



Elevate Customer Engagement

Unleash the Power of RBM
with NGAGE CPaaS

CUSTOMER ENGAGEMENT IS TRANSFORMING

With the advent of the digital age, consumer demands are reaching new heights. To stay ahead, operators and enterprises are embracing digital-first marketing strategies to engage with customers precisely when and where they need it, creating immersive experiences across multiple channels. In this new age of Omni-Channel communication, operators and enterprises are creating seamless digital journeys through advanced messaging capabilities such as Conversational AI and Rich Business Messaging (RBM).

Gartner predicts that by 2026, 90% of global enterprises will leverage communications platform as a service (CPaaS) as a strategic IT skill set to maintain digital competency, up from 30% in 2022.

WHY ENTERPRISES ARE PREFERRING RBM

Rich Business Messaging (RBM) is rapidly transforming enterprise communication, with a remarkable **90%** of adopters experiencing boosted customer engagement and **85%** witnessing higher conversion rates. The increasing popularity of RBM is attributed to its capabilities in delivering transcendent experiences, driving sales, and fostering deep customer relationships. Consequently, these features contribute to an impressive **70%** improvement in overall customer satisfaction. With such evident benefits, it's no surprise that companies prioritize RBM as a key tool for success in the digital age.



WHY ENTERPRISES NEED NGAGE RBM

In the ever-evolving landscape of customer engagement, enterprises choose NGAGE RBM for its exceptional capabilities. From delivering **rich media experiences** and **personalized interactions** to facilitating two-way conversations and **seamless omnichannel integration**, NGAGE RBM offers a holistic approach. This not only enhances customer satisfaction but also propels **increased conversion rates** and nurtures **unwavering brand loyalty**.

Based on an RCS Business Messaging study by GSMA Future Networks and Open Market, consumers are overwhelmingly excited about what RCS has to offer. Nearly **80%** of consumers find RCS appealing and over **70%** say RCS would make them more likely to want to communicate with a brand. Research author, Sam Barker, remarks, "Future growth of RCS traffic will be driven by users migrating away from dedicated mobile apps. The technology will develop to become the first point of contact for RCS users to engage with brands over mobile devices within **5 years**."

Here are a few reasons why enterprises need NGAGE RBM:

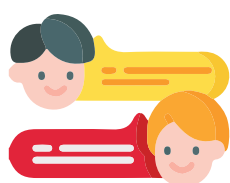
01 | PERSONALIZED INTERACTION

Tailored Messages: Reach customers with relevant and engaging interactions based on their preferences and behavior.

Deeper Relationships: Foster meaningful connections through personalized interactions that cater to individual needs and interests.



02 | ENGAGING CONVERSATIONS



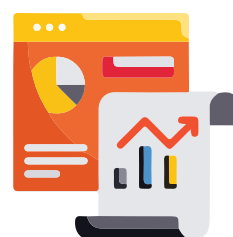
Two-Way Dialogues: Create real-time conversations that drive interaction, build trust, and enhance customer satisfaction.

Enhanced Engagement: Keep customers engaged through interactive dialogues that address their concerns and answer their questions promptly.

03 | DATA-DRIVEN INSIGHTS

Track Performance: Gain detailed analytics to measure campaign effectiveness, track customer behavior, and identify areas for improvement.

Optimize Strategies: Make informed decisions based on data-driven insights to continuously enhance your RBM strategy and achieve impactful results.



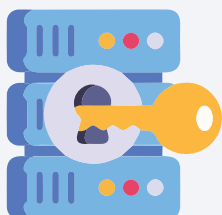
04 | SCALABLE AND RELIABLE

Large Volume Support: Handle high volumes of messages efficiently and ensure consistent performance even during peak demand.

Diverse Network Compatibility: Deliver seamless customer interactions across diverse networks for reliable and uninterrupted service.



05 | SECURE AND COMPLIANT

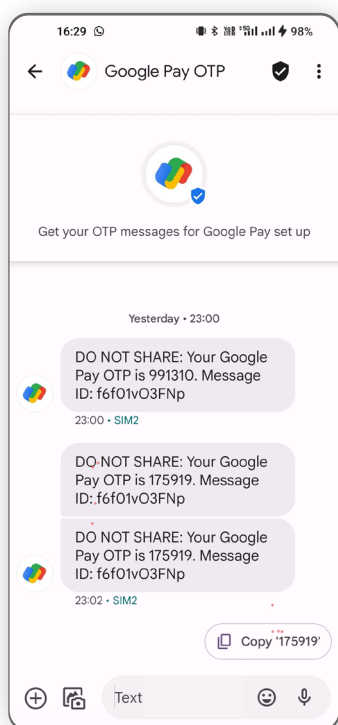


Data Protection: Adhere to stringent data privacy regulations to safeguard customer information and maintain trust.

Compliance Assurance: Operate within regulatory frameworks, ensuring compliance and data security.

CONVERSATIONAL JOURNEY THROUGH RBM

NGAGE RBM empowers businesses to create the best customer journeys by enabling personalized, interactive, and two-way communication across every touchpoint. From crafting engaging welcome messages and offering tailored recommendations to facilitating seamless transactions and providing real-time post-purchase support, RBM empowers businesses to build deeper relationships, foster trust, and drive exceptional customer experiences at every stage of the journey.

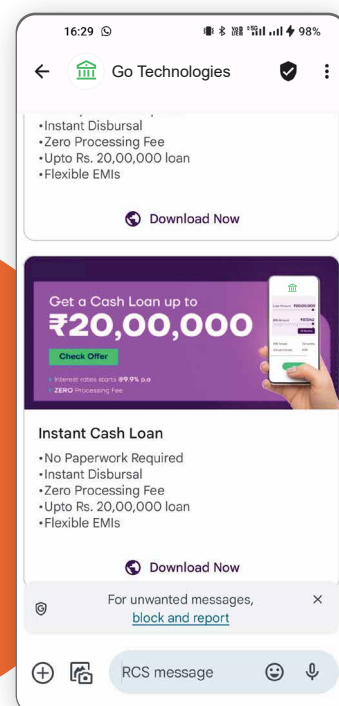


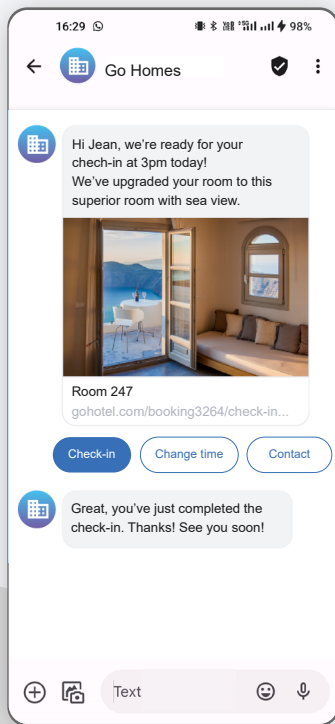
OTP

NGAGE RBM lets you send One-Time Passwords (OTPs) directly through the RCS messaging platform, offering your users a seamless and secure experience. No app downloads, no integration hassles, just fast, reliable OTP delivery within the trusted messaging environment.

PROMOTIONAL

NGAGE RBM empowers you to send high-impact promotional messages with stunning visuals, interactive buttons, and personalised content.



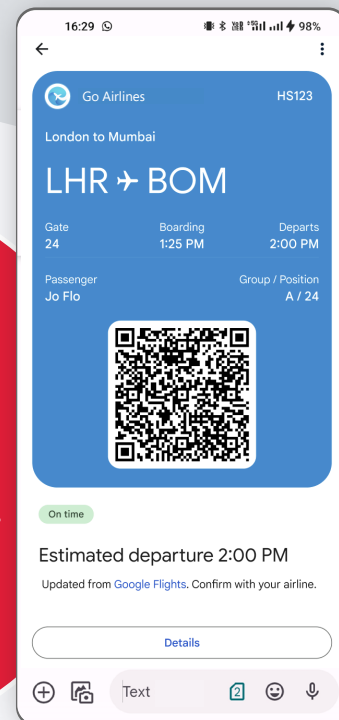


CONVERSATIONAL

NGAGE RBM brings conversations back to customer service. Imagine two-way chats with rich media, instant order updates, and personalized support, all within the familiar, convenient messaging app.

TRAVEL & BOOKING

Ditch traditional ticket delivery with NGAGE RBM. Send boarding passes, hotel confirmations, and event tickets directly to your customers' phones within their familiar messaging app.



RBM ACROSS INDUSTRIES



RETAIL

Delight shoppers with easy product discovery, guided selling, loyalty program alerts, coupons, re-buys and after-sales engagement.



FINTECH

Simplify financial services with easy KYC, instant payments, credit card renewals, EMI collections, lead generation and service requests.



FOOD & RESTAURANTS

Revolutionize your restaurant operations with RBM based ordering, meal and add-on recommendations, payments and real-time delivery updates.



EDUCATION

Transform Student experience with improved course discovery, 1:1 consultations and automated FAQ's.



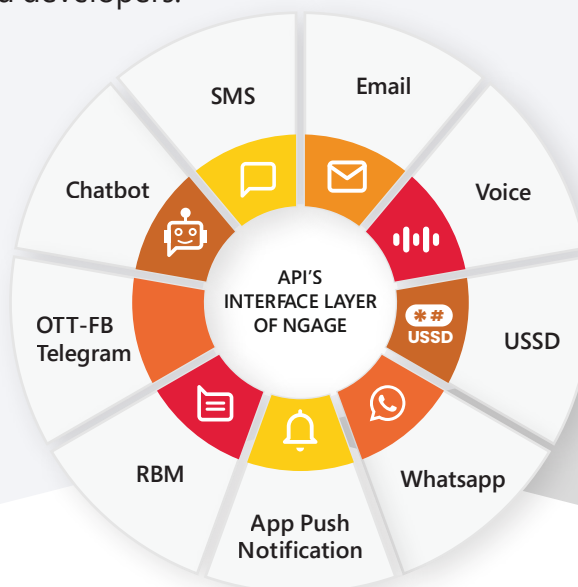
HEALTHCARE

Deliver better health outcomes and unblock staff bandwidth with automated outreach, appointment booking, feedback collection and more.

ENABLE RBM WITH NGAGE

Comviva's NGAGE is an omni-channel CPaaS Platform that provides a wide range of communication solutions tailored for enterprise clients. These solutions enable seamless customer engagement across multiple channels, including SMS, Email, WhatsApp, RBM and Voice. The platform is scalable to meet the needs of businesses of all sizes, including government agencies and developers.

NGAGE's Conversational AI capabilities coupled with Google RBM enables businesses across various industries to enhance customer experiences. By leveraging cognitive automation and Natural Language Processing (NLP), enterprises can automate user interactions naturally and engagingly, fostering a more personalized and satisfying customer journey.

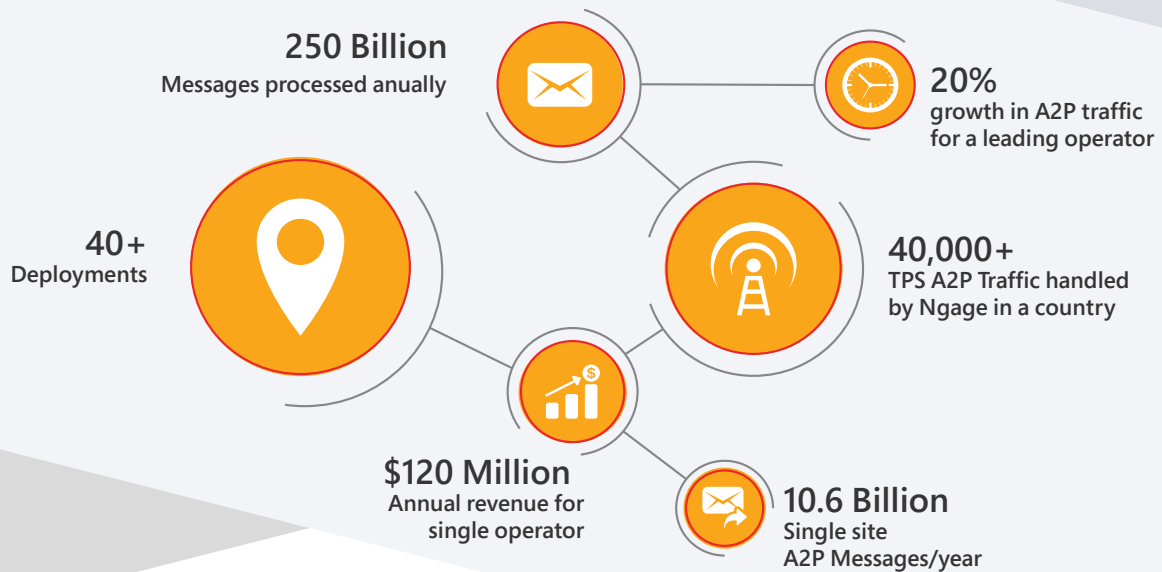


BENEFIT ACROSS THE BOARD

The benefits that NGAGE RBM provides to operator, customer and enterprises includes:

TEL COS				
NGAGE Unite comms, empower CPaaS mastery	Skyrocket Enterprise Revenue Unlock New Streams	Network gold Monetize & optimize with NGAGE.	Stellar CX, happy telco NGAGE builds loyalty	Upgrade your game Telco to techno in one leap
ENTERPRISE				
1 Billion Strong A Global Network Reaches Far and Wide	Seamless, immersive Direct, secure, rich media.	Boost brand value with Verified digital solutions	Unleash telco backup + AI Powerhouse combo	Unlock intel Delivered, Opens & customer engagement
CUSTOMER				
Direct Reach Chat directly with brands you love, anytime.	Hassle Free Personalized help on RBM without waiting	Always on Rich updates, live & on-the-go	Secure Private chats, problems solved swiftly	Spam Control Skip the spam, get deals you actually want.

NGAGE : TRUSTED BY CUSTOMERS WORLDWIDE



About Comviva Technologies Ltd.

Comviva simplifies business complexity. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow.

Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered the benefits of digital and mobility to billions of people around the world. Comviva is a completely owned subsidiary of Tech Mahindra and a part of the Mahindra Group. For more information, visit us at www.comviva.com