



Enhance customer experience and optimise service costs with
INTERACTIVE MOBILE RESPONSIVE STATEMENTS

Business challenges



Differentiated CX
 Consistent, consolidated and personalised customer engagement



Reduce customer support costs
 As per Ofcom, almost **33%** of calls in the contact centre are due to billing related enquiries



Churn reduction
 Improve customer stickiness and loyalty



Accelerate revenue realisation
 Higher rate of disputes results in payment delays

The Interactive HTML 5 Based CCM solution built on UniServe™ NXT platform transforms customer experience.

- Provides rich customer experience by effectively aligning with an organisation's digital-first strategy thus augments the value based relationship
- Helps reduce customer engagement costs by reducing call volume to the contact center, accelerates revenue realisation through clear and crisp explanation

The screenshot shows a customer bill for Mr John Smith. The bill includes a 'Quick breakdown' table with 'Last Month' and 'This Month' sections, a 'Summary' section with a donut chart, and a 'Your Bill Overview' card showing a total due of \$474.74. Callout boxes highlight the following features:

- Walks customers through the bill with easy navigation**: Points to the top navigation bar.
- Consistent experience across multiple devices and browsers**: Points to the responsive layout.
- Enables payments from within the interactive statement, via integration with payment service**: Points to the 'Pay Now' button.
- Clear articulation of Bill Plans and Service Upgrades/Downgrades etc.**: Points to the 'Summary' section.
- Delivers personalised and targeted communications to the customer**: Points to the personalized header and promotional banner.

Benefits



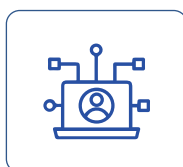
30%
enhancement in
e-adoption rates



65% to 85%
reduction in operating costs from
manual processing of communications



20%
reduction in billing related
costs to contact center



Improved CX
with personalisation
that positively impacts NPS



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