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Your agility.

Unlock the power of
Digital First with

UniServe[™]
NX

In10s²

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A **value-driven** approach for Customer Experience Managers

Customer Experience has evolved tremendously. The world is digital, consumers are mobile, and customer engagement is more than sending statements or notifications. It is defined by every single customer interaction that ensures a personalized, consistent experience.

Leading CCM solutions allow enterprises to leverage and create highly personalized, interactive communications across channels including social integration channels such as WhatsApp, twitter, Instagram etc. and integration with Virtual Assistants like Alexa. The measurable benefits of Customer Experience Management efforts are multi-faceted, such as customer satisfaction, loyalty, retention leading to improved NPS and incremental revenue through up-sell and cross-sell.

CX continues to evolve and remain in focus despite the list of challenges that thwart CX initiatives. Typically, some of the challenges Customer experience managers face are

- Understanding new digital technologies such as AI, IoT that are fundamentally reshaping the customer experience.
- Cultural silos that exist within an organisation hinder CX initiatives.
- Organizational and technological silos that don't connect with one another, making it difficult to provide a seamless customer experience.
- Ineffective and incomplete customer journey mapping.
- Articulating the business impact /ROI of CX
- Building trust with customers is a tightrope walk as enterprises adapt to deliver hyper-personalized experiences with all the data without compromising on security
- Increased call centre volumes



This is precisely why new age customer communications management solutions are expanding their scope to include Customer Experience Management as a critical part of the CX journey.



Our **Solution**

UniServe™ NXT platform offers a comprehensive CCM solution leveraging advanced customer journey mapping techniques, using relevant, and highly engaging, personalised messages. Furthermore, the cohesive CCM eco-system is well-defined, making operations more efficient, reducing costs and lowering the risk of non-compliance. All of this while ensuring consistency in messaging and brand image.

What's more, our CCM solution can integrate seamlessly with legacy systems, streamline processes and eliminate operational silos.

Deliver superior business value to CX Managers with CCM solution built on UniServe™ NXT

Improved Net Promoter Score

There are some compelling economics linked to a streamlined customer experience. A well-defined CCM solution like ours facilitates better customer engagement, more up-sell and cross-sell opportunity, improved brand advocacy and reduced costs *(as result of fewer complaints and, reduced acquisition costs.)*

Omni-channel communications

For brands to be successful, it is important to connect to customers in a meaningful way and delight them across the customer journey. Our solution offers an Omni-channel CX which means any time, on any channel – digital, social media, or agent-assisted we help deliver enhanced customer experience through context.

- Use our AI-driven insights to find potential customers, streamline and simplify interactions, so you can deliver seamless service across all customer touch-points.
- With UniServe™ NXT, enterprises enable real-time, interactive communications across channels.
- A centralized communication hub, it helps improve efficiency across channels, delivers a better customer experience and accrues lower maintenance costs.

Interactive videos and chatbots

The Customer communications management solution provides interactive statements with all the features of a web portal and is delivered through an email that is password protected. Customers can update contact details, raise trouble tickets and request other services from the interactive statement.

Personalized interactive videos facilitate real-time mobile (and web) experiences helping customers to engage with content using interactive feedback, select or change preferences and more. Real-time insights into customer's journey via interactive video communications, chatbots/chat communication, social media helps improve CX communication.

- Improve e-adoption rates
- Decrease calls to Customer call center
- Send personalized marketing messages on statements (Print, PDF & I-statements)
- Improve revenues from up-sell and cross-sell
- Reduce churn

With AI, IoT, chatbots, etc., our solution offers significant opportunities to automate and enable better customer experience.

Secured, Seamless frictionless experiences

The CCM solution creates an Omni-channel experience, where customers are offered seamless experiences across multiple touch-points. This allows consolidating data into a single view of the customer, and Hyper-personalised experiences that enable mapping customer journey based on secured data insights.



With UniServe™ NXT, CX managers can reshape customer experience and align the business with the needs and expectations of its customers.”

Looking to transform customer experience?

The answer is UniServe™ NXT!!!

Build Loyalty, Improve Net Promoter Score (NPS), Reduce Churn with UniServe™ NXT and empower your CX agents to have real-time, contextual conversations.

For more information in understanding how our solution helps deliver business value for your customer experience manager, reach out to us at info@in10stech.com / marketing@in10stech.com



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To know more about our solutions, visit www.in10stech.com, call +91 40 44558585 / 27849019 / 27844551 or e-mail info@in10stech.com