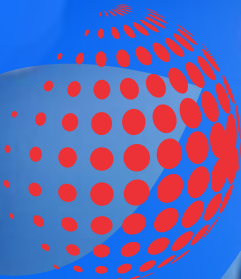


# Unified CRM (uCRM)

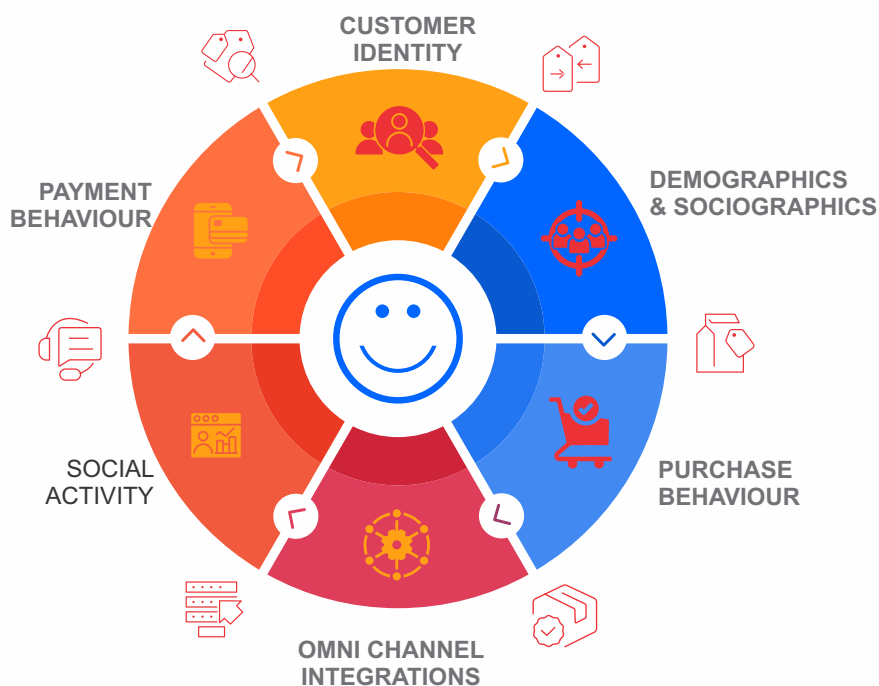


A one-stop solution to ensure  
Customer Experience Management

To keep pace with the demands of today's customers, operators are increasingly focusing on digital transformation, seamless omni-channel experiences, etc. all. Customer experience management and social customer relationship management (CRM) are driving the shift in CRM software from operational to intelligent systems.

With 15 years of industry experience, Comviva offers an integrated CRM solution. It entails a unified view of a customer's interactions with the operator.

#### ► UNIFIED VIEW OF THE CUSTOMER



#### ► OMNI-CHANNEL USER EXPERIENCE

Comviva's Unified CRM solution enables operators to deliver a consistent user experience across all applications and devices.

#### ► A HOLISTIC VIEW OF REAL-TIME SUBSCRIBER INFORMATION

Comviva's Unified CRM solution enables the operator to address a customer's queries in real-time. It can be deployed at call centres, retail outlets and partners and offers the self-service module for account management.

#### ► OPTIMIZE OPERATIONAL COSTS WITH AUTOMATED AND DYNAMIC WORKFLOWS

Comviva's Unified CRM solution entails integrated workflow management and automated processes. This enables streamlining of operations whilst providing a complete audit trail of customer contact activities.

## PAYMENTS THROUGH MULTIPLE MODES

Supports all popular types of payments such as pre-paid, post-paid, online payments, vouchers and money transfer.

## LEVERAGE SOCIAL MEDIA AS A CUSTOMER ENGAGEMENT CHANNEL

Monitor and extract market intelligence from a customer's usage of social media.

