

## DIGITAL CUSTOMER ENGAGEMENT

A crucial strategy for marketers to enhance customer experience





A perfect customer engagement solution revolves around solving major challenges like longer turnaround time, lack of customer insights for personalized campaigns, and unavailability of interactive communications that keep the customers engaged throughout their customer experience lifecycle. These challenges usually force marketers to rethink their CCM strategy from time to time.

Customers expect innovative, intuitive and latest technologies that helps them be engaged. While enterprises have this pressure to meet these customer expectations, they also need to look at ways to increase revenues and reduce costs. Marketers must constantly and continuously use the data crumbs that customers leave behind as they interact with the enterprise to really get to know their customers, to understand their needs and expectations, and then to deliver that personalized and relevant messaging and experience in a way that is authentic and trustworthy

## Why choose us?

Intense's digital customer engagement solution improves customer experience through the personalization and automation of customer communications. Enterprises can send personalized, consolidated, interactive and contextual communications which includes AI based video and interactive bills to their customers through multiple channels



**Intense's digital customer engagement solution has been successfully implemented by leading enterprises in telecom, banking and insurance sectors across the world. Some enterprises have had 300% increase in revenue generated through targeted third party advertisements.**

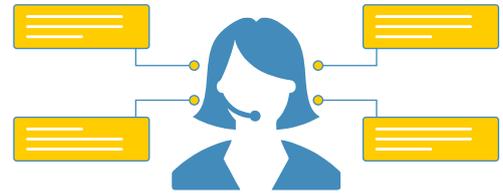


Our customers spread across 45+ countries, use our CCM solutions to design and deliver critical business communications that are hyper personalized and interactive —and drive profitable customer engagement.

# Digital customer engagement with Uniserve™ NXT

## Single view of the customer

Our platform creates a single, unified view of customers across all lines of business. Single view helps marketing in establishing customer identity and launching personalized offers. You can deliver consistent experience throughout customer lifecycle and reduce customer support costs and compliance costs.

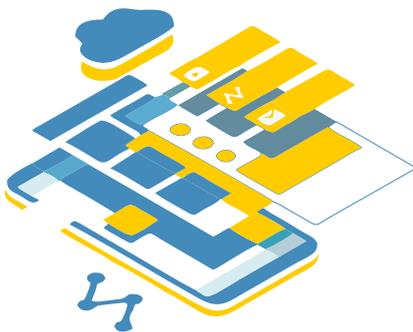


## Interactive, hyper personalized video statements to keep customers engaged

Our platform provides an interactive statement that turns transactional statements into revenue generating opportunities. There are several other features like the statements are password protected statements, space for third party advertisements, view rewards, budget planner and resolve customer issues directly. New channels like interactive videos not only increases customer engagement but also improves customer experience.

## Predict the customer behaviors and prepare strategies

To assess a customer's buying behavior to develop a 360-degree customer view and improve their service.



## Expand cross-sell and upsell

Personalized marketing messages on statements (Print, PDF & I-statements) increases revenues. Personalized statements provide the space for third party advertisements. These ads can be based on the customer demographics and choices, thereby increasing scope to market to targeted audience and generate revenue.

## Faster time to market

Our platform has built-in campaign management abilities along with comprehensive customer communication capabilities that allows faster and consistent campaign design, execution, measurement, analyze and alter campaigns based on results. This leads to faster time to market.



## With Uniserve™ NXT Boost business, reduce costs and improve efficiencies

- Gain insights into customer's data while opening new channels for customer acquisition and servicing
- Gain market share by building profitable business processes using interactive documents and forms
- Create a more satisfying customer experience
- Send more than 500 million communications in a day
- Reduce costs of customer communications by up to 50%
- Reduction in 30% to 40% of the printing and stationery costs
- Deepen brand loyalty
- Higher ROI through more profitable customer relationships
- Better business decisions through increased customer behavior insights
- Increase business agility and flexibility through scalable solutions to meet market demands
- Effectively respond to customer requests

With UniServe™ NXT, marketers can improve omnichannel customer communication to meet the organization's objectives while benefiting their customers and elevating the overall experience for all parties.

At Intense Technologies, we believe in solutions that provide tangible business benefits for every enterprise. To learn more about our customer communications management (CCM) solution and the benefits it can bring to you, please contact us at: [info@in10stech.com](mailto:info@in10stech.com) or +91-40-44558585.



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