

# FRICTIONLESS OMNICHANNEL CPAAS FOR A LEADING OPERATOR IN MIDDLE EAST

The customer is one of the largest telecom company in Middle east, being recognized as one of the top 25 brands in the world.

**\$13Mn+**  
ARR

**1400+**  
Enterprise  
Customers

## Challenge:

- To be at the forefront of digital innovation.
- Inability to deliver digital transformation solutions to telco's enterprise customers.
- Disintegrated customer journey across multiple channels.
- Enable seamless omni-channel experiences for the enterprise's tech-savvy end consumers.

## Solution:

### Comviva NGAGE CPaaS Delivered A Frictionless Omnichannel Customer Experience

NGAGE takes a holistic approach to transform the experience of the customers effectively.



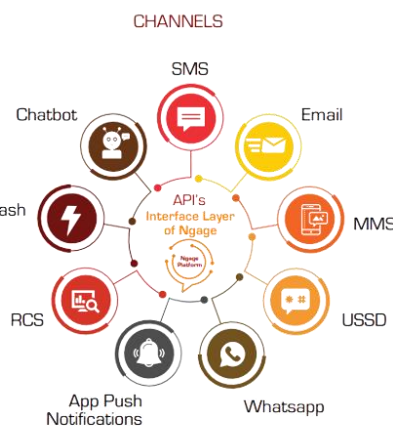
Comviva's NGAGE solution via its telecom deployments has helped many of the largest government organizations and enterprises to launch highly targeted SMS, app push, and email campaigns thereby optimizing their specific KPI's. It also provides a comprehensive dashboard for enterprise customer to have a bird eye view of their operations along with detailed reporting and delivery analytics per channel.

The NGAGE™ powered platform can support multiple channels of delivery 

- Powers both one-way and two-way communication across various messaging interfaces and protocols, hence, allows operator to easily integrate enterprise data and apps using programmable APIs.
- Provides detailed data on campaigns/users.
- Addresses vertical-specific engagement needs across different marketing use cases

The NGAGE™ platform helps to offer feature-rich solution direct to operator's enterprise clients which took care of all their current and future Omni-channel marketing needs 

- Enterprises on-boarded on the smart messaging platform could define an end-to-end service using an intuitive GUI
- Using a simple drop-down menu, they could also define categories, design message routing rules, and set up bulk messaging, one-to-one, or event triggered messaging.



NGAGE™ allows operators' clients to implement the demand-based purchase of one-time and recurring package bundles with flexible pricing options

- Enterprises can quickly self-onboard by adding accounts and user roles
- They can create new revenue streams by defining Omnichannel customer journeys to launch and manage personalized operations which are easily integrated with their backend services and apps
- The no-code chatbot builder allows rapid implementation of a chatbot messaging service that can be deployed on social and OTT channels as well



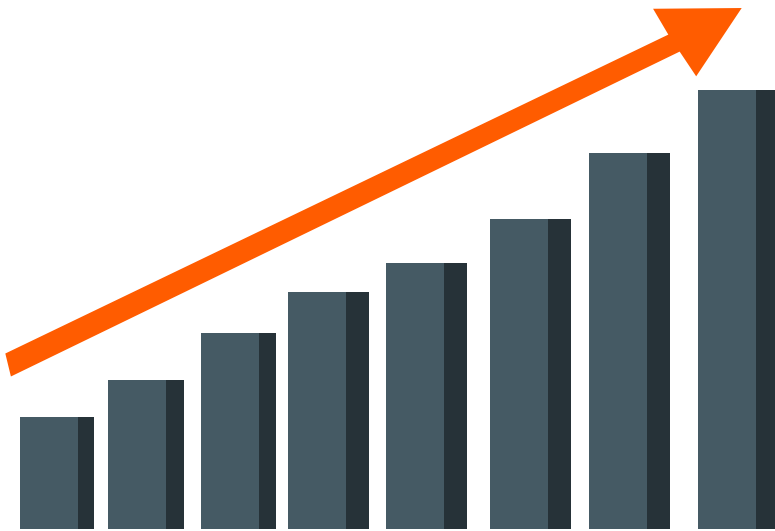
NGAGE™ enables seamless integration in the enterprise's existing ecosystem of apps and data

- All messaging channels are API-enabled and hosted on the operator's Cloud enabling seamless integration
- The state-of-the-art dashboard provides clients real-time information to make better business decisions on customer profiling, footfall analysis, and demographic analysis.

## Impact:

### New Revenue Streams & Business Flow Automation

- Omnichannel advanced & robust communication platform that has helped the operators to transform their enterprise customer experience journey by integrating advanced capabilities and data-driven business automation.
- Online journeys fast tracked D2E onboarding and reduced sales cycle
- Online onboarding assisted Digital first enterprises to sign up and avail services
- Recaptured enterprise customer lost to OTT



**\$13Mn+**

Worth Annual Recurring  
Revenue Was Generated