

CUSTOMER EXPERIENCE MANAGEMENT SERVICES

Monitor | Manage | Automate

iCX

Intelligent Customer Experience Management

The focus is shifting from selling products or services to selling experiences

Gartner reports that 81% of executives believe they'll compete on customer experience alone in the near future. Internet Retailing reports that 69% of consumers want to have a personalized experience. Dimension Data reports, 84% of companies who focus on improving customer experience are reporting an increase in annual revenue.

Technologies like AI, Data analytics, and device management standards are becoming key enablers in realizing solutions for improving customer experience and reducing operational costs through automation, remote monitoring, and management of devices and services. Predictive analytics and self-care applications will drive hyper-personalization and assisted diagnostics. Automation will accelerate with ML, AI, and neural networks giving the ability to combine scenarios, increase understanding, and help make real-time decisions such as next best action.

Consumers will value consistency, transparency & control

Customer experience management is about an ever-evolving customer expectation and is gaining importance across various business functions. Offer seamless experiences to ensure customer loyalty. Omni-channel delivery to provide all stakeholders with consistent information across all touchpoints. Improving productivity and operational efficiency through automation

With disparate and siloed data sources, having the right mechanisms for data collection, establishing correlations, identifying patterns, generating meaningful actionable insights, orchestrating actions to automate end-to-end workflow, having the domain understanding of both MSO ecosystem and data analytics, and the knowledge of right tools and algorithms to use to develop such a system is a challenge.

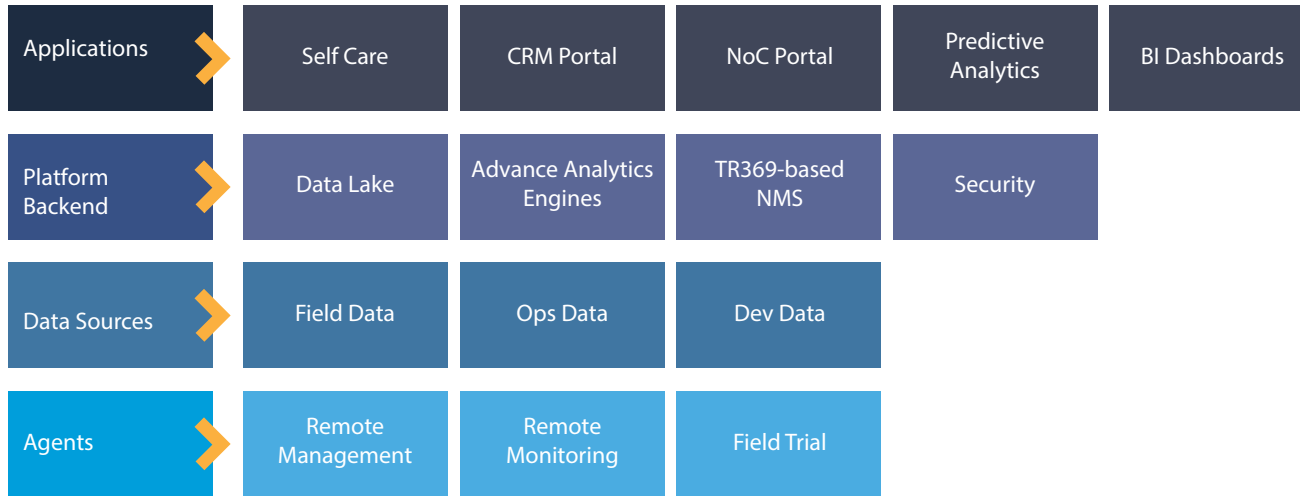


Benefits for your Consumer

- Seamless experience
- Hyper personalization
- Intuitive self-care apps
- Faster issue resolution
- Accelerated customer onboarding

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Service Framework



- Enhanced device management & Wi-Fi Diagnostics for remote management of client devices
- Predictive analytics/anomaly detection for predicting issues ahead of time and initiating self-heal mechanism for issue resolution
- Proactive real-time monitoring with a composite health index generated for real-time decision making
- Intelligent Ticket Management system for effectively creating & managing field issues
- Smart triaging for faster issue resolution using log analytics
- Voice-based services for interactive customer experience

Differentiators

Technology

- TR369 based NMS

Reliable

- Secure, Faster, Lighter and always connected

Flexibility

- Remotely manage individual end-devices with the ability to control specific parameters
- Manage devices in any network

Uniqueness

- Field trials app for an intuitive way of collecting structured and routine feedback
- Near real-time data collection from multiple data sources

Success Stories

Field Trials System – South African leading Broadcaster

Automating field testing of firmware upgrades before roll out

Remote Monitoring System – India's leading MSO

Dashboards to monitor overall health of deployed devices