

# NGAGE

Omni Channel Customer Engagement Platform



# CUSTOMER ENGAGEMENT IS TRANSFORMING

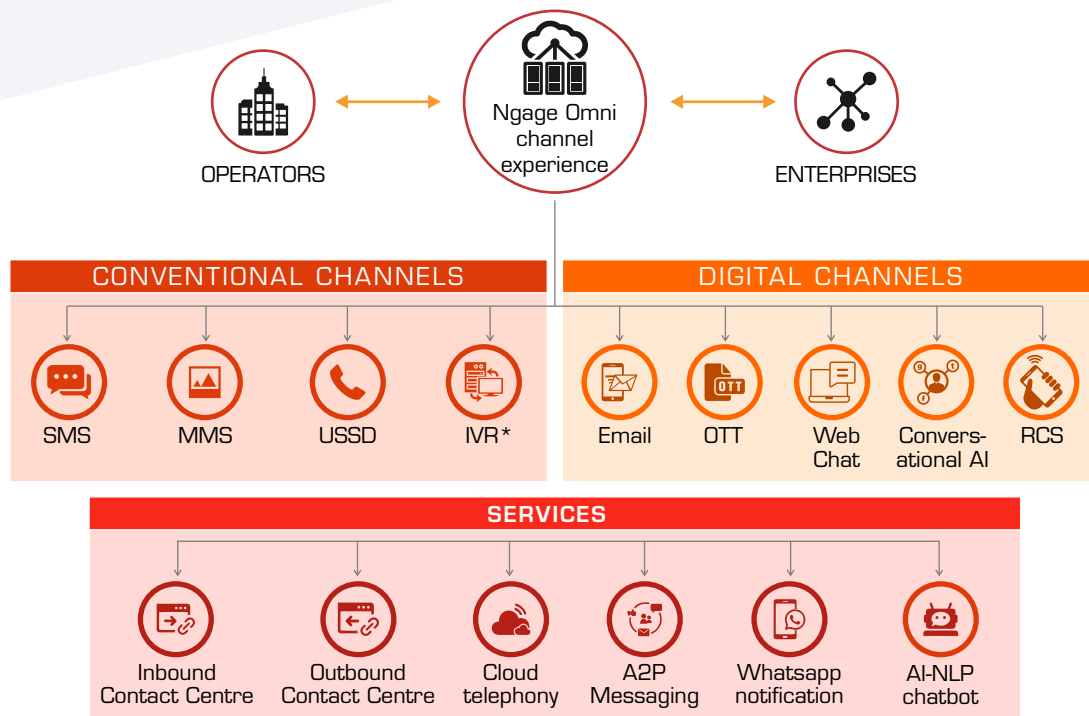
With the advent of digital era, availability of latest devices and cutting edge technologies, consumer today is becoming more demanding with each passing day. Operators and enterprises are using mobile first marketing strategies to engage with their customers at the point of need and delivering the richest, most compelling experience possible over diverse channels. As A2P market gains traction, new use cases are coming to the fore. Where once enterprises largely deployed SMS or email to engage their customers, there are many more options now like push messaging and newer channels like messaging bots and other IP based forms of communication to interact with customers. This is the new age of Omni channel communications.

The digital journeys through advanced messaging capabilities are being carved out to engage with the customers besides the foundational A2P SMS services. Enterprises have started leveraging their developer community to build solutions to lead the digital transformation through an API first approach offered by Communication Platform as a Service(CPaaS).

**Gartner predicts that by 2023, 90% of global enterprises will leverage API enabled CPaaS offering as a strategic IT skillset to enhance their digital competitiveness, up from 20% in 2020.**

## NGAGE MESSAGING PLATFORM

An Intelligent Omni-channel CPaaS offering that enables an enterprise entity to communicate with its customers using rich contextual cadence and deliver an enriching customer experience across the channel of their choice



With this new and improved 'Ngage CPaaS', we aim to deliver higher value to enterprises and a true omnichannel experience to their customers. With Ngage, enterprises can not only enable multi-level engagement with their customers but also monetize these engagements in real-time. With the new exhaustive and improved APIs and SDKs, developers can add real-time communications features to their applications without needing to build backend infrastructure or interfaces.

Ngage enables enterprises and partners to engage with their end customers over a secure, reliable, highly available and scalable cloud communication platform backed by best-in-class business operations support. The platform powers one-way and two-way communication across various messaging interfaces and protocols allowing easy integration of enterprise applications through programmable APIs

Ngage is a proven solution handling 80+ billion messages in a year providing a single window for management ensuring reduced TCO to enhance the revenues for the operator and enables them to achieve economies of scope and scale with the help of the microservice architecture.

## KEY CAPABILITIES



### PACKAGE MANAGEMENT

- Create Base and Add-on service packages for consumption
- Demand based purchase of One time and recurring package bundles with flexible pricing



### CAMPAIGN MANAGEMENT

- Build, schedule and launch intuitive and contextual campaigns
- Array of channels for campaigns - SMS, MMS, USSD, Email, Voice, Chatbots, WhatsApp and RCS



### CONVERSATIONAL AI

- Zero code visual bot builder
- Smart NLP engine
- Live Chat integration
- Real time analytics and Chat logs



### REPORTING AND ANALYTICS

- Real time view of the performance KPI's
- Create custom reports
- Benchmark and compare past performance



### ACCESS MANAGEMENT

- Create Role and assign Privileges
- Define approval workflows to suit the enterprise needs



### PROGRAMABLE COMPONENTS

- Authenticated API onboarding
- Easy integration into enterprise applications through programmable APIs and SDKs on the platform



### POLICY & CONFIGURATIONS

- Strong policies on user consent, opt-in/out and privacy



### CHANNEL MANAGEMENT

- Omni Channel capabilities
- Channels Support:
  - Telco Channels - SMS, MMS, USSD, Voice, RCS
  - Social Chat - Facebook Messenger, OTT-WhatsApp, Viber
  - Others - Web/App, Live chat, Video

## BENEFITS ACROSS THE BOARD

### OPERATOR

Address enterprise needs with a single consolidated platform and reduce operational costs

Protect and increase A2P revenue and margins

Monetize P2A and new channels with powerful conversational engagement tools

Flexible pricing models for package bundles and channels

Federated control to enforce policies inline with regulatory requirements

### ENTERPRISE

Easy onboarding for enterprise customers of all scales

Single unified platform to handle customer engagement across multiple channels

Segmentation capabilities to reach the right target customers and maximize ROI

Integrate with CRM, ERP, Ecommerce and other business systems with powerful APIs

Select the right channels and features for the evolving digital landscape

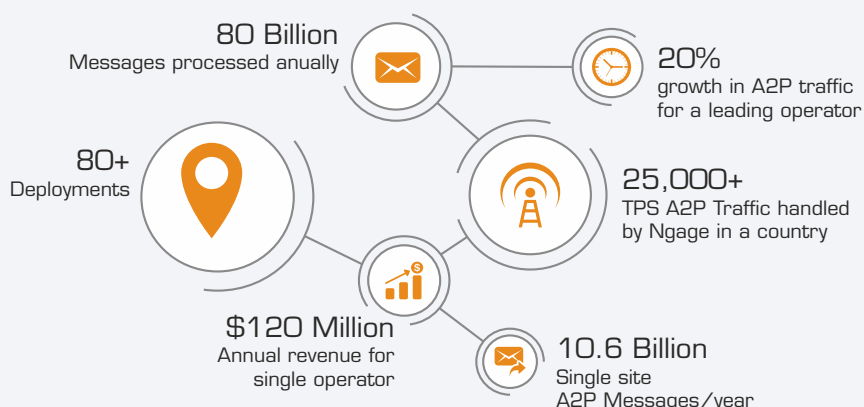
### SUBSCRIBER

Contextualization and personalization increase the engagement rate

Quick addressal of needs due to impactful, timely and relevant campaigns

Increased customer experience and customer satisfaction

# NGAGE MESSAGING PLATFORM: TRUSTED BY OPERATORS WORLDWIDE



## INDUSTRY RECOGNITION

4-times Messaging and SMS World Award winner



Best global A2P Provider

Best Enterprise SMS product

Best Messaging Innovation for Enterprises

Best Messaging Innovation – Enterprise Solution

## ANALYST CITATIONS

FORRESTER

Gartner



JUNIPER RESEARCH

MARKETSANDMARKETS

Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$21 billion Mahindra Group. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, please visit [www.comviva.com](http://www.comviva.com)

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