

Pains and Gains of Customer Experience in Telecoms

To offer a personalized customer experience that matches the needs of all its subscribers. This is one of the challenges of today's telecoms operators.

Why is this such a challenge? What are the obstacles to achieving the ultimate customer experience? And how do these affect telecoms operators' business operations and results? You may be surprised by the pains in your business. Find out how Jiver CS2X, an efficient and affordable solution for telecoms, can convert these pains into gains for your telecoms business.

Current challenges in the telecoms industry

Less personal shop support and information service

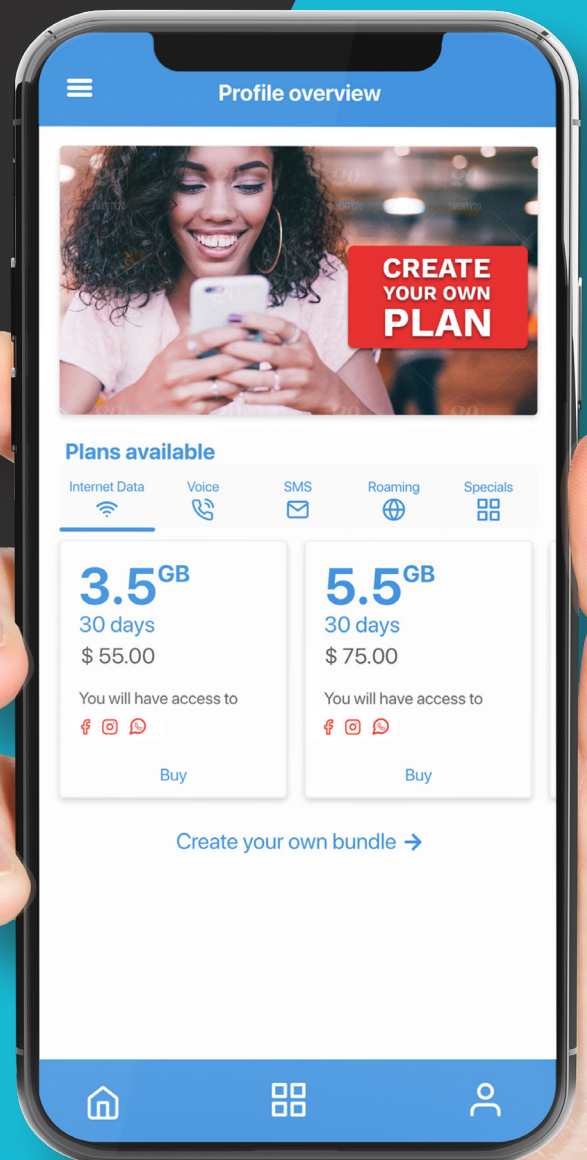
At a time when the interaction between telecoms providers and their customers is more important than ever, accessibility and personal interactions with customers are falling short due to social distancing regulations. Customers simply aren't coming to your brick-and-mortar stores anymore.

And those same customers are still looking for information. When it comes to the services you provide, they want to be guided and advised based on their budget and lifestyle so they can make an informed decision about which package best suits their needs.

Expensive and inefficient marketing efforts

As a telecoms provider, you offer services to customers with very different profiles. They differ in age, behavior, and needs. They have different budgets and ways of communicating with their friends and families. Some of them use a lot of data, while others may want to talk more.

The commerce department has a hard time dealing with all these different customer needs. And with



matching the service portfolio and pricing against the competition.

It constantly works to create that magical one-size-fits-all subscription service, featuring a range of predefined packages. At the same time, the marketing department has to come up with multiple campaigns for all the services.

This is a hard and unrewarding activity. You may think you know the needs of your customers, but you still may not get them—or even worse, you may get complaints.

Too many services confuse customers

Another pitfall is offering too many options for the customer to choose from. This can be overwhelming for the customer. It simply makes it more difficult for them to scroll through and find the right service and plan for their needs. The more services you offer, the more confusing it will be for the customer.

Here is the dilemma. You want to offer the right categories and a list of services for the different needs of your customers. But you do not want your services to be overwhelming and confusing because of too much choice.

Customer experience is dropping and costs are rising

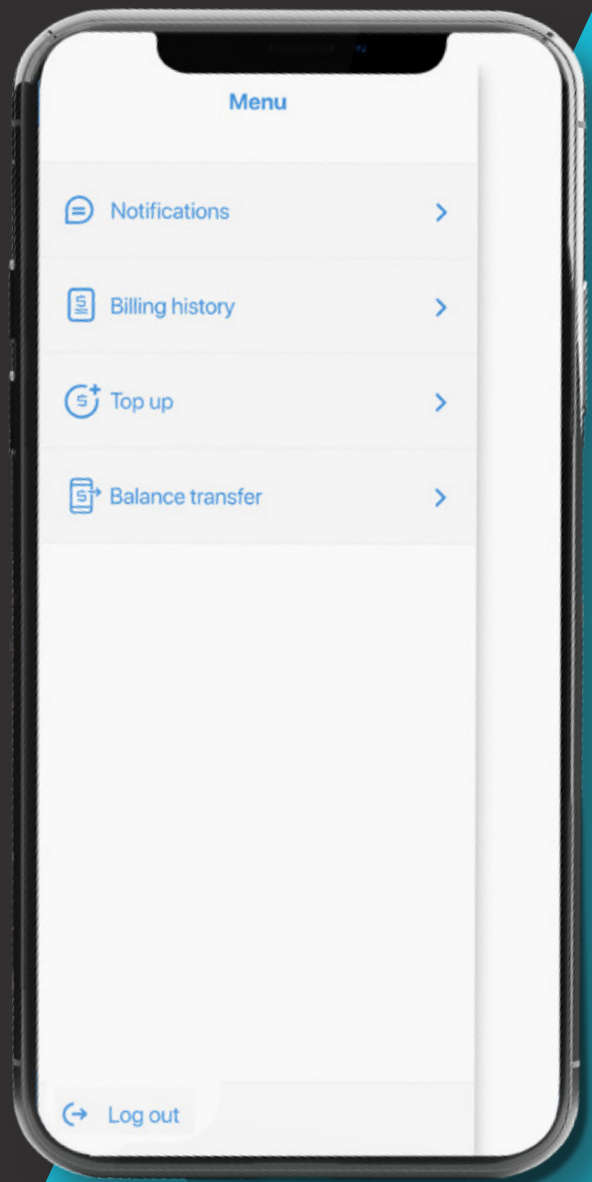
Having too many subscription plans that still do not satisfy all your customers may push them toward your competitors. Meanwhile, the commerce department continuously refines the packages that create confusion for your customers. It has to come up with endless new marketing campaigns, and new products put a lot of stress and pressure on development and IT solutions.

The consequences for the telecoms business are evident:

- loss of customers, a growing churn;
- rising overhead, especially marketing costs;
- increasing budget for development;
- decreasing revenue.

Jiver CS2X offers professional solutions

Jiver is a suite of applications that enables telecoms operators to get more revenue from their investments while boosting customer satisfaction. Jiver is a smart



and affordable telecoms platform that is ready to be up-and-running and integrated into your existing infrastructure.

Seamless integration with your existing infrastructure

The combination of Jiver's white-label customer self-care (CS2x) application and the platform itself make integration with your infrastructure quick and easy. This allows you to bring your customer closer to your most complex BSS and OSS infrastructure.

Interaction between your customer and your network becomes seamless, making the customer experience and interaction the main focus.

"Give your customers the freedom to CREATE, because one size does not fit all."

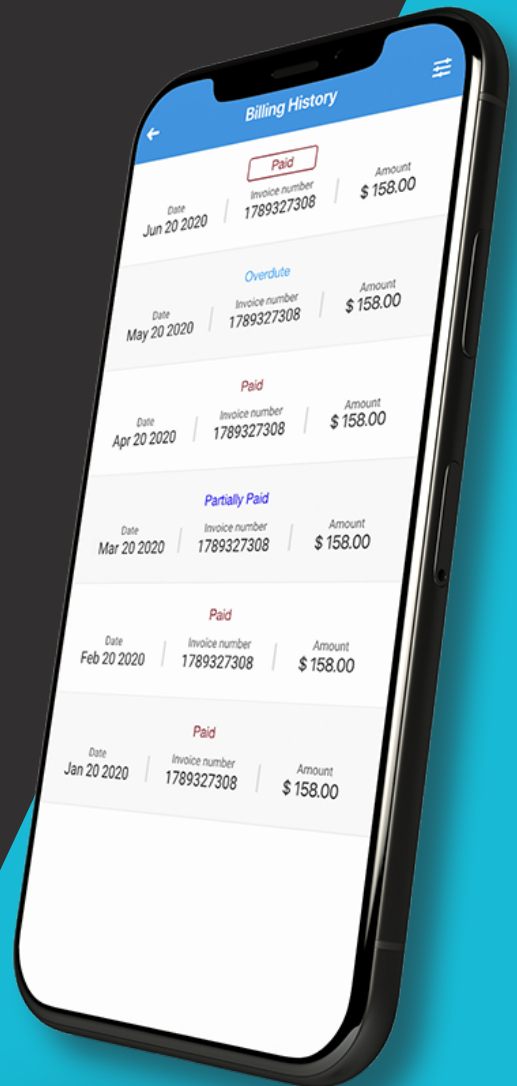
Jiver, the platform behind the CS2x mobile app, enables you to quickly and easily implement IT and/or Commercial department requests by making seamless integration with your BSS and OSS solutions from Amdocs, Ericsson, StreamWIDE, MIND and many others. This means that the financial and time costs of developing and deploying new services decreases and becomes affordable again.

Actions such as buying services, payments, TopUp, and receiving marketing notifications become a breeze for your customer, while simultaneously minimizing the time-to-market and deployment headaches for you.

"With Jiver, you can focus on monetization and other important business strategies."

Jiver CS2X is unique and efficient because it:

- smoothly integrates into even your most complex BSS and OSS infrastructure;
- can be up and running in approximately six weeks;
- is affordable and yet creates more business for you and more possibilities for your subscribers;
- makes the interaction between your infrastructure and your subscribers seamless, more accessible, user-friendly, and smart;
- is brandable and ready to market your products and services to your target market;
- has an extra focus on small- and medium-sized telecoms operators.



A full-service virtual store to connect with your customers

Jiver CS2x safely and seamlessly brings your services directly to your customers, without the need for face-to-face interaction. It's like a virtual store where customers can access all of the services you provide and manage their accounts without leaving the comfort of their home.

Putting some control in the hands of your customers increases customer satisfaction, which in turn prevents them from switching to competing services. It also means less churn and less revenue loss.

Customers can create their own plan

No one size fits all. It sounds simple and obvious, but we have seen our customers struggle to realize this. And to realize the impact of this on their business. Customers want to create and customize their subscriptions based on their specific needs.

"Give your customers the freedom to CREATE, because one size does not fit all."

That is why we designed the JiverCS2X platform to allow customers to create their own plan.

The platform guides the user through a series of quick and easy steps, so they can build a custom plan that fits their personal needs while considering their past usage behavior. This is in addition to the option of choosing from a range of predefined plans that best suit their needs. Creating these predefined plans is quick and easy within the Jiver platform.

This feature offers some great advantages to both your demanding customers and your commerce department.

- Your customers will be happy to have the freedom and possibility to create a plan that matches their needs while keeping an eye on spending.
- Your commerce department will no longer have to come up with dozens of different service packages. They can create packages that suit 80% percent of your customers and feel assured that the other 20% can still create their own packages to suit their needs.

TopUp with multiple payment methods

With the current social distancing mandates, customers needing to go out of their homes to a store to TopUp is a real worry. Customers are now looking for ways to TopUp and pay their invoices without leaving the comfort of their homes.



“TopUp contributes to better customer service and customer experience.”

Your customers, especially the prepaid ones, expect payment options such as loyalty or credit cards to be available. The integration of a mobile app with payment gateways for credit cards and/or loyalty programs can be a daunting task. It could take a very long time if you were to build this from scratch.

The Jiver CS2x platform allows you to do this easily and intuitively, so interfacing with any payment gateway system is a breeze. The payment functionality that facilitates TopUp is modularized, making it easy to integrate with a payment gateway or any regional loyalty program.

Jiver CS2X is part of the Jiver Telecoms Solution Suite designed for Service Monetization.

“Multiple payment options contribute to customer loyalty.”

Offering multiple payment options to your customers for TopUp, including channels such as your subscriber app, will greatly contribute to much better customer service and enhance the overall customer experience. This results in continuous customer satisfaction and long-term loyalty.

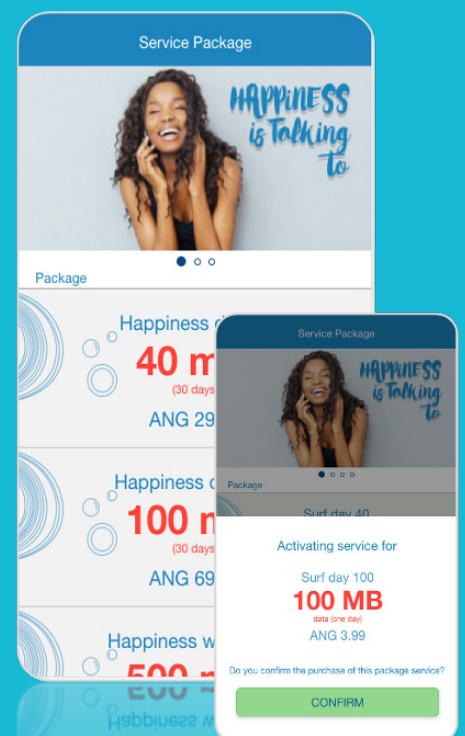
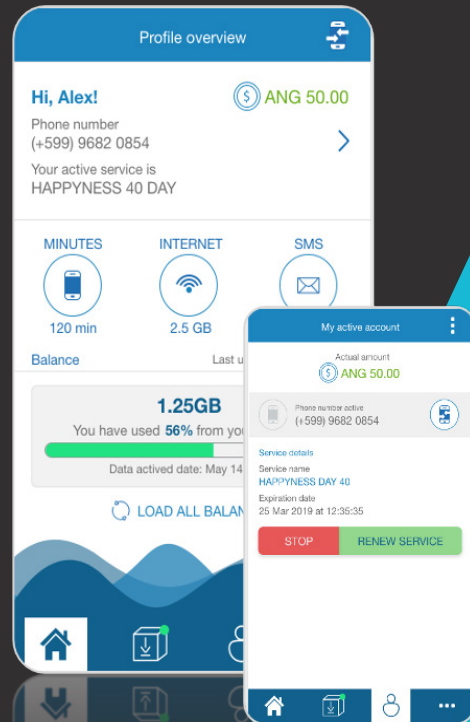
Service Monetization for effective product campaigns

Jiver Service Monetization offers telecoms operators an integrated platform to build and manage end-user product campaigns. It supports your commerce and VAS departments with the process and tooling for the implementation of product campaigns. The benefits of Jiver Service Monetization are:

- Maximize income from core services, such as Data, Voice, and SMS.
- Reduce time-to-market.
- Deploy instantly over multiple end-user channels.
- Flexible charging and bundling options.

Features of Jiver Service Monetization

- Multiple end-user channels, including the self-care mobile app, web app, SMS texting, and APIs for all other requirements.
- Instant automated provisioning of billing systems, mobile, and fixed network components.





- Subscribers buy one-time or periodically renewing subscriptions.
- Automated end-user usage notifications based on fixed or variable parameter configurations.
- Integrates with loyalty programs using vouchers or real-time redeeming interface.
- Create campaign bundles from any type of service: SMS, mobile or fixed voice and data, prepaid, post-paid, social media only, or full internet access, etc.
- Admin portal for campaign administration.
- A support portal for troubleshooting and customer support.
- Standard periodic reports and integration with data warehouses.

Jiver Service Monetization self-care app for subscribers

This is a brandable app enabling telecoms service subscribers to manage their own accounts.

This app features capabilities like:

- view account balances;
- view usage;
- view invoices;
- buy, customize, and manage subscriptions.



Interested in the brandable Jiver CS2X platform or monetization solutions?

Please contact us at:

(+5999) 747 2342 or info@ictuq.com for more information on the brandable Jiver CS2X platform or other monetization solutions.

These solutions will enable your telecoms business to address the pains of customer experience and turn them into gains—ultimately creating a unique selling point for your telecoms business.

