



# Customer Experience Management for Enterprises

## CUSTOMER EXPERIENCE MANAGEMENT

Customer Experience Management (CEM) has evolved over time with the introduction of new technologies, devices and rise of multichannel interaction including social media platforms such as Twitter and Facebook. Enterprises are now considering and investing on strategizing their Customer Relationship Management roadmap. Traditional contact centers are also compelled to reshape their approach & strive for a strategic role in CEM that can get a pulse on customer actions and lifetime value. Faced with increasing volumes and complexity of customer data, enterprises need real-time, actionable insights that can be translated into tangible business outcomes.

Our customer experience management solution offers a practical and unique approach for measuring, monitoring and monetizing the customer experience. ISON advanced analytics framework allows service providers to build a holistic profile of the subscribers' experience across multiple channels, devices and networks. Our solution offers an end-to-end fit by providing deep insights at customer as well as agent side across all touch points at the level of experience, services and product.

The solution provides following benefits to the clients:

- ▶ A 360 degree view of all customer behavioral data across networks, services and devices
- ▶ Consolidation of untapped information from networks, systems, and devices to provide meaningful insights
- ▶ On-demand support for increasing real-time traffic
- ▶ Powerful analytics and strong insights through open-ended correlation

Our CEM offerings cover:

### ENTERPRISE MOBILITY

Buying the product is as easy as selecting the modules and choosing the mobile operating systems and you are ready to roll out the modules in no time. We believe that days of developing mobility solution using a mobile framework is numbered as enterprises are moving towards the path of industry revolution where one like most car manufacturers assemble the parts and roll out a product. The parts are manufactured by different vendors and the assemblers decide which vendor to use.

ISON helps enterprises leverage cloud/client technology to build a self - service mobility bouquet that can be productized using developer- oriented services. Basically, these modules are nothing but the "Component Stores" essentially the building blocks that can cut production times drastically. With this module- based approach, ISON ensures that the following steps are not missed:

#### VERSALITY

ISON does not lock its customer to its Mobility solution. Like Openstack, it believes in custom

freedom and hence gives following different modules as libraries such as Social Wall, Security, Chat, Appointment, Messaging, Service requests, Product Info/ Offers, Account Info etc.

#### BROAD APPEAL

ISON solution is already in production over 4000+ models in different parts of the world. Said that, all the modules offered by them are already tested on all possible form factors.

#### UI/UX EXPERIENCE

A big challenge in industry right now is that most app companies do not have UX/UI expertise and enterprises have less budget to focus on such activities. With ISON GSMA & Graham-Bell awards winning solution, enterprises can have peace of mind that ISON keeps its hand tight on latest UX/UI experience.

#### PREDICTIVE ANALYSIS

All of our modules come with automated logging and predictive analysis. With real time charts into

your consumers activity, we keep you updated all the time at your disposal We alert you before the problem happens – that is when user is about to reach its agony threshold.

## CUSTOMER ON-BOARDING

Customer on-boarding or “Know Your Customer” is a major concern for enterprises, specifically BFSI institutions and communications service providers (CSPs) with evolving geopolitical security concerns, market dynamics, stiff competition, regulatory scrutiny and operational overheads. The enterprises face challenges in adopting a customer on-boarding framework mainly originating from people, process and data.

ISON offers end-to-end automated KYC solution that captures customer information like photograph, proof of address (POA), proof of identity (POI) & biometric fingerprints, as per the business requirements. The data is captured from multiple sources such as Passport, National ID, Labour Card, Driving license and other documents through automated data entry using digital code reader, aids followed by a series of validation & verification steps that are undertaken to verify the identity of the applicant being on-boarded.

The ready to deploy solution can be implemented with various enterprises like communications service providers, banks, microfinance institutions,- insurance companies, travel and hospitality, utilities and government sectors.

## CONTACT CENTRE TECHNOLOGY AND OPERATIONS

Depending on the needs of an enterprise, contact



centers have evolved from simple voice-based operations to technically sophisticated ones. The challenge today is to transform these into fully integrated, context-based customer experience management centers to address the needs of the customer. Enterprises need to shift to a customer experience management centric approach, which includes adapting to flexible and scalable infrastructure, multi-channel interactions – voice, e-mail, IM, video and social networks; and integration with enterprise applications, fully preserving the "customer" context.

With extensive experience in multi-vendor products and platforms, ISON offers end-to-end integrated technology solutions for contact centers, including consulting, systems integration, application development, infrastructure implementation, and onsite/ remote support which help enterprises address the ever-demanding customer needs. Our contact center capabilities include:

- ▶ Unified and Virtual Call Centre Solutions
- ▶ Automatic Call Distributor and/or Dialer
- ▶ CRM application/Call Centre Servicing application
- ▶ Campaign Management System
- ▶ Call Recording Systems
- ▶ Interactive Voice Response Systems/Speech Recognition Systems
- ▶ Workforce Management Software
- ▶ Computer Telephony Integration (CTI)
- ▶ VoIP Solution

The solution provides following benefits to enterprises:

- ▶ Short deployment time of 6-8 weeks





- ▼ Lower Total Cost of Ownership (TCO) through plug and play

## BIG DATA ANALYTICS

With rapid advancements in technology, devices and application today, big data analytics can help deliver personalized customer engagement in a powerful and engaging manner. CSPs play a key role in creating innovative services for such devices, and understanding subscriber demographics. As such, it is imperative that CSPs understand their subscribers' needs and preferences to be able to devise marketing plans that are efficient as well as effective.

Our analytics solution helps service providers leverage customer insights to create targeted revenue streams. The mobile marketing solution helps service providers run targeted marketing campaigns for their subscribers to increase subscriber loyalty and retention. We provide consulting, integration and implementation, and support services for mobile marketing and advertising solutions.

The solution provides following benefits to clients:

- ▼ Incremental revenues through highly interactive marketing campaigns
- ▼ Increased subscriber loyalty due to personalized customer experience
- ▼ Lower Total Cost of Ownership (TCO) through plug and play

- ▼ Reduces cost to serve upto 30% by engaging and deflecting customer care calls from IVR
- ▼ Enhances revenue by promoting specific application screen
- ▼ Improves customer satisfaction and increases customer loyalty
- ▼ Real-time insights for customer care calls
- ▼ First Call Resolution (FCR)

We also offer BPO services, through ISON BPO in telecom, government, oil & gas, and banking and financial services sectors. The robust BPO services infrastructure is built on global delivery framework to deliver voice, non-voice and other knowledge process outsourcing (KPO) services.

The solution provides following benefits to clients:

- ▼ Integrated IT and BPO solution to address end-to-end customer needs
- ▼ Reduced costs through local presence and on-shore/remote support
- ▼ Superior customer experience leading to highly satisfied customers and boost business growth
- ▼ Incremental revenues through highly interactive marketing campaigns
- ▼ Increased subscriber loyalty due to personalized customer experience

## KEY CLIENTELE



**ISON**

INNOVATE  
ENABLE  
ACCELERATE

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