

Empowering a Telecom Giant to Achieve 76% Enterprise Growth with NGAGE

Elevating Customer Experience Through CPaaS



The customer is one of the largest telecom companies in the Middle East, widely recognized as one of the top 25 brands globally.

Low Lights

- » Striving to maintain a leading position in digital innovation
- » Lack of seamless omnichannel experiences for the enterprise's techsavvy end consumers.

Acknowledging the critical requirement for enabling digital transformation solutions for telecom enterprises as end customers have grown tech-savvy and prefer engaging through digital channels, thus incorporating a CPaaS solution became a necessity.





Solution

- » Offers a **white-labeled CPaaS platform**, enabling enterprises to effectively engage with their customers
- » Supports SMS and Email as delivery channels while catering to vertical-specific engagement requirements across various marketing use cases
- » Facilitates **seamless integration** within the enterprise's existing ecosystem of applications and data

Comviva NGAGE is an omni-channel full stack CPaaS platform enabling telecom enterprises with cutting-edge capabilities on both traditional and digital channels.



Impact

-  Achieved a remarkable **76% YoY increase** in enterprise customers
-  Transformed the enterprise customer experience
-  Accelerated D2E (Digital to Enterprise) onboarding through online interactions
-  Assisted Digital-First enterprises with web-based onboarding, simplifying sign-up processes and service access

