

## What is iEOCN?

An interactive digital marketing solution to improve marketing effectiveness by delivering contextual offers with end of call notifications.

Configure 5,000 campaigns; upto 400 per customer

Dynamically sifts through a pre-defined campaign catalog and delivers the offer best suited to the customer's context at a particular moment

7 milliseconds - time to process the event and deliver the offer

Scalable to handle peak traffic volume equalling 20,000 transactions per second

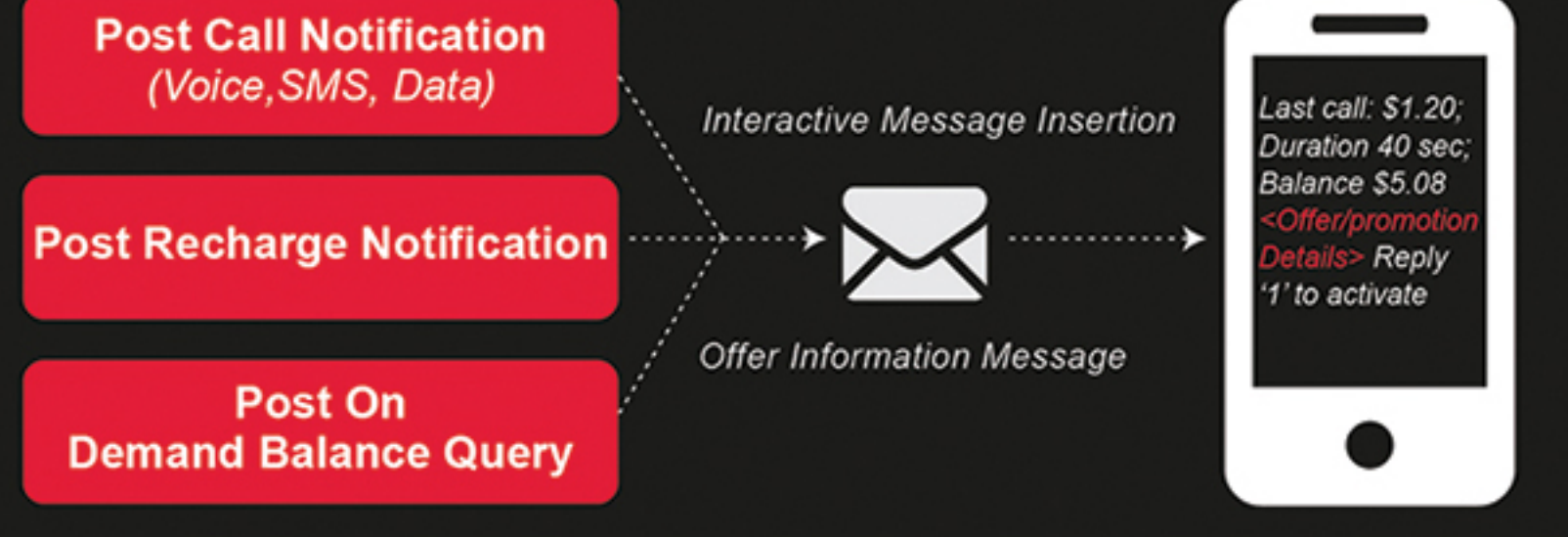
Maintains QoS integrity by ensuring zero latency in delivery of post-call notifications during peak hours

Accelerates time to value

- Prebuilt connectors for seamless integration with multiple IN systems
- Pre-bundled message delivery modules – SMS, USSD – ensure faster integration



## Experience speaks



Leading Indian MNO with **140M connections** deployed Mahindra Comviva's Interactive End-of-Call Notification. Since launch

**5%** increase in recharge revenues



Delivers **600** offers daily

Reaches **100 million** customers monthly



Reach rate of **70%**

Over **1,300** distinct campaigns delivered per month

