

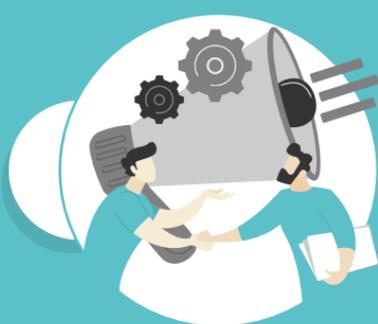
## Interactive video statements for enhanced customer service

To stand out you must differentiate your services.

In the past enterprises just made documents that were one way, business to customer communications. But today, customers demand and deserve more!



Only about 22% of consumers today feel that they get a personalised experience when they work with or make a purchase from a company.



Hyper interactive personalised communications transform customer experience by providing consistent experience across multiple devices and different form factors.

They're becoming a bigger and much more important part of customer communications management. These documents call for a very high degree of personalisation.



In 2020, Aspire Leaderboard featured us in the Leader quadrant for CCM and Business Automation.

### Why choose interactive communications?

- Clear articulation of billing components- Bill Plans and Service Upgrades/Downgrades
- Enables customer self-serve capabilities- Capture feedback, Re-direct to a chat bot to handle CRQ's)
- Enables payments directly from within the video bill
- Easy navigation through different features of the bill
- Consistent experience across multiple devices
- Deliver personalised and targeted communications
- 65% to 85% reduction in operating costs from manual processing of communications
- 20% reduction in billing related costs to contact centre

### BENEFITS

#### Omni Channel Engagement

Provide customers with cohesive multi-channel marketing, customer service, and shopping experiences, no matter how many different devices they use to connect with your business



#### Give Them What They Want

Creating a stellar CX provides an incredible ROI and earns customer loyalty



#### Communications a Personal Touch

Include ads, up-sell and cross-sell opportunities, and more, in a relevant way for your customers.



#### Help Them Help Themselves

- 81% customers try to solve things on their own
- Self-service portals enable enterprises to build on customer engagement and satisfaction.



#### Map The Customer Journey

Understand the ways in which your customers interact with your company in real-time and tweak the way you engage with them.

