanced ARPU
- Enhanced revenue stream by leveraging customers database
- No investments capital or operations costs for launching the business model
- Faster ROI due to less lead time in launching the service and low costs

## Intense

- Provide technology platform to enable digital marketing in collaboration with the service provider and the advertising agency
- Create and measure targeted, personalised campaigns through digital mediums

## Targeted offers sent in real-time: Used to evaluate the popularity of targeted real-time offers

Platform supports real-time analysis of customer information to comprehend the context and then choose relevant messaging to be sent to the customer. Event triggered communications like sending targeted messages to customers crossing a specific location can be sent through the platform.

**Number of channels over which marketing information is available such as, website, other online media and services** – measures the relative breadth of the service provider's exposure

UniServe™ NXT platform enables telecom service providers to manage all the digital channels through a single platform, resulting in easy and fast change management.

## Social network followers score: Taking into account all your latest campaigns promoted using social channels, number of followers indicate people who are interested in the brand

Promoting brand's social channels through digital mediums and designing campaigns to keep the followers engaged can be achieved through UniServe™ NXT platform.

# Use cases: Pertinent messages through email

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## Customer Profile :

Age : 20-30yrs

Location: Delhi

Dear Subscriber,

ABC Telecom has been the pioneer in wireless telephony service with over 16 years of dedicated services to Mumbaikars. We constantly work providing you with a world-class service in giving you a better network, innovative products and a superior mobile telephony experience.

Please find attached your ebill dated : 23/02/2012 for Rs. 6.00 in Adobe Acrobat 5.0 version (For downloading Acrobat Reader click on <http://www.download.com/3001-2378-10253179>)



You can also pay your ABC Telecom bill online, simply log on to [www.abctelecom.com](http://www.abctelecom.com)

For payment through Credit card opt for Easy pay. [Click here to download Easy Pay form](#)

## Customer Profile :

Age : 30-45yrs

Roaming Charges >25% of  
bill amount

Dear Subscriber,

ABC Telecom has been the pioneer in wireless telephony service with over 15 years of dedicated services to Mumbaikars. We constantly work towards providing you with a world-class service in giving you a better network, innovative products and a superior mobile telephony experience.

Please find attached your eBill dated : 23/02/2012 for Rs.6.00 in Adobe Acrobat 5.0 version. (For downloading Acrobat Reader click on <http://www.download.com/3001-2378-10253179.html>)



You can also pay your ABC Telecom bill online, simply log on to [www.abctelecom.com](http://www.abctelecom.com)

For payment through Credit card opt for Easy pay. [Click here to download Easy Pay form](#)

## Targeted promotional messages

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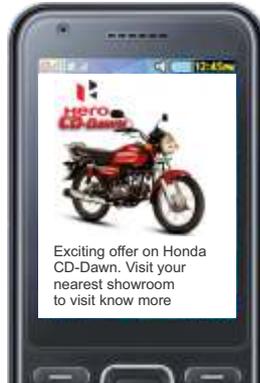


### Profile

Age: 30-40

Income: 3-5 Lakhs

Phone Type: Not  
Smart phone



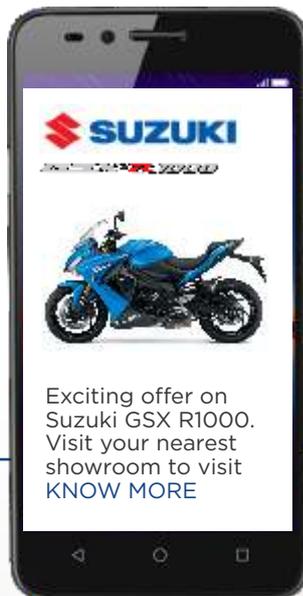
### Profile

Age: 25-35

Gender: Male

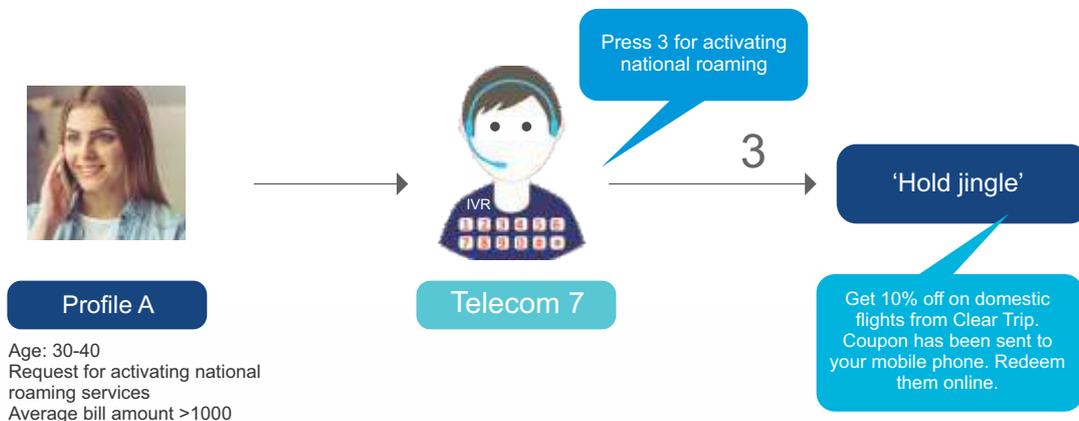
Segment: Up market

Phone Type: iPhone

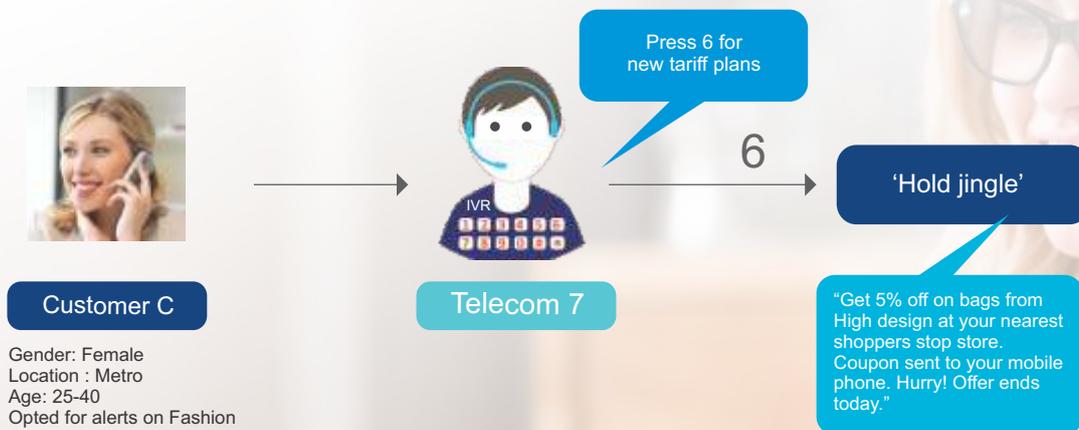


Profile based and relevant promotional offers to optimise reach

# Personalisation through IVR



**Offer/Condition = Services + Spend**



**Offer/Condition = Preferences + Location + Gender**

# How partnerships can be built

## Awareness campaign for NIKE's new store



### Profile

Age: 13-25

Opted for Fashion alerts

Location : Hyderabad



Customer receives an SMS of the new store of Nike. He can view the collection by clicking on the link

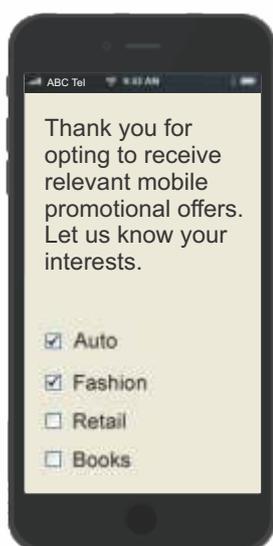


Customer checks the new range at the store on their mobile website

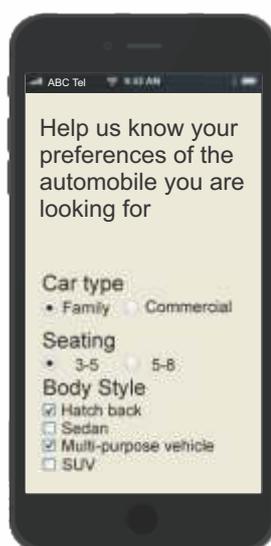


First 20 customers who have accessed the mobile website receive discount message

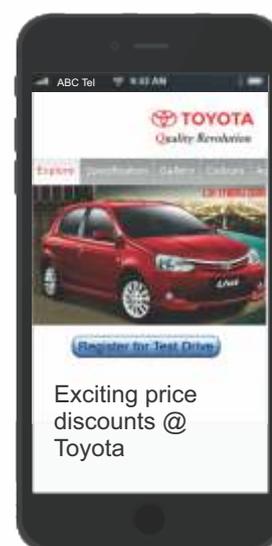
## Survey Campaign by Toyota



Customer receives an SMS to register for Mobile ads and record his interests



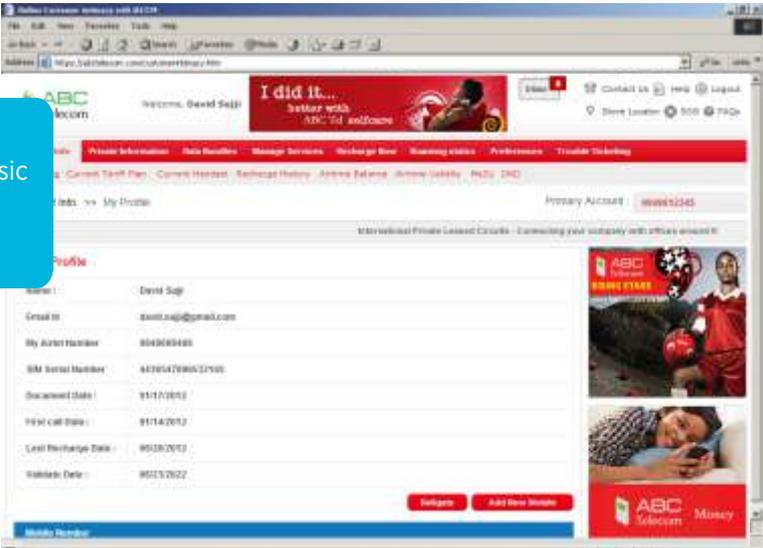
Customers who have selected Auto receive SMSs to record their feature preferences



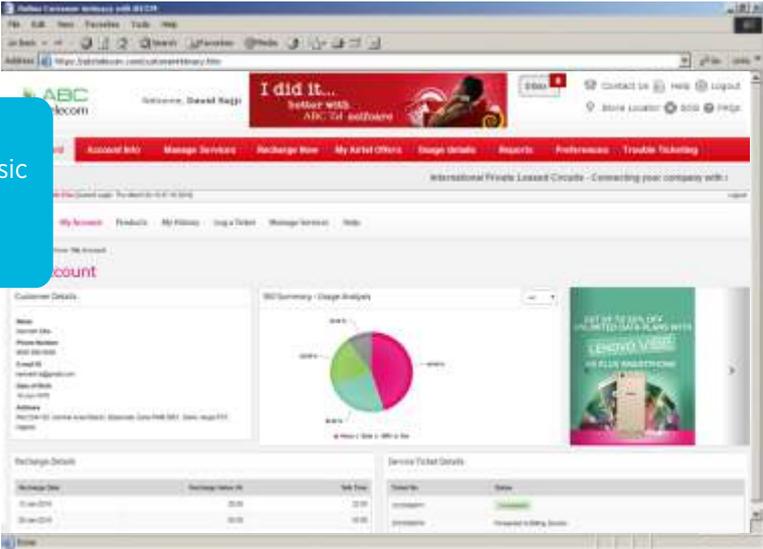
Customers receive an SMS/WAP ad based on preferences. Link to register for test ride is made available

# Relevant messaging : Self-care portal

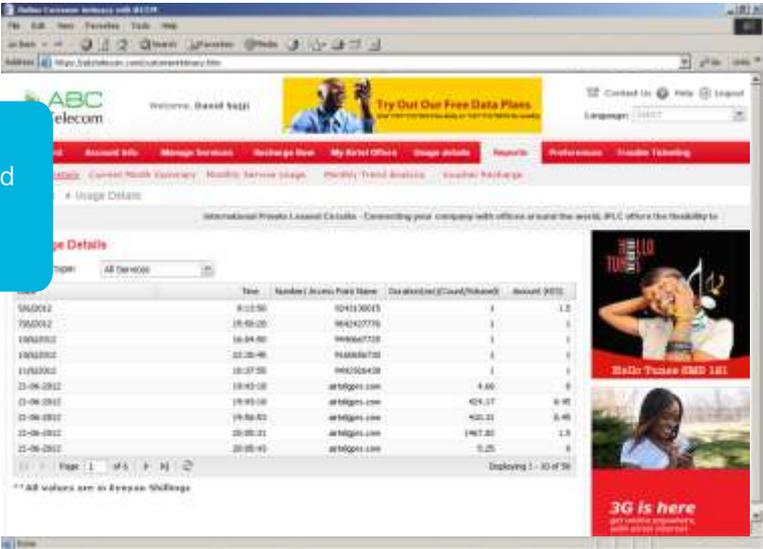
Customer Profiling:  
 If: Age: 20/ Gender: Female/ Bill Plan: Classic  
 Marketing Criteria:  
 Priority : Image 1 or/else Image2



Customer Profiling:  
 If: Age: 30/ Gender: Female/ Bill Plan: Classic  
 Marketing Criteria:  
 Priority : Image 1 or/else Image2



Customer Profiling:  
 If: Age: 35/ Gender: Female/ Bill Plan: Gold  
 Marketing Criteria:  
 Priority : Image 1 or/else Image2





# CIO

CIO's role is now changing from being an enabler of technology to someone who is responsible for transforming technology to suit business requirements. The reality is that 68% of their IT systems are still in mainframes. These systems of record are inflexible to meet the expectations of today's customers. They are hindering customer experience and complicating business processes.

As a leader in the organisation CTOs/CIOs are accountable for transforming their company so that it can take advantage of agile processes. They need to move to an operations approach that supports a dramatically more agile service lifecycle, one that lowers capital and operating expenses and supports continuous service innovation and delivery.

Redesigning their structures, processes, and technology to speed the delivery of differentiated experiences.

CIOs need a platform that enables them to increase agility and reduce the time it takes to develop and deploy any new applications.

**UniServe™ NXT makes it easy and fast to deploy any of customer experience projects without any coding effort.**

Below are important KPIs for CIOs for customer experience projects and how UniServe™ NXT addresses them:

**Lowering time and money for deploying solutions:** Typical projects involve multi-skill set developers ranging from UI designers, programmers, database designers and even architects coming together and working for months and years to develop and build a product according to pre-set requirements or specifications

With UniServe™ NXT you do not need specialised resources (business consultants and domain experts can do it themselves), no need for coding and scripting that consumes time. UniServe™ NXT, a dynamic platform can be used to build and assemble any enterprise application in much the same way as assembling an automobile on an assembly line.

**Seamless integrations with existing ecosystem:** Complex integrations are must for any project to be successful, and it takes a lot of time and effort to generate APIs for multiple applications

UniServe™ NXT provides a UI based application integration that is easy to use and configure integration with data transformation capabilities. Automated APIs that can be integrated by configuration rather than coding is a key differentiator. Multiple protocols support allows API server to enable Machine to Machine and IoT devices, appliances or gadgets. This results in end-to-end real-time automation of business processes enabling enterprises to cater to futuristic needs of businesses in an automated manner.

**Faster UI designing:** Designing UI is another time consuming activity that involves a lot of coding and collaboration of business users to achieve the required user experience

UniServe™ NXT provides a standard-based user interface architecture allowing users to easily create and import rich, intelligent UIs through Z-Forms. Each page of the customer experience applications can be created using Z-Forms that behaves both as reports and data capturing interfaces. UI themes can be imported and used to design as per the branding guidelines and requirements, just by selecting from a palette of available themes and packages and building the application page by page through an easy to use wizard.

**Workflow deployment for greater control:** All projects need a comprehensive workflow engine at the backend to support business rules and automation at every stage of processing. Supporting standards for

creating and executing workflows and writing scripts and codes for supporting complex business rules are elements that consume huge amount of time in any project

The Workflow server of UniServe™ NXT allows the creation of the complex system and business processes using which user can control the flow of a process containing data (documents and forms), roles, and rules including resources at each node of the workflow. Both machine and human activity based nodes are supported for creating an automated system that needs to integrate with other external applications to fetch or update any relevant data. The workflow designer supports BPMN standards that make it easy for any user to design the application process flow.

Comprehensive Data Management capabilities are important for transforming data into useful information that can be consumed by downstream applications. Writing adapters and connectors for this activity involves dependency on highly skilled experts and involves long coding effort

Application Data Management in UniServe™ NXT is handled through a very powerful Intelligent Data Manager (IDM) that is capable of handling big data (volume, variety and velocity) and also allows for a myriad of data transformation functions such as sorting, merging, aggregating, filtering, segregation, mapping, conversion, encoding and decoding of input data. A client

component within IDM called PDM (Process Data Manager) can be spawned into multiple threads within and across the system and ensures that data processing performance is optimised to the limit on the given hardware. So both horizontal and vertical scalability and performance are inbuilt within IDM for optimised throughput.

**Easy and fast change management:** Key elements of a platform that determine how fast a project can be implemented or how much less complex it is for deploying new and existing solutions through the platform? How much of the developed modules can be re-used for faster deployment of new functions? How easy is it for changing and building new solutions on the fly ?

UniServe™NXT built on OSGi defines an architecture for developing and deploying modular applications and libraries which is implemented in each of the components of the platform. Every module is a bundle and bundles are simpler to develop because correctly sized bundles implement a piece of functionality through well-defined interfaces. Bundles can be updated on the fly and services can come and go. The standardised management API makes it very easy to integrate the platform technology in existing and future systems. Bundles can be installed, started, stopped, updated, and uninstalled without bringing down the whole system for enabling dynamic updates.

UniServe™ NXT is designed from the ground to allow the mixing and matching of components. Service registry is a dynamic

registry where bundles can register, get, and listen to services. This dynamic service model allows bundles to find out what capabilities are available on the system and adapt the functionality they can provide. This makes the code more flexible and resilient to changes. The management API provides access to the internal state of a bundle as well as how it is connected to other bundles to increase transparency and debugging easy. The platform can run on a large range of devices: from very small, to small, to mainframes.

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**Network Managers:** Network managers know that they need to be more agile in managing services to enhance customer experience.

## Key KPI's and how



**Service Interruptions:**  
Identifying and resolving  
(Service Type, Network  
Element ID, Start Time)-  
Includes planned and  
unplanned interruptions

Our platform gives a 360 view of customer's network related information and demographic related information by integrating with multi-technology, multi-vendor applications. All your internal stakeholders can have a role-based access to the dashboard of the portal to get the right information at the right time.

**% Availability - Actual:** Used to measure absolute service and network availability (Scheduled Outages are NOT exempt)

UniServe™ NXT helps service providers to analyse the impact and identify customers who are affected and accurately determine the resolution time.

Schedule planned outages to carry-out upgrades or cable/equipment change management activities and to minimise the impact on customers

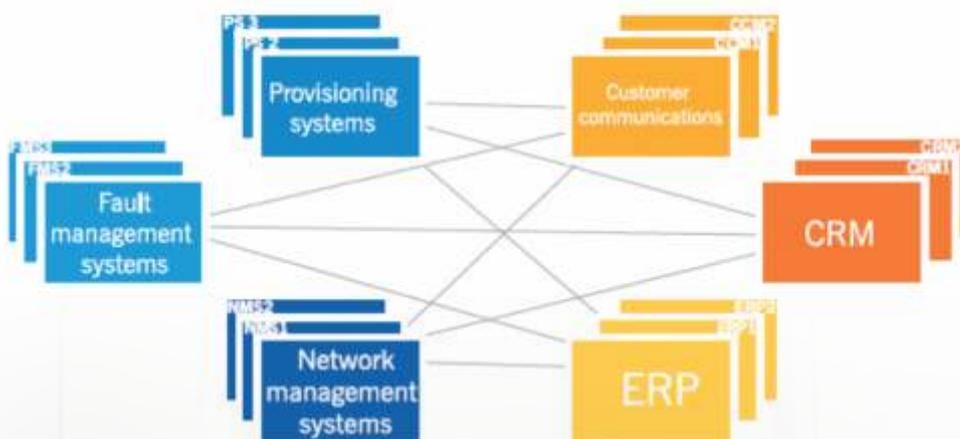
Even if the service interruption is for a shorter span of time, if it keeps repeating, it will impact the customer experience.

UniServe™ NXT generates reports on network status, ticket resolution time, number of services, number of complaints linked to a customer, adhoc reports apart from having a consolidated view of wireless and wired topologies.

The application can be configured for alerts if the minimum minutes between service interruptions lapses a threshold.

## Maintenance notifications sent to enterprise customer

UniServe™ NXT sends alerts and notifications to internal and external stakeholders for every service interruption, planned/unplanned outage, scheduled outage, network excess load /failure etc.



**Telecom ecosystem**



## Billing Operations

They are responsible for delivering consistent omni-channel experience of accessing, viewing, analysing and paying bills to customers. A plethora of digital channels ranging from web self-service, Retail Outlet, Customer Service Center, IVR, USSD, Online Chat (livechat), Email, Smartphone Application, Host Carrier (MVNO) and multiple systems (legacy billing systems) make the process of delivering consistent customer communication a huge challenge.

## Key KPIs and how



## addresses each of them:

### **Bills issued to the customer:**

Used to measure experience of billing function (time, personalisation, preferred channel, accuracy, ability to analyse and pay at convenience)

UniServe™ NXT provides a unified platform for sending personalised, interactive, consistent and consolidated communications through multiple digital channels. This ensures timely statements that are personalised to customer segments and are delivered through preferred channels.

Strong data management capabilities help transform the complex ecosystems of legacy bill applications to unified platform without replacing the existing IT infrastructure. Reduce costs of customer communications and faster change management for consistent omni-channel customer engagement.

### **% Bills Queried: Contacts Successful (Incident Type=Bill Query) / Bills Issued**

UniServe™ NXT helps improve the accuracy of bills by completely automating pre-bill auditing function. This lowers customer disputes.

### **Successful Bill Payments: Used to measure the ease of bill payment**

UniServe™ NXT enables bill presentment to be personalised and the ability to analyse spend pattern through self-service (graphical representations) and interactive statements improves bill comprehension and thus impacts timely payments. Greater comprehension and convenient methods of payments result in greater customer satisfaction.

**Seconds required to pay bill successfully. Measured from the start of an attempt to acknowledgement**

UniServe™ NXT helps telecom service providers to increase channels of bill payment and make payment easy and convenient across channels. Following are the channels that are supported



**Enterprise Customer Response to “The billing statement you receive is clear and easy to understand and meets your requirements”**

## UniServe™ NXT provides a comprehensive B2B Customer Experience platform for addressing the following:

- Different services for the same customer are billed in different billing systems - UniServe™ NXT connects to multiple billing systems and defines business rules for automated consolidation of enterprise customers bills
- Tedious manual processes in providing invoices for enterprise hierarchies – enterprises can create their own hierarchies and define permissions to various roles through the self-service portal
- On-demand generation of split and consolidated bills by enterprise customers- UniServe™ NXT offers this functionality through the self-service portal that can be accessed through multiple devices
- Absence of single platform of communication across various lines of business- UniServe™ NXT connects to billing applications of various lines of business to generate consolidated statements
- Multiple bill formatting and presentment platforms are decommissioned to provide a unified platform for multi-channel communication
- Manual intervention for billing aggregation- UniServe™ NXT eliminates the need for manual bill aggregation
- Accounting applications are not synchronised with billing, resulting in collection issues – UniServe™ NXT connects collections, CRM, self-service and other downstream applications
- High bill disputes: Reduces bill disputes due to clear and consistent bills synchronised to enterprise hierarchies

### % Bill Payment Channels of Competitors Bill Payment Channels

UniServe™ NXT helps service providers to increase payment channels to ensure faster payment realisations. Newer devices of IoT like wearables, etc can also be used to communicate bill alerts.



## UniServe™ NXT transforms your systems of record into systems of engagement in the fastest possible way!

Our platform plays a strategic role for enterprises wanting to transform their customer experience now! The value proposition lies in radically simplifying the present, complex ecosystem of multiple applications operating independently by bringing them to a unified platform. OSS/BSS systems are standardising to eliminate boundaries between technology and processes. Our strength in comprehending data from legacy systems and federating multiple data sources, centralising and integrating it obviates the need to replace them immediately. Enterprises save time and money with this approach and reap the benefits of building competitive advantage.

Our platform helps them to deliver operational efficiency at low cost and empowers them to take a calculated, incremental approach to digital transformation by investing in solutions that will give immediate results and at the same time support long-term vision. Modernisation of existing systems with analytics capabilities empowers every stakeholder within the enterprise to deliver swift customer service. This brings in much-required enterprise agility.

### Contact Us



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