Digital
First platform
for today's business challenges and tomorrow's opportunities

Digitalize your cutstomer-centric processes with **AI, improve Net Promoter Score, reduce customer support costs and aid incremental revenue with a personalized customer engagement strategy**

In10s

How do TSPs differentiate their services, keeping customer-centricity in focus?

"Digital First platforms" is the answer!!!

Today, it is the customer who is leading the way towards Digital First, demanding an uber-rich experience through interactive and intuitive communications. Forward-thinking Telecoms understand that **Digital First Platforms** go beyond connectivity; they offer increased agility, reduce time to market, while improving the customer experience management (CEM), and leverage analytics to reduce churn and improve NPS.

The revenue impact from reduced churn shows how customer insights, coupled with digital integration strategy can help TSPs improve NPS and transform their business.

By leveraging real-time insights, Forward-thinking Telecoms that use innovative technology offer the following

- Bill rendering through alerts via smart devices and connected things
- Differentiation in user interactions
- Social integrations on social media platforms like WhatsApp, Instagram, Facebook, etc.
- Analytics for personalized communications
- Interactive video communications
- Adoption of self-care statements
- Consolidated communications across lines of business
- Reduced dependency on print vendor
- Reduced OPEX

Digital First Customer Engagement with UniServe™ NXT

Stay ahead in the digital race with UniServe™ NXT- a platform based customer engagement and information management solution that digitalizes customer experience, and helps enterprises reinvent customer experience with

- Interactive Video Bills and Communications to reduce call center volumes and customer churn
- Relevant, contextual and two-way communications for improved NPS through consistent branding
- Centralized Communication engine for Alerts and Notifications across customer lifecycle to improve CX management
- Digital First with Incremental Revenue through upsell and cross-sell
- Integration with Virtual Assistants that empower customers to get information real-time
- AI Capabilities like Chatbots allowing customers to Register feedback and chat within the interactive video
- Easy campaign management that provides insights on customer behavior
- AI-based template migration and data management
- Solutions that can be easily hosted on hybrid cloud
- On-demand generation of policy documents

UniServe™ NXT platform based customer engagement and information management solution enables digitalization of Omni-channel customer experience. The solution empowers you to send interactive Omni-channel communications, delivering the benefits of enhanced brand image and reduced customer support costs.
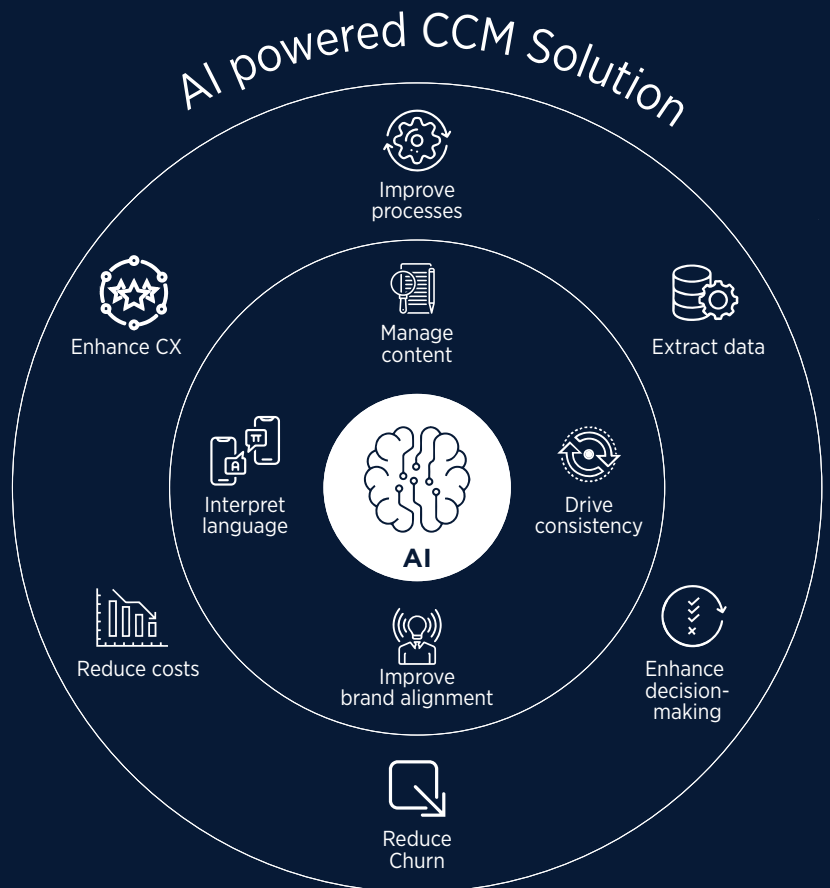
Artificial Intelligence (AI), Machine Learning and the CCM

Innovation accelerators such as AI on our CCM platform enables organizations to intelligently optimize and manage content that is the foundation of customer communications.

Artificial intelligence (AI) and Machine Learning go beyond the basics of workflows. Intense's (CCM) solution—built on AI and ML technologies can help enterprises:

Having a centralized, AI-powered CCM solution like ours solves some of the biggest problems companies face around managing legacy content and creating consistent, compelling Omni-channel customer experiences that is a true game-changer.

Make the move to Omni-channel

AI powered CCM Solution

- Improve processes
- Enhance CX
- Manage content
- Extract data
- Interpret language
- AI
- Drive consistency
- Reduce costs
- Improve brand alignment
- Enhance decision-making
- Reduce Churn

UniServe™ NXT platform based customer engagement and information management solution enables digitalization of Omni-channel customer experience. The solution empowers you to send interactive Omni-channel communications delivering the benefits of enhanced brand image and reduced customer support costs.

Customer Communications with UniServe™ NXT

Intense's Customer Communications Management suite, UniServe™ NXT enables businesses to achieve customer centricity with minimal carbon footprint on the environment. Enterprises with large customer base can intelligently manage their customer-facing revenue generating documents – bills, statements, premium receipts, invoices, etc. – without committing investments on every business process.

For enterprises whose business processes are challenged by high-volume transactions, geographically spread customers, UniServe™ NXT is the best-fit solution since it unifies processes, systems, aligns stakeholder objectives, and enables a compelling ROI. The solution's GUI-driven design, multi-modal delivery capabilities, enables end users to consolidate, personalize and enrich customer documents like bills, statements, invoices, premium receipts, etc.

Recognized in Gartner Market Guide as one of **Representative Vendors** of the **Customer Communications Management market.**

Interactive Video Bills for greater customer engagement

Transparency in billing & clear bill presentment with highly customizable features

---

Self -care portal reduces the pressure of customer support, thereby reducing the operational expenses

---

Faster Payment Recovery

Enhances ROI with marketing analytics

Delivering an interactive video is a game-changer in bill presentment

Send your customers a two-way interactive video bill instead of a pdf and improve customer engagement. Automated chatbots provide billing support and facilitate feedback within the interactive video bill, leading to reduction in call volumes by at least 40% and faster resolution of billing issues.

For many Telecoms, incorrect or unclear billing is still the number one reason for incoming customer calls. Our video bills provide an interactive explanation of the bill to the customer, with a bill tour that gives them the full overview or he/she click on any section of interest. All the features help Telcos bring down support costs and increase the use of self-service portals.

Optimized processes for operational excellence

Eliminate investments on multiple applications thereby saving on cash and resources

Optimize on processing power and minimize on emission

Achieve reduced cycles times due to unified business processes

Robust SOA architecture to eliminate time and resources on reengineering and downtime

Administering effective customer communications starts with the ability to gather customer data from across the enterprise

UniServe™ NXT's Intelligent Data Manager is a single module with the capability to extract data from disparate data sources – core business applications, databases, spreadsheets, look-up tables etc. The extraction engine handles a variety of data types like service consumption, customer demographics, lines of business, geographical locations, dates etc. and transforms them into ready input for preparing the customer-facing document.

Send more than
500 MILLION COMMUNICATIONS
in a day

Improve NPS and
REDUCE CUSTOMER CHURN UP TO 10%

The communications manager brings the richness of design, formatting and layout capabilities to the customer-facing documents.

Data from core applications can be represented in graphical form – Pie, Line and Bar Charts – to give rich communications experience to customers.

The unique feature of the design functionality is the ability to create document as a combination of 'Layers', which can be individually 'switched on or off' based on the quality of the data.

The communication manager enables enterprises with comprehensive multilingual dictionary to personalize and

publish customer communications in local languages and leverages real-estate to cross-sell and up-sell their service/product lines to targeted customers.

Based on the business rules, the communication manager automatically performs actions for different distribution channels – PDF documents for email, database for web presentment, hosting and self-care, prints for postage, metadata for mobile text messaging, update CRM systems to handle customer queries etc.

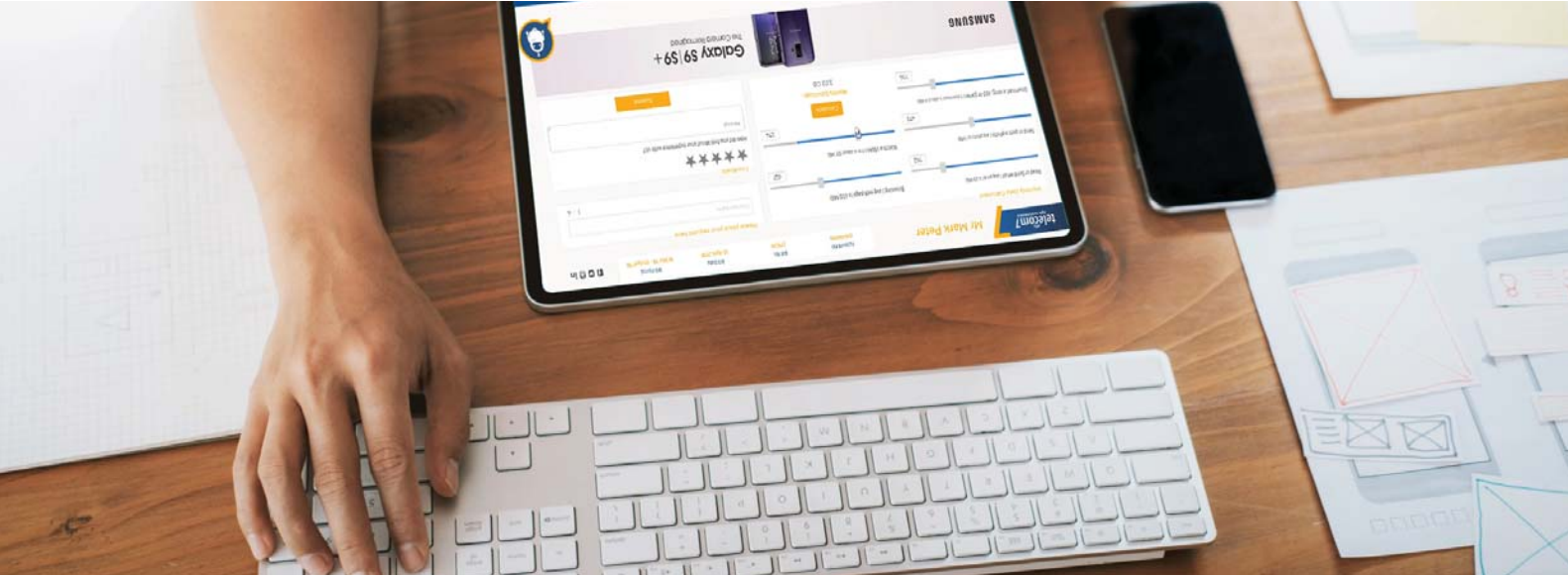## Rich, personalized and ROI-driven communications

Administer rich design functionality on customer-facing documents

Enable electronic documents and save costs on paper and printing

Reduce costs of customer communications by up to 50%

Improve marketing effectiveness by leveraging document real estate

Delivery of communications is a critical phase since it has a direct impact on revenue realization and maximization.

UniServe™ NXT's Output Manager enables automated distribution of processed documents through multiple channels - e-mail, Fax, mobile texts (SMS), white mail etc. Users can track the delivery of communications across the channels by way of POD data to ensure predictability of demand and revenue. The Output Manager features several APIs to enable integration with enterprise applications like CRM empowering contact centers with ready access to historical data and reports, facilitating effective customer query resolution.

The Output Manager stems from a single data manager which unifies all data sources delivering consistent brand experience to customers across all channels.

Consistent brand experience through multichannel delivery

Improved customer experience with consistent brand experience across all communication channels

Avoid storage and distribution costs of historical data

Transform mandatory documents into marketing assets

On-demand customer documents

Web presentment of customer documents and ability to perform analytics on spending and usage pattern

---

CRM Integration to enable generation and distribution of duplicate documents

---

Faster and effective customer service without TAT issues

The Self-care portal dynamically creates documents as per the customer's request, and also lets them raise queries online.

Large customer bases have a constant dependency on contact centers and customer service departments. This module also renders transaction/consumption information in graphical formats – bar, line, pie charts etc. Business leaders can also generate ad hoc reports on customer queries to gain insights on process bottlenecks and monitor CSR performance.

Business Benefits

Marketing

- Faster go to market
- Incremental revenue generation with ease - upsell /cross sell, digital first and CXM
- Data monetization with loyalty management
- Brand building and reduction in churn
- 360 degree view of customer for personalization of campaigns

Customer Experience Management

- Improved NPS
- Simplified bills
- Social media integrations
- Full-fledged campaign manager on a service model
- Taking billing experience to the next level of customer satisfaction

Finance

- Easy Payment management
- Arrest revenue loss due to inaccurate dunning
- Avert delayed revenue realization due to long TAT in sending communications, disputes
- Reduce Billing inaccuracies

Business Benefits

IT operations

• Enable Alerts tracking mechanism
• Online content authorization
• Reduce dependency on print vendor
• Support for multi-tenancy in cloud
• AI-based template migration and Automated data extraction
• Lower total cost of ownership
• Drive self-help strategy
• Unified communications across channels
• Easy and dynamic Change Management
• Streamlined process with multimode delivery - print/email
• Multi-lingual support to generate documents in regional languages