Unleashing the Power of Customer Communication Management

Webinar - Intense Technologies and Quadrant Knowledge Solutions
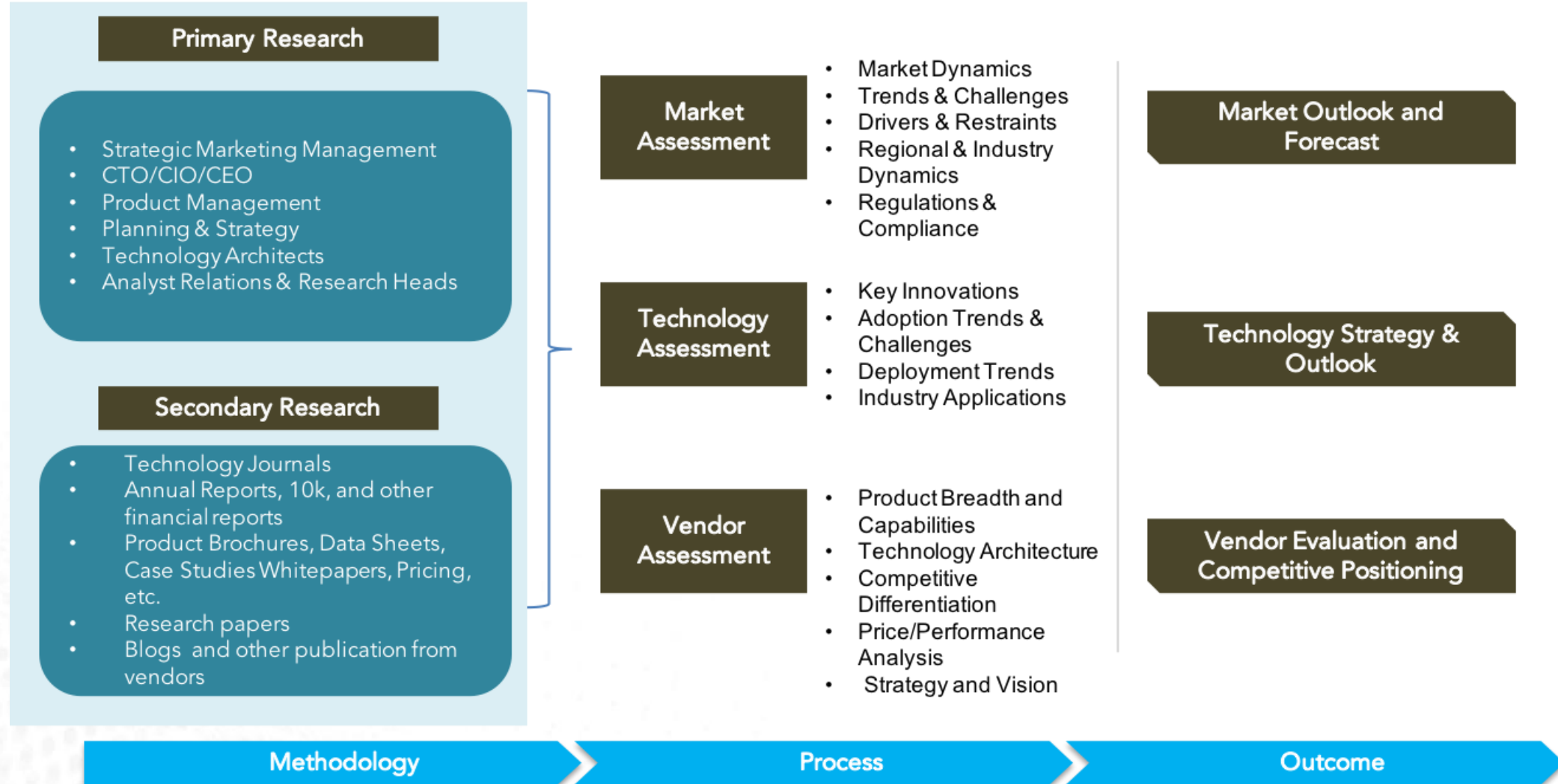
Take the Next LEAP

Table of Contents

What is Quadrant's SPARK Matrix?

SPARK Matrix: Competitive Assessment Criteria

Technology Excellence	Weightage
Sophistication of Technology	20%
Competitive Differentiation Strategy	20%
Application Diversity	15%
Scalability	15%
Integration & Interoperability	15%
Vision & Roadmap	15%

Customer Impact	Weightage
Product Strategy & Performance	20%
Market Presence	20%
Proven Record	15%
Ease of Deployment & Use	15%
Customer Service Excellence	15%
Unique Value Proposition	15%

Quadrant's Research Methodology

Primary Research

- Strategic Marketing Management
- CTO/CIO/CEO
- Product Management
- Planning & Strategy
- Technology Architects
- Analyst Relations & Research Heads

Secondary Research

- Technology Journals
- Annual Reports, 10k, and other financial reports
- Product Brochures, Data Sheets, Case Studies Whitepapers, Pricing, etc.
- Research papers
- Blogs and other publication from vendors

Market Assessment
- Market Dynamics
- Trends & Challenges
- Drivers & Restraints
- Regional & Industry Dynamics
- Regulations & Compliance

Technology Assessment
- Key Innovations
- Adoption Trends & Challenges
- Deployment Trends
- Industry Applications

Vendor Assessment
- Product Breadth and Capabilities
- Technology Architecture
- Competitive Differentiation
- Price/Performance Analysis
- Strategy and Vision

Market Outlook and Forecast

Technology Strategy & Outlook

Vendor Evaluation and Competitive Positioning

Methodology → Process → Outcome

SPARK Matrix: Vendor Analysis and Competitive Positioning

SPARK Matrix™: Customer Communication Management, 2023
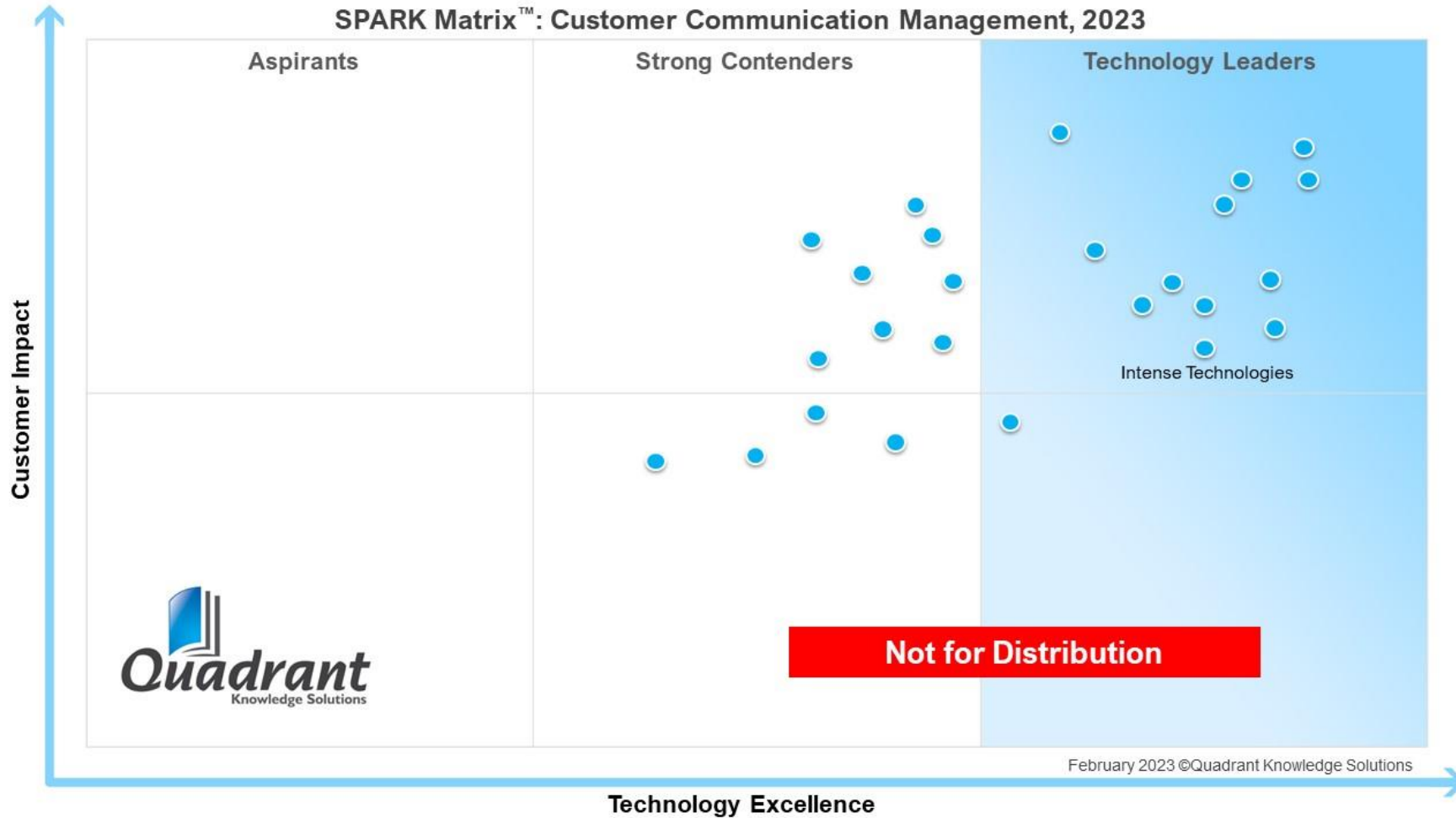
Vendor Analysis & Competitive Positioning
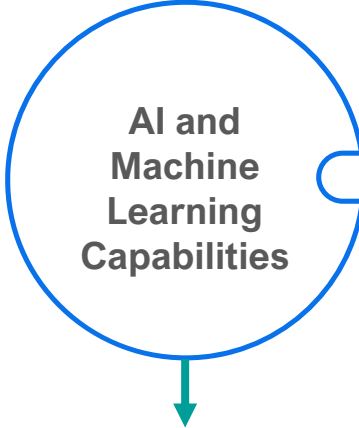
Key Technology Differentiators

Self-Service Platforms

The need for a customer-centric approach demands organizations to create self-service platforms and chatbots that can promptly address queries and provide a seamless interactive experience.

Self-service portals assist in structuring and organizing the platform content better based on the target customer, updating the account information periodically, understanding the customer pain points

AI and Machine Learning Capabilities

Organizations are looking for vendors that can automate redundant processes, bring about efficiency, and incorporate ML, AI, and other emerging technologies to streamline business processes.

Additionally, technologies such as RPA facilitate precise & faster data management and data extraction from lengthy communication data sets.

Scalability and Security

In addition to accommodating demand spikes through infrastructure scalability, a CCM platform enables businesses to spend less on on-premises infrastructure

A scalable and flexible CCM platform should also provide an automated archiving tool for communications adhering to legal and data protection requirements.

Personalized Communication

Pre-built integrations of a platform will be considered as an important criterion in vendor selection by users.

Pre-built integrations resolve support issues instantly and automatically use direct integrations with the existing enterprise software

Intense's Key Differentiator in Customer Communication Management Space

Intense Technologies offers CCM through its platform **UniServe NXT**, which helps organizations enhance customer experience, optimize operational expenses, and explore new business models & revenue.
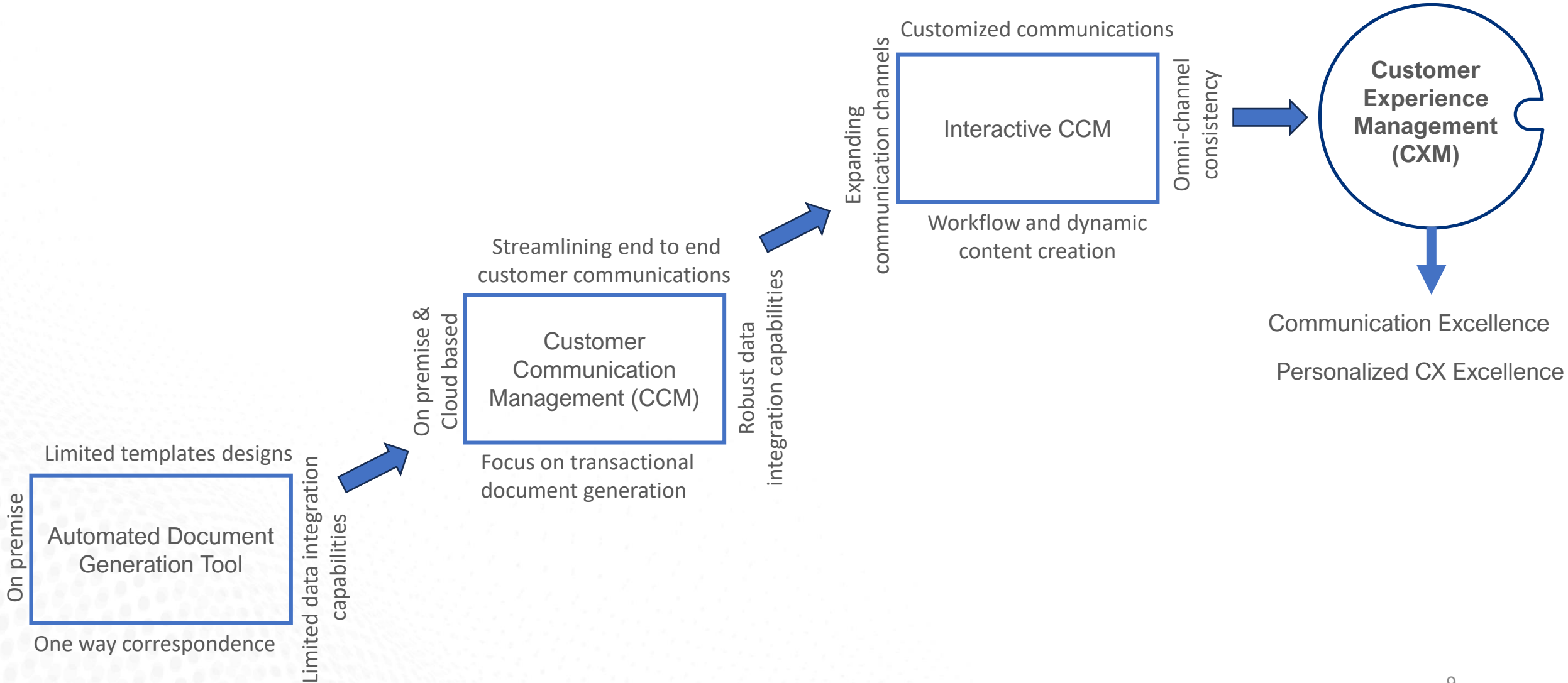
The platform offers:

Advanced data management capability || Graphic user interface with no code design || AI engine algorithm & automation, chatbots || Robust analytics for enterprise and B2B markets.

Intense's Key Differentiator in the CCM Space include:

Cloud & Platform Agnostic|| Data Management Module - Large data processing capability|| Contextual & Personalized customer communications and experience || GUI for communication creation / Low Code designer

How Customer Communication Management has Evolved

Customized communications

Expanding communication channels

Interactive CCM

Omni-channel consistency

Workflow and dynamic content creation

Customer Experience Management (CXM)

Streamlining end to end customer communications

On premise & Cloud based

Customer Communication Management (CCM)

Robust data integration capebilities

Focus on transactional document generation

Communication Excellence

Personalized CX Excellence

Limited templates designs

Limited data integration capabilities

On premise

Automated Document Generation Tool

One way correspondence

Key Trends in the Customer Communication Management Space

AI Is Shaping Customer Service

Artificial intelligence (AI) is being used more and more by CCM technology to analyze consumer communication trends, anticipate customer demands, and hyper-personalize communication experiences.

Increased use of messaging apps

To move from a transactional to a conversational customer experience, business must communicate with consumers via messaging.
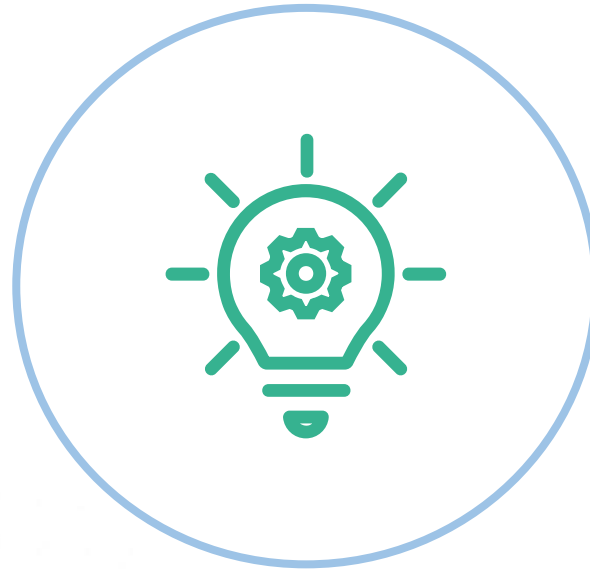
More Personalized Experiences

The use of personalization in customer communications has fundamentally altered how consumers interact with businesses, increasing engagement and frequently leading to repeat business.

Self-Service is gaining momentum

Today's customer experience requires a distinct shift in service strategy. As customers prefer digital and self-service channels over assisted-service channels, thanks to 24/7 availability.

Need for Integration with CX Technologies

Organizations can deliver consistent, personalized, and timely communications that are in line with their overall customer experience strategy by integrating CCM platforms with CX technologies.

Intense's Future Roadmap

Intense Technologies' strategic roadmap for the next few years includes continuous investment in technology, virtual assistance, AI, ML, integration with virtual assistants, compliance, continuous deployment at the DevOps stage, and innovation to enhance their platform's capabilities

- To enhance customer experience and personalization, planning to unify customer data from multiple channels across digital platforms.

- Adding Digital Asset Management(DAM) to their product portfolio for offering a systematic approach for efficiently storing, organizing, managing, retrieving, and distributing an organization's digital assets

- Connecting IOT-Integration with Virtual Assistants; Alexa, Google home & Watson

- Eying on Leveraging AI and Machine learning to gain insights and enhance CX

- Enhance CPaaS and CCM capabilities to enhance transactional communications, social media engagement, and chatbot integration.

- Prioritize customer-preferred communication channels and gather meaningful insights

- Leverage AI and Machine learning to create cohorts for marketing & channel integration

- Implement Service Level Objectives (SLOs), Service Level Agreements (SLAs), and sentiment analysis as key components to enhance customer experience.

- Operations & management of communications

Collaborate to Success…

Quadrant Solutions

www.quadrant-solutions.com

Intense Technologies

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