

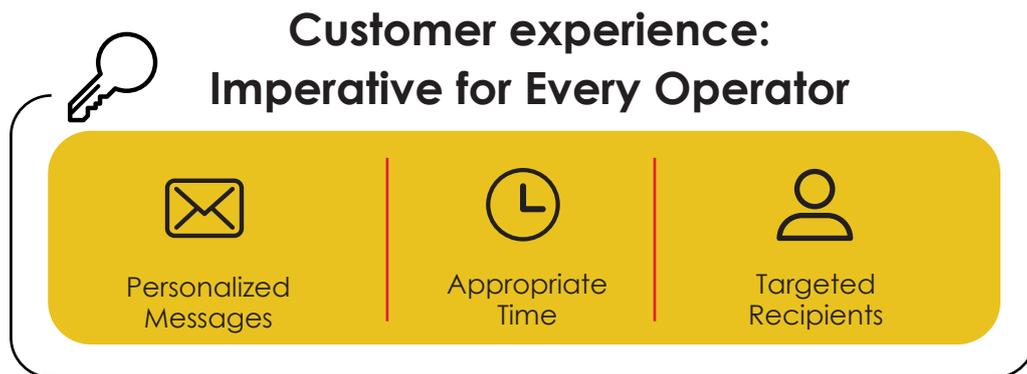
# Unified Digital Experience Platform

Accelerating Digital Self-care



Today's era of digitization has unearthed a plethora of challenges for telecom operators. On one hand, profit margins have thinned and average revenue per user (ARPU) has reduced significantly. On the other, over-the-top players have emerged as serious competition.

Therefore, transitioning from service providers to digital service providers becomes imperative for these players. The aim is to provide an optimal customer experience, typically entailing a seamless and unified journey across multiple channels.



A consolidated digital services delivery platform is required, which accelerates an operator's transformational journey

## Unified Digital Experience Platform

The Unified Digital Experience platform (UDXP) is designed to facilitate digital self-care.

### Reducing Capex and Opex Used to maintain Multiple Channels



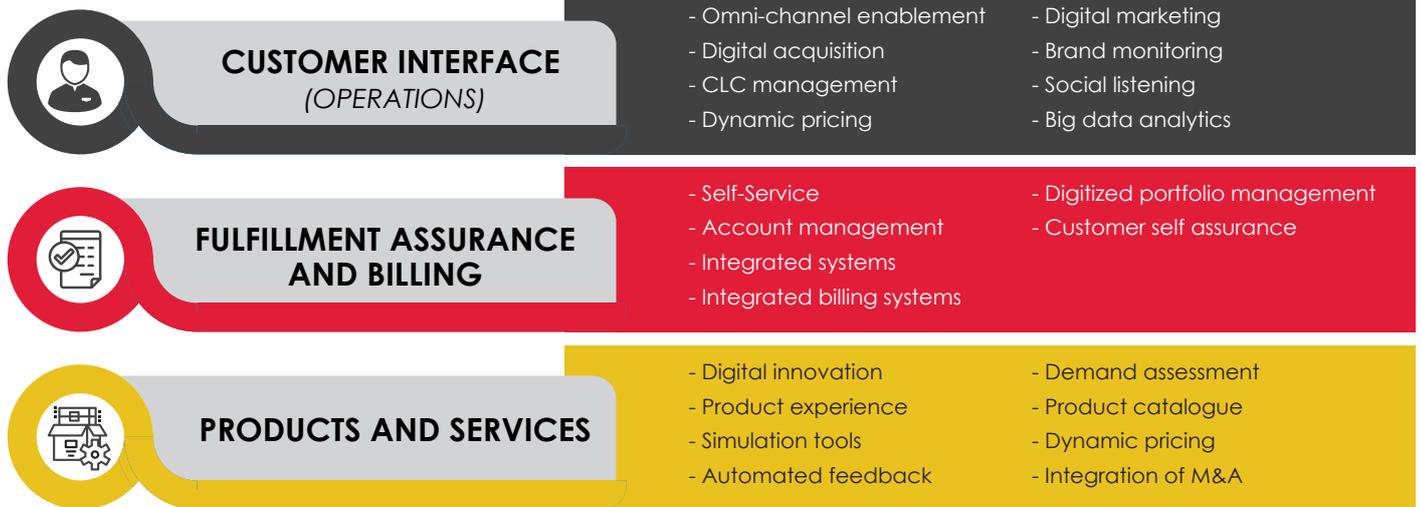
The offering is supported by actionable insights and a deep analytics-driven platform. This offers multiple benefits, including a self-care suite with pre-built features for an operator's retail and enterprise customers. This accelerates the digital self-care journey for all stakeholders.

## Other benefits include

Agile based operations ensuring frequent application updates

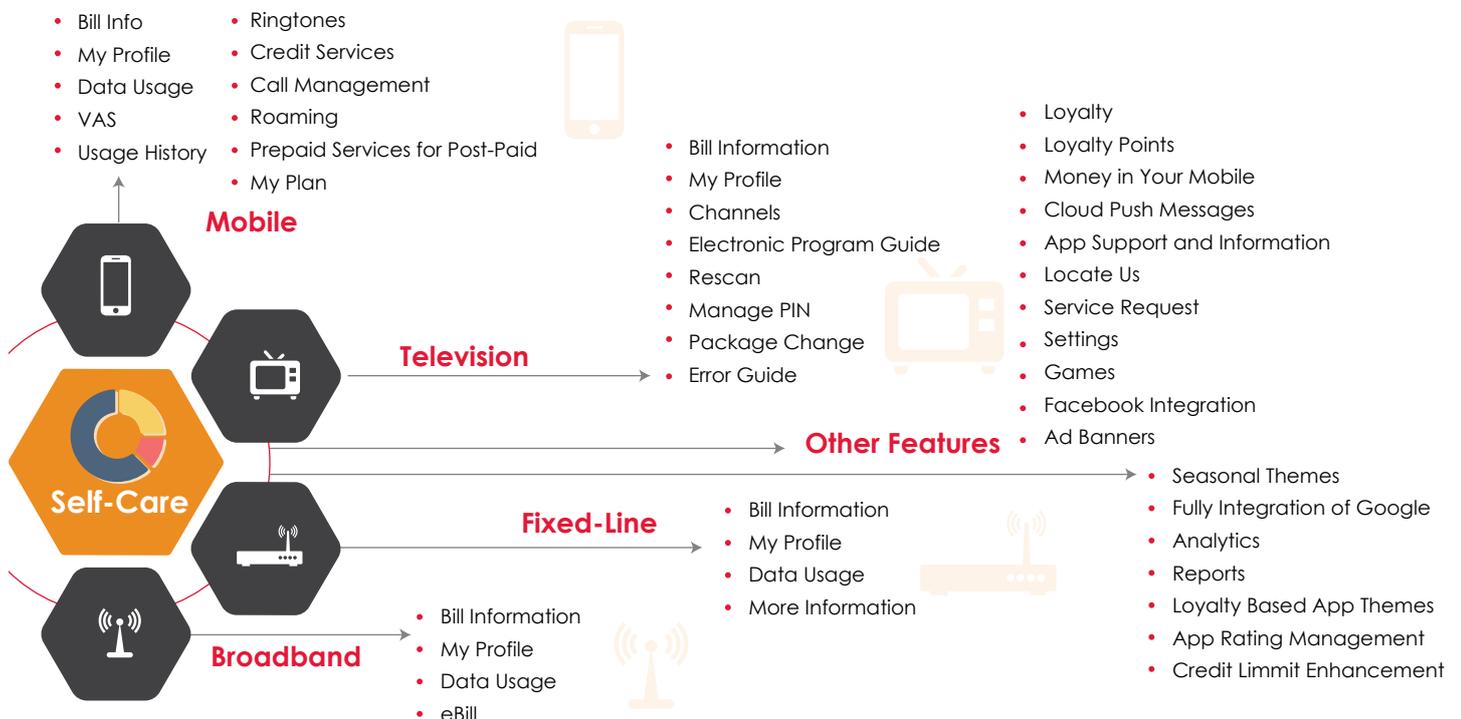
Artificial intelligence (AI) and machine learning (ML)-based recommendations

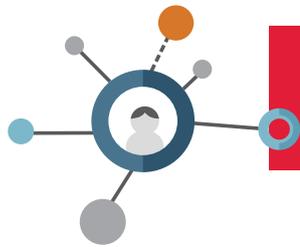
## Accelerating Key Elements of an Operator's Digital Transformation Journey



In addition, the platform ensures an enhanced omni-channel experience for customers. This, in turn, is aimed at increasing ARPUs and improving customer experience management scores for an operator.

## Ensuring a Seamless, Omni-Channel Journey





## Offering a Personalized Experience for the Digitally Connected Consumer

### Enhanced Omni-Channel Customer Experience

- Offers a unified customer experience for digital self-care across all channels. This includes the internet, the mobile handset, smart watches and the USSD and SMS platforms.
- Faster time to market, facilitated by over 30 pre-built self-care modules, as well as a smart integration layer based on XSLT. This eliminates the requirement of proxy servers to connect with operations and business support systems (OSS/BSS), therefore efficient and rapid integrations are achieved.

### Enabling a Full-Scale Digital Offering

- Rapidly consolidates an operator's offerings via an integrated digital platform
- The digital platform ensures a decrease in customer queries
- Houses the Acquisition, Increased Engagement and Re-Engagement (AIR) model. This ensures an operator's average revenue per user is enhanced and return on investment is improved.

### Intelligent Platform-Compliant with Industry 4.0 Norms

- Facilitates AI and ML-based recommendations
- Supports AI-based self-care enablement

## Why Mahindra Comviva

The operator accrued the following **business benefits** from deployments in MENA and Kenya

Daily transactions valued at over **\$24 million**

An over **1,000-fold** increase in daily transactions

Over **2.1 million** daily active subscribers

A **98 per cent** reduction in overheads

Over **16 million** total installations

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