

BE THE BUSINESS THAT SEAMLESSLY CONNECTS WITH THE CUSTOMER, WITH A SECURED RELIABLE PLATFORM

The customer is a leading telecommunication company, operating in Morocco. The multi-service operator offers mobile, fixed-line, cybersecurity and mobile payment offerings.



Challenge:

- **Low A2P message delivery rate** leading to revenue loss.
- **Non-compliance Risk**, as in Morocco, it is ill-legal to Send A2P SMS directly to other operator's SMSC.
- **Brand reputation at risk**, with non reliable A2P messages sent over operator's network.
- **Lack of Omni channel portal** which would enable their enterprise clients to orchestrate personalized experiences.

To stay connected to its customers, enterprises are increasingly turning to digital communication channels, however the fact that customers may be on various service providers' network was a challenge in a city like Morocco, where it is ill-legal to send SMS directly to other operator's SMSC, resulting into failed deliveries and broken experiences, putting brand reputation at risk.

Solution:

- **Easy enterprise onboarding** and self care portal
- **White labelled Solution** with flexible billing & branding opportunities
- Multiple SMS Campaigns
- Compliant to **local regulations** & guaranteed delivery of messages
- **Flexible deployment model**
- **Real time view** of the KPI's
- **Authenticated API** onboarding
- Backed by **best-in-class business consulting** and operations services
- Telco has the **full control of the platform**

Comviva deployed **NGAGE**, an omnichannel customer engagement platform, to help the enterprises engage with their end customers over a secured, reliable, highly available and scalable cloud communication platform.

Enabling the integration between the operator HLR and the SMSC, the NGAGE CPaaS platform ensured the speed and accuracy of messages delivered, while maintaining the quality of experiences it extends to its enterprise clients. Further integrating HLR with MSP, a signaling module helped identify the network provider of the customer beforehand, thereby resolving/reducing dropouts significantly.

Backed by best-in-class business operations support, the platform powers one and two-way communication across various messaging interfaces and protocols, via easy integration of enterprise applications through programmable APIs.

Benefit:

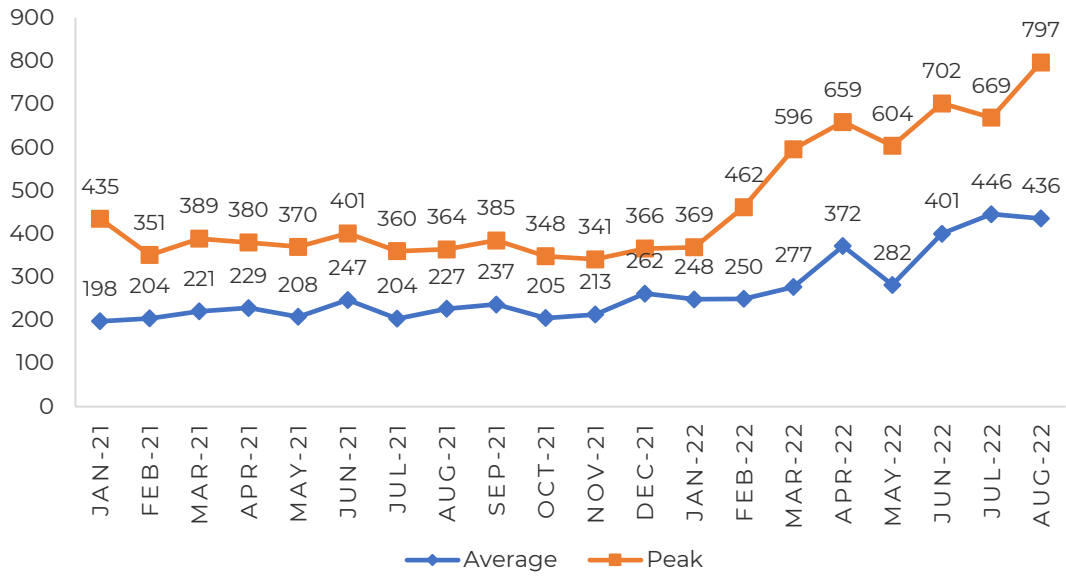
- Built trust and resilience
- High success rate of submitted messages
- **14 million+** messages delivered with 99.9% accuracy
- Reached **700+ Peak TPS** within one year
- **450+** enterprise customers served

Bridging the operator's enterprise clients and the end customers, NGAGE enabled enterprise-grade APIs, Communication Platforms, and Software Development Kits (SDKs) to deliver true seamless communication.

Helping operator's enterprise client carry out brand promotions, loyalty programs, customer acquisitions, OTPs, and bulk SMS campaigns of **over 700 TPS**, with **99.9% accuracy** across **5 Mn** customer base.

Also, MSP module identified absent subscribers and other errors related to network non-availability at the submission stage itself, leading to high success rates.

Capacity: Transitioned from **100 TPS** -> Reached **700+ Peak TPS since Go live**
 Transitioned from **364 TPS** -> Reached **797 Peak TPS** in one year (from Aug21 to Aug22)



Enterprises Onboarded: 450+ (till Nov'22)

