

Our intensity.  
Your agility.

Transforming  
**B2B CX**  
a business imperative



Today, smart devices and the Internet of Things (IoT) have changed the way B2B enterprises sell and serve their business customers. Telecoms have reimagined their customer experience (CX) management with focus on building experiences that are not just personalized, but highly relevant.

The Telecom industry has seen a significant growth over the past decade with data and other services increasing exponentially. Enterprise customers are very demanding and telcos have a lot to do to enhance Customer Experience. Neglecting enterprise CX can bring about slower revenue and churn because of disputes. While Telcos see customer convergence, new technologies such as 5G as way to recovery, it is a superior customer experience that will be the key differentiator.



Enterprise customers subscribe to your growing services portfolio; making them happy is your top priority!



No customer is more demanding and valuable than an enterprise customer



Focus on B2B customer experience for increasing top line & bottom line



Customer experience is the NEW competitive battleground



## Building a great CX can be a challenge for Telecoms

- Siloed nature of various functions prevents enterprises from getting a complete view of the customer journey across all touch points.
- Absence of a single customer profile.
- Maintaining brand consistency across customer journeys.
- Demand for split and consolidated bills by enterprise customers.
- Delayed change management and dependency on 3rd party vendors for changes in layouts and personalized messages
- Absence of analytics on enterprise customer makes it difficult for marketing to personalize the offers or track customer loyalty and leverage the opportunity to up-sell and cross-sell services.
- Unavailability of integration with mobile app for viewing, paying and generating reports for enterprise customers.
- Disjoint finance applications and invoice generating applications resulting in discrepancies and delayed revenue realization and revenue leakage.

## Creating a seamless, personalized B2B CX – your competitive edge

An Accenture report states that “approximately 80% of executives in B2B companies believe that offering an outstanding customer experience is directly connected to generating better business results and ensuring the company has a competitive advantage.”

**Think Omni-channel** for a seamless and consistent experience across different touch-points.

**Intelligent Chatbots** for simple conversations and empowered customers through self- service.

**Personalization** to better understand customer journey through CX journey mapping to collect data and use the insights to offer the expected level of personalization.

**Outstanding customer experience** for reducing customer churn and turning their customers into brand loyalists.

# UniServe™ NXT, helps enterprises meet the challenge of evolving customer needs

Customer requirements are rapidly evolving and the overall customer experience is determined by how seamless and effective customer experience is across the entire value chain. Enterprise customers are going digital with an increased demand for greater control, transparency, customization and faster service delivery.

## Customers are willing to pay for a better experience!!!

### Single consolidated view

UniServe™ NXT with its strong data management capabilities can greatly improve performance for the telcos. The platform enables customers and enterprise stakeholders to have a single consolidated view of their bills for multiple services by

- Creating enterprise hierarchies- Enterprise users can create organizational hierarchies for comprehending spend
- Automating Purchase order management- Lower disputes as account managers receive alerts on PO management
- Providing Role specific access controls

### Improved targeting

UniServe™ NXT powered by AI helps predict customer behaviour and enhances cross-selling models. Most of these capabilities employ AI algorithms to optimize revenues or profits.

## Reimagine Customer Experience with UniServe™ NXT

Hyper personalized CX journey, the use of AI and superior data management capabilities allows Telecoms to predict potential issues with customers, and proactively mitigate the impact, increasing loyalty. The platform enables password protected information, automatic form filling; updating information on different platforms and apps; and dashboards that make data visible across different platforms and apps.

## Integration with IoT and Virtual Assistants

The platform, UniServe™ NXT integrates with IoT and Virtual Assistants presenting opportunities to telcos that go beyond connectivity services. For instance, an AI assistant responds to commands to provide billing information, select content, and start an interactive call with human or intelligent chatbots.

## Empowering Enterprise Stakeholders with UniServe™ NXT

The B2B enterprise customer is demanding and the process can be complex. But enterprises can take on the challenges with interactions that are innovative, CX tailored to user needs and solutions that the user can control.

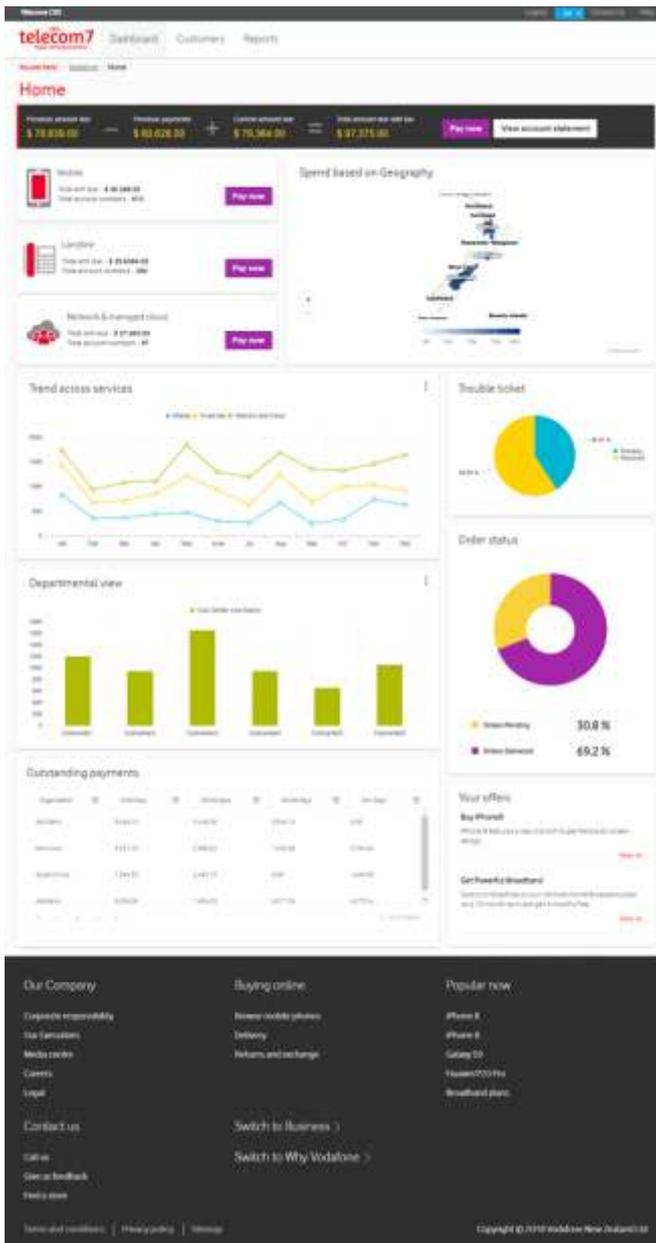
Empower enterprise customers with a unified portal across LOB to

- View bills
- Generate reports and
- Manage contracts

Let us look at how different stakeholders can leverage the power of UniServe™ NXT most effectively.



## CXO level user from the TSP



- View the dashboard for consolidated information, understand and analyse the spend across multiple LOBs (mobile, fixed line and broadband) based on geographies
- Option to Pay in full or make split payment
- View Invoice statements

## Enterprise user can



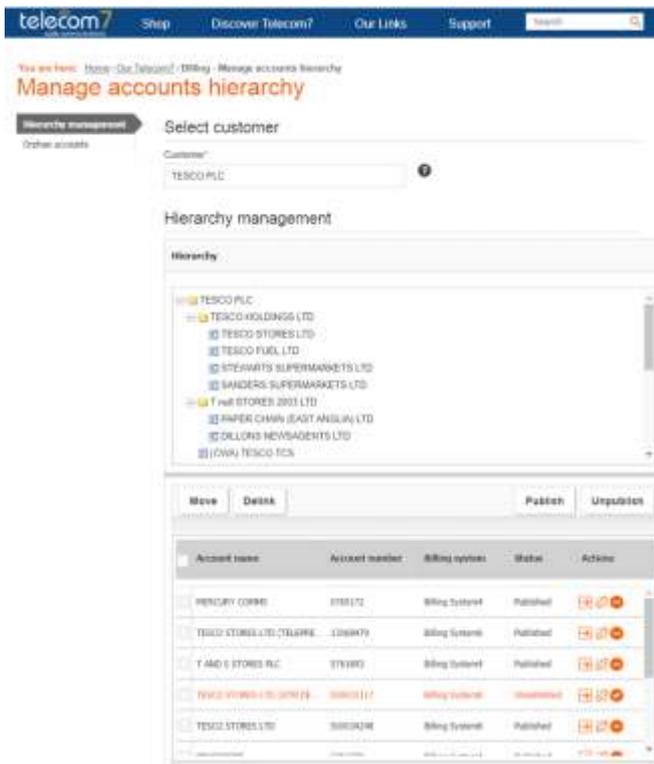
- Manage trouble tickets through the portal
- Raise new tickets and track status in real-time
- Aggregated bill view across various enterprise services
- Drill down individual transaction
- Generate custom reports from one large dataset
- Slice and dice data to create preferred views
- Reports can be generated and distributed via email at a scheduled date and time

## Contract Management is another functionality available to enterprise customer

- User can set alerts for the contract expiry
- They can get Snapshot /detailed view of the contracts (real-time integrations with backend)
- Configure Alerts for various events like reaching thresholds limits
- Customize reports to comprehend spend patterns



## Admin user can



- Customize dashboard views depending on role
- Configure consolidated and split reports across LOB's and publish
- Create organizational hierarchy and assign users at every level to understand telecom spend
- Allocate budget to control spend across the hierarchy

## Account manager can



- Build custom views based on his clients
- View holistic dashboard of the accounts
- End users can create customized based on preferences
- Individual users can see data specific to their spend
- Personalized promotional offers can be displayed



# Taking B2B CX to the next level with UniServe™ NXT

- Single source of information
- 360-degree view of expenditure across different parts of the organization
- Enterprises having greater control on their telecom spending

## Enterprise Customer

- Consolidated view of assets and costs
- Reduced time and cost in procurement
- Allocated budgets to departments
- Reduced time in telecom fleet management

## Operations

- Improved operational efficiencies
- 15% -20% drop in customer complaints
- Greater control over your contracts
- On-click contract and inventory information a click away

## Marketing

- Spend analysis based targeted customized campaigns
- Consistent brand experience
- Up-sell and cross-sell opportunities

## Finance

- Faster revenue realization
- Fewer disputes
- Synchronization with billing and CRM applications

## Sales

- Streamlining collection processes help account managers handle new businesses rather than existing customers
- Reduces Days Sales Outstanding (DSO) by 20%
- Point on Purchase Order
- Collection bucket and payment history of customers
- Comparative Analysis across customers



## CXO

- Unified view of information of all LOBs across enterprise customers
- Design customer-specific strategy based on customized analysis
- Personalized dashboard

## Cost Savings

- Reduces huge OPEX
- Improves operational efficiency and reduces manpower dependency
- Reduces usage of multiple applications because of the unified platform
- 15% - 20% drop in customer complaints & quicker query resolution

## Increased Revenues

- Streamlining collection processes help account managers handle new businesses rather than existing customers
- Reduces enterprise customer churn
- Spend analysis based targeted up-selling & cross-selling
- Reduces Days Sales Outstanding (DSO) by 20%

## Superior Customer Experience

- Efficient customer service due to availability of single view
- Reduces TAT from procurement to payment
- Self-help invoice management improves loyalty by 20%

## Customers deserve meaningful experiences

UniServe™ NXT enables enterprises to deliver highly personalized and contextual experiences that delight customers, improve customer satisfaction, giving greater control to B2B customers.

## Improve customer lifetime value with UniServe™ NXT

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Global expertise in the B2B Telecom sector

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Strong track record and experience  
with B2B enterprises

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Experienced team, deep industry knowledge  
to ensure optimal project results

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Structured and results-oriented strategy

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