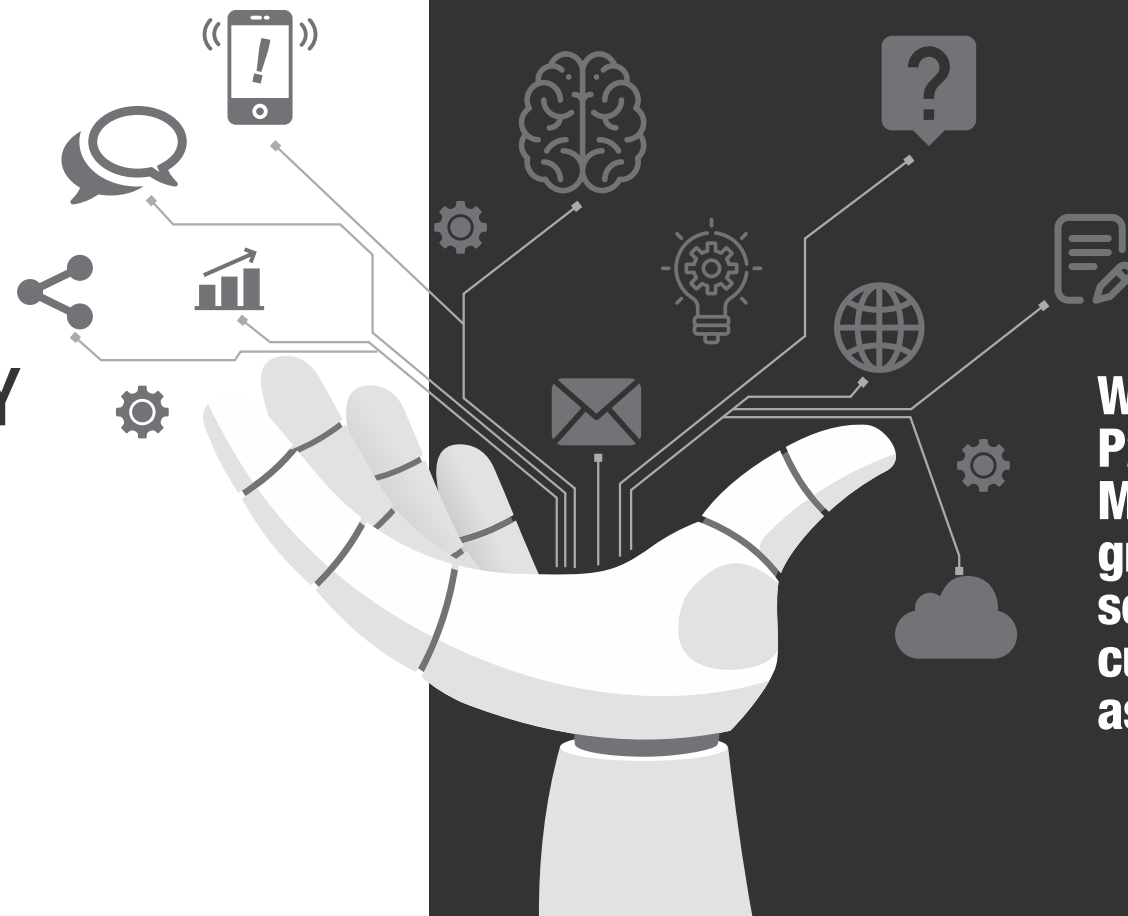


# RE-ARCHITECTING ENTERPRISE MESSAGING WITH INTELLIGENT COMMUNICATIONS POWERED BY CUSTOMER DATA AND OMNI-CHANNEL PLATFORM



**With the plateauing of its voice and P2P messaging business, a leading Middle-East operator targeted the growing enterprise messaging segment as the next revenue and customer experience enabler as well as to rise up the digital value chain.**



Enterprises love messaging. Be it regarding new deals, a new promotion, or just to remind people about them, **a well-crafted message can help enterprises in reaching out to their customers, irrespective of the customer location or the time of the day.**



**On the other side of the equation, the customers have become more demanding day by day. Where once, the customers were engaged by simple SMS or e-Mail notifications, today's mobile first customers want to be engaged contextually on the medium of their choice.**



# THE OPPORTUNITY

The love for messaging, combined the operator's ability to deliver business communications in today's always connected, mobile first, technology facilitated age has made enterprise messaging a "must have" strategy for any operator.



This provided the backdrop in which the client decided to launch its enterprise messaging platform. The aim was helping Middle East brands in launching mobile-first marketing strategies to ensure timely, rich and compelling experiences to the customer. However, in time, the operator realized that it needed to upgrade, as its enterprise messaging platform had become outdated and out-of-step with the business realities of the region.





In particular, the following challenges were hampering growth in the enterprise messaging business segment –

# MIDDLE EAST’S DIVERSITY

The Middle East has become the second home to millions of migrants coming from India, Philippines, and Bangladesh. In some Middle-East countries, South-East Asian migrants outnumber the actual residents of the country.

With so much diversity in its subscriber base, catering to every demographic segment became a serious challenge to the operator’s ambition.



# MULTI-CULTURE

Another subset of the Middle-East’s rich diversity is its rising multi-culturism. With people of different faiths, culture and traditions intermingling with each other in the society, the growing enterprise messaging ecosystem had to acknowledge and reflect people of different orientations and culture in an increasingly multi-cultural society.

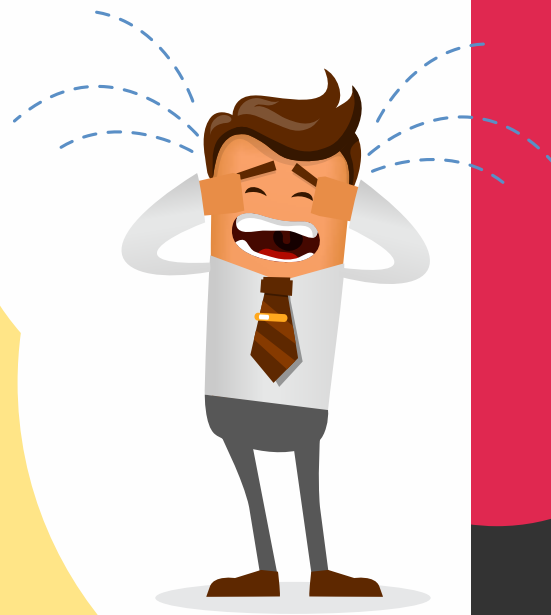




## MIDDLE EAST'S DIVERSITY

The operator siloed systems did not allow for great customer experiences.

In a typical example, a customer refuses an offer received by email only to have the same offer sent to his SMS inbox, which lead to bad customer experience. At the same time, the operator had to keep up with changing times, integrating social media channels such as facebook, with telecom channels like USSD, SMS, IVR.



## COSTS

The operator had to face increasing complexity in managing its partners and running the day to day operations. Similarly, the operator was hampered by complex enterprise integrations, which increased the turn-around-times (TAT) for the services.

These challenges were corroborated by a study on the mobile engagement needs of enterprise conducted by Comviva in association with Nielsen India pvt ltd. The study covered key decision makers in verticals such as retail, banking, logistics, internet, health, aviation and e-commerce.



## THE KEY FINDINGS OF THE SURVEY

**Enterprises need cost effective, omni-channel solutions with a 360° user view to improve leads, revenue and engagement**



**Digital channels are the key for the future, with chatbots as a very important channel**

**More than 80% of enterprises would like an omni-channel solution in the near future**

**Further, a Gartner study has indicated that on average, companies deploy around 22 different tools for marketing.**

**Enterprises that are dependent on standalone platforms for SMS, USSD, or over-the-top services find it difficult to move from one channel to another. Telcos can monetize on this business need by providing a convergent solution that will enable delivery of A2P messaging via multiple channels.**



# RE-ARCHITECTING SUCCESS

In order to allow its enterprise client in delivering intelligent communications to its customer, the Middle East operator had to re-architect its enterprise messaging solutions completely.



- Ease enterprise onboarding
- Devise a new comprehensive messaging strategy that would be built on technology, customer experience, user sentiment
- Delivering contextual marketing promotions on the customer's preferred channel
- Providing the right look and feel to the message, aligned to the context
- Delivering the right message to the right individual at the right through persona based marketing
- Allowing the recipient to act on the message

What it had in mind was an holistic solution, keeping the customer at the center, and building a continuous evolving system, powered by content & messaging, and enabled by customer journey, profiling and segmentation, as well as real time analytics.





A man in a dark suit and tie is depicted with multiple arms, symbolizing multitasking. He holds a wrench in one hand, a mobile phone to his ear with another, a tablet in a third, and a large antique alarm clock in a fourth. A coiled telephone cord is draped around his neck. The background is a warm, textured brown.

# THE SOLUTION

After considering the various pros and cons of the situation, the operator settled on Comviva's Ngage enterprise messaging platform for the Middle-East market on the basis of Comviva's expertise and understanding of Middle-East markets.

# WHAT IS Ngage?

A conceptual graphic on a yellow background. A hand is shown holding a glowing, textured sphere. Surrounding the sphere is a network of white icons connected by lines. The icons include a person, a smartphone, a shopping cart, a document, and a speech bubble, representing various digital communication and engagement channels.

Comviva's Ngage Messaging platform is a multi-channel mobile engagement solution that enables enterprises to interact with their customers, partners and employees. Ngage helps partners engage better, drive innovation, create a strong suite of services that enhances the brand image and deliver cost effective immediate contextual and personalized communications





**As a result, the operator would have to set up relationships individually with each of its partner, which would take up its time and resources.**

A vibrant illustration of a woman with long dark hair, wearing a pink long-sleeved shirt, emerging from a large smartphone screen. She is holding a yellow and orange megaphone to her mouth, shouting. The screen is surrounded by various social media icons: red hearts, blue thumbs-up, and yellow angry faces. The background is a light blue gradient with stylized white waves.



# AGILITY TO CAPITALIZE ON ANY MARKET ADVANCEMENT

## Problem statement #2

Similarly, the operators must have the agility to capitalize on any market advancement, requirement or trend, which could have a positive impact on its business, as well its partners. At the same time, the burden of provisioning such offers should not fall on the operator.

Ngage enables its partners to create marketing campaigns that best suits its messaging need by giving them the freedom to choose prebuilt themes or building them from scratch. Similarly, it provided the option to clone marketing campaigns considering the seasonality of the campaigns, thus saving time and money, while optimizing results.



# SERVING MIDDLE-EAST DIVERSE DEMOGRAPHIC SETUP

## Problem statement #3

One of the key challenges before the client was the country's demographic diversity, with South-East Asians, mingling with the Arabs. Therefore, it needed to onboard content aggregators who would fill this gap. With the region becoming a melting pot of different cultures, languages, traditions and habits, the "one size fits all" to marketing messaging communications failed to drive engagement.



Ngage allowed the operator to fulfill this enterprise requirement, with third party integrations with specialists in long tail content. With the aim of driving N=1 marketing communications Ngage lets enterprises segment the prospects and customers on a number of parameters based on demographics, psychographics and Transactions.

Some of the parameters are:

**Demographics:** Age, Location, Gender, Occupation and Languages

**Psychographics:** Personality, Attitudes, Values, Interest and hobbies

**Behavioural:** Usage rates, Visit duration, Days since last visit and date of first visit



# DRIVING LOYALTY

## Problem statement #4

**Customers are becoming demanding day by day. In order to retain their customers, today's businesses require a comprehensive 360 degree view of their customer, delivering according to their needs and requirements on their preferred channels, at the time and place of their choosing.**

**Ngage allows the enterprise to deliver persona based marketing, using customer data, which allows them to engage the customer at every step of the way.**



## Problem statement #5

**Today's customer wants to be engaged across telco as well as non telco channels, with seamless interactions.**

**In order to avoid the enterprises bombarding the subscribers with multiple messages, contact policies have been implemented giving control to the operator on how many messages can be sent to each subscriber over a period of time.**



## RESULTS AND BENEFITS

### Addresses needs from multiple segments

- Operator's Internal Marketing Team
- Enterprise Business Team
- Content Providers

### Advanced cases with high ROI Potential

- Segmentation & Location-based messaging
- Category based messaging
- Contact Policies & Quota Management

### Easy and fast onboarding

- Multiple standard interfaces
- Reduces TTM
- Simplified service creation, delivery and maintenance

**Dramatically improved the enterprise messaging traffic thus increasing operator's revenue**

- Over \$10Bn A2P SMS transactions in a year
- Estimated revenue contribution of \$10Mn per year
- Growth in Ngage Traffic by 5 Bn+ in a single quarter

**Ngage handled over 1Mn+ location based messages per day during special occasions**