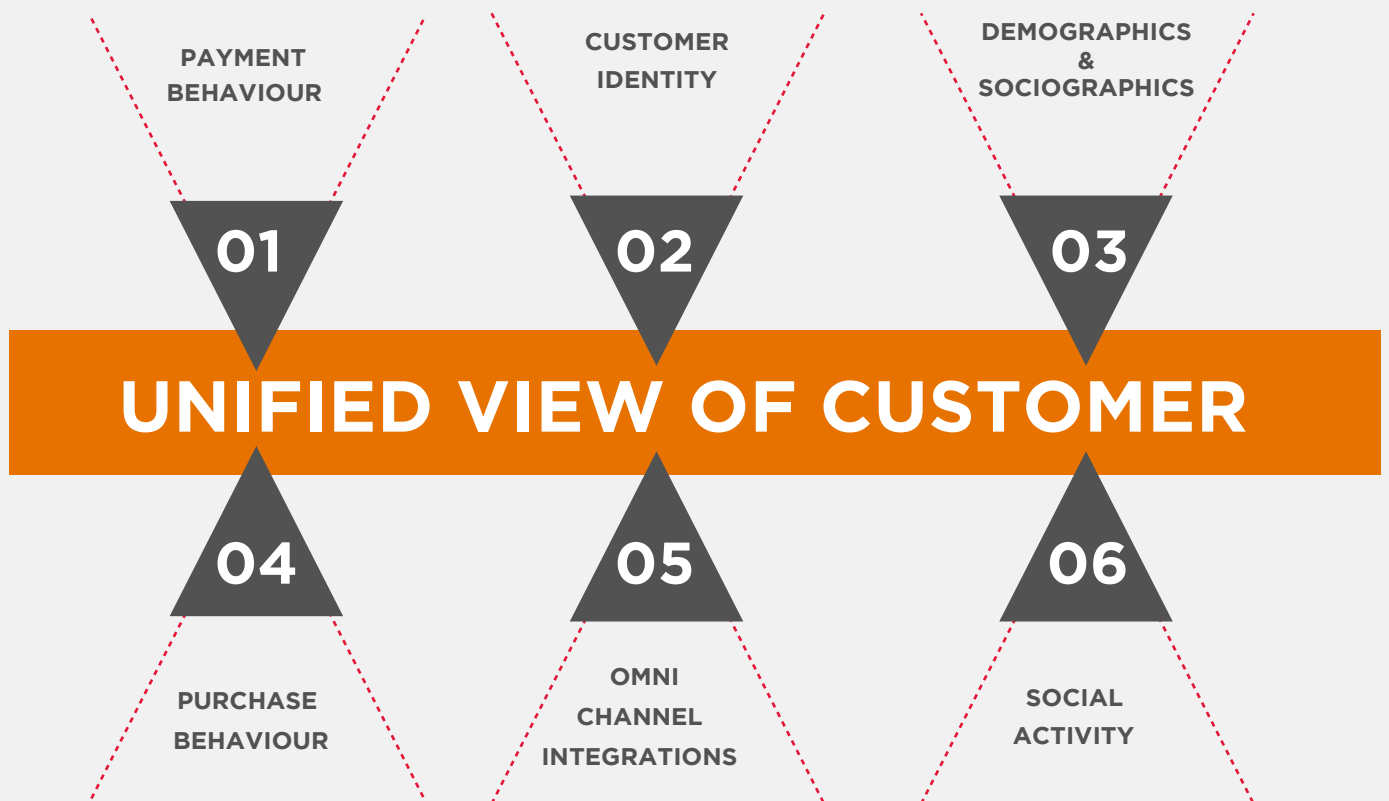


UNIFIED CRM (uCRM)

**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.**



► **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.

UNIFIED CRM

TROUBLE TICKETING	CUSTOMER ACCOUNT SNAPSHOT	SERVICES MANAGEMENT	TRENDING CALLS INFO
Robust Query-Request-Complaint system with flexibility to define flows and escalation rules	Relevant customer information display - Account type, SIM no., etc.	Management of services like Data and VAS (activation/de-activation)	Real time information related to top queries being logged in a day to decrease AHT
CDR DATA DISPLAY	UP - SELL SUGGESTIONS	CDR COLLECTION	PROVISIONING
Last 3 Month CDR records for quick redressal of queries/information fetch	Suggestions to upgrade/subscribe plans based on consumption history	Collection of CDRs like voice, sms, data from multiple nodes	Activation, - deactivation, changes on service profile, barring/unbarring
CUSTOMER ACTIVATION	LOGICAL INVENTORY MANAGEMENT	REPORTING	NOTIFICATION INTERFACE
Support for Regulatory Compliant new customer service activation	Complete lifecycle management of logical inventory	Provide a heat check and analysis for timely action	Send customized SMS/email to multiple subscribers together



WHY OPT FOR UNIFIED CRM ?

- ◆ iPacs supports both, cloud based and on-premise deployment modes.
- ◆ 40,000 customer care agents have been deployed on a single project across multiple locations.
- ◆ Multi-tenant solution with highest levels of availability and security.
- ◆ Handles 220 million subscribers for a leading global operator.
- ◆ 40+ turnkey implementations for customers across Africa, Asia Pacific, Europe, Middel East and Latin America.

Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$21 billion Mahindra Group. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

For more information, please visit www.comviva.com

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