

e& enterprise

Delivering  
seamless customer  
experiences with



# Contents

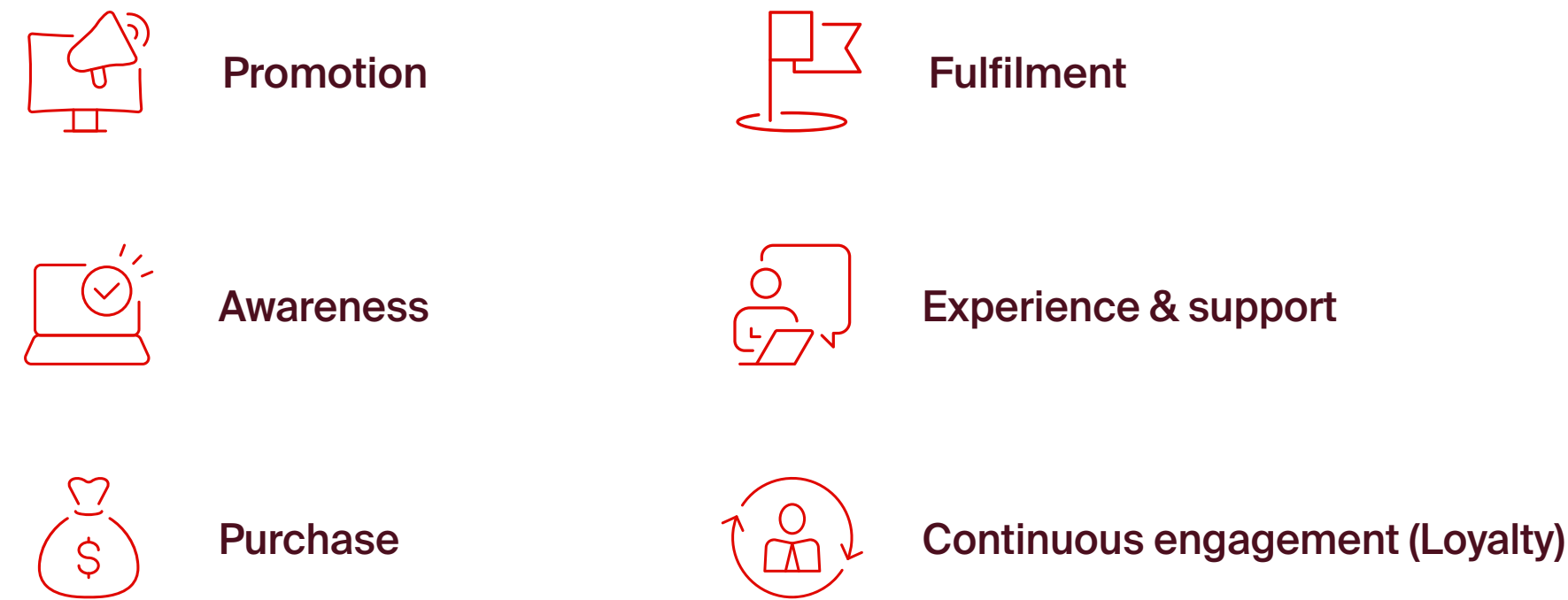
## A deep-dive into end-to-end customer journeys

Leveraging an AI-enhanced customer experience

Scaling up your CX journey with engageX

# A deep-dive into end-to-end customer journeys

For any brand, it's critical to build an intelligent, dynamic customer engagement journey - this is essentially the path from purchase to retention combining all the digital touchpoints a customer has with your brand. There are six stages in the digital customer journey:



CPaaS solutions have emerged as transformative tools in this regard, significantly propelling business communication. The cloud-based platform serves as a unified hub, integrating diverse communication channels and powerful tools, empowering businesses to curate, and oversee their bespoke communication applications with unparalleled effectiveness. By centralising communication infrastructure,

CPaaS equips enterprises with the agility to deploy comprehensive customer engagement strategies across channels such as voice, SMS, video, and more. This strategic convergence of channels enhances accessibility and convenience for customers, enabling them to interact through their preferred means, thus engendering a profound sense of inclusivity and personalised attention.

Moreover, CPaaS facilitates the rapid deployment of real-time communication applications, which serve as powerful instruments to address customer queries and concerns promptly. The ability to leverage cutting-edge communication technologies fosters the delivery of instant and tailored responses, elevating the overall customer experience.

**For any brand, it's critical to build an intelligent, dynamic customer engagement journey.**

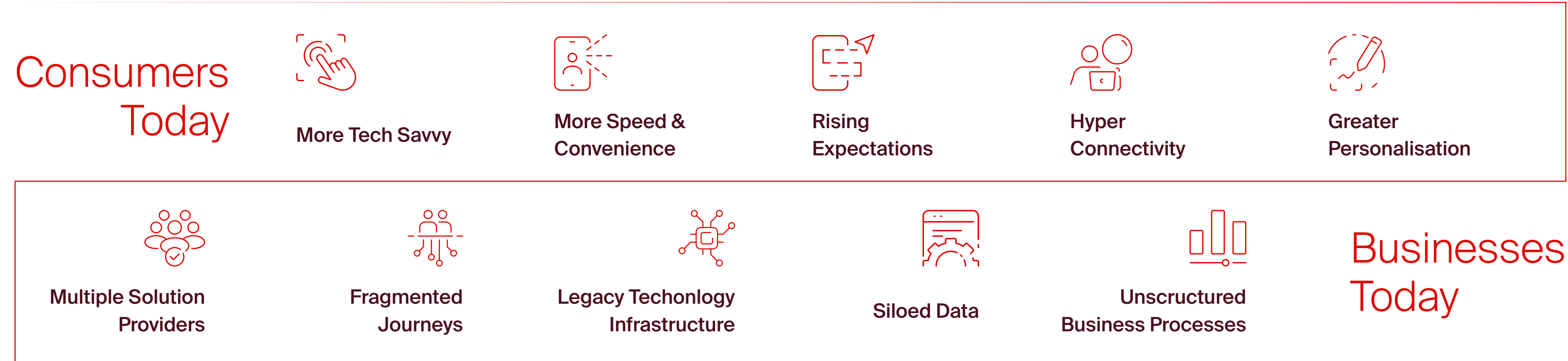
# Contents

**A deep-dive into end-to-end customer journeys**

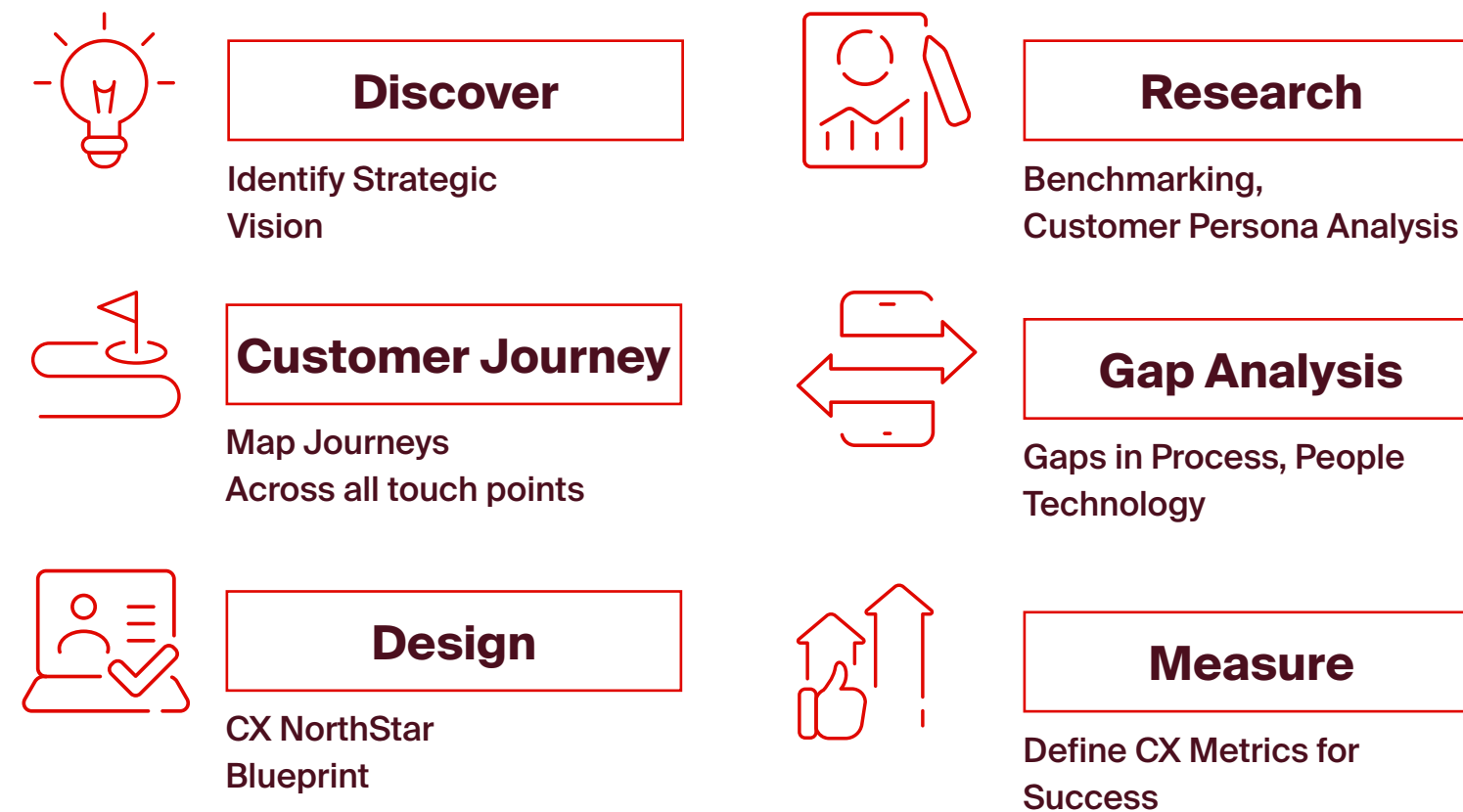
Leveraging an AI-enhanced customer experience

Scaling up your CX journey with engageX

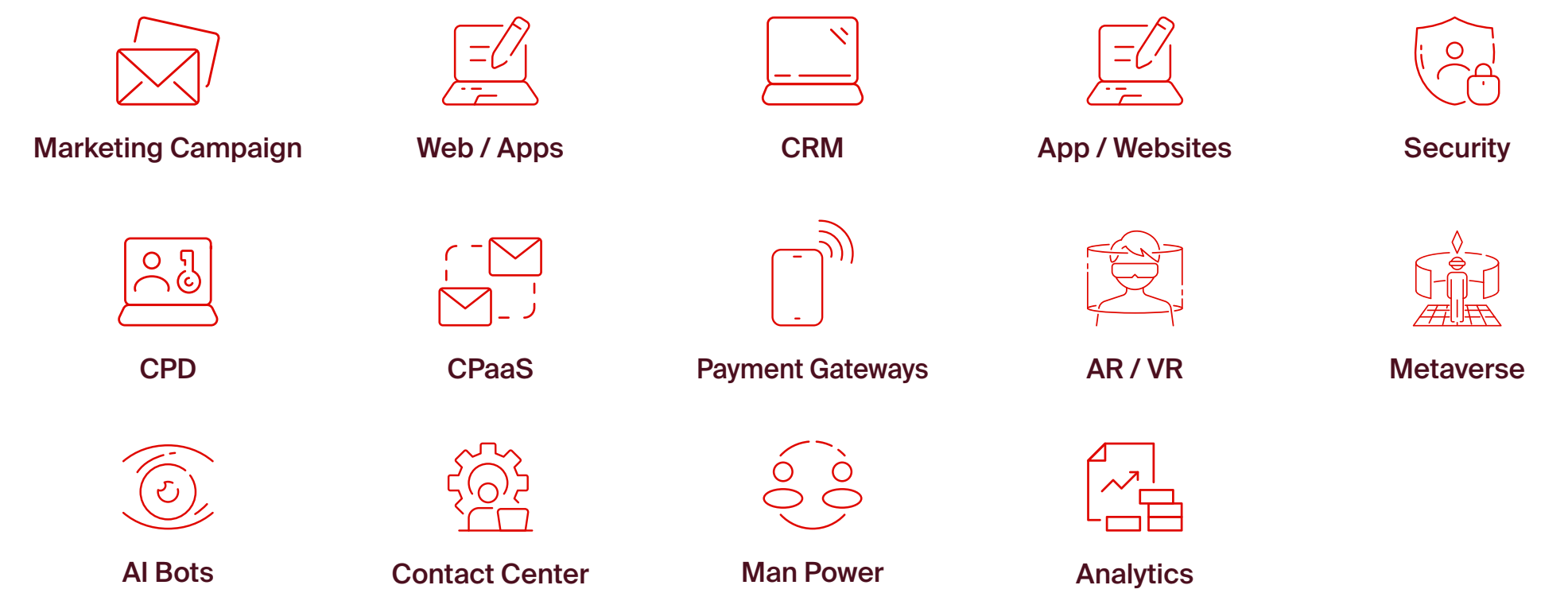
## Mapping out today's customer experience proposition



### CX Consultancy



### Offerings



### Benefits



## Contents

A deep-dive into end-to-end customer journeys

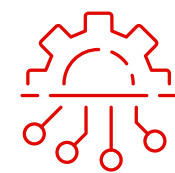
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# Leveraging an AI-enhanced customer experience

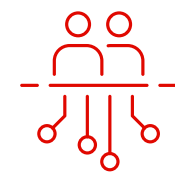
CPaaS solutions continue to evolve as the industry witnesses a new chapter in the evolution of the CX and one that is undergoing a new wave of emerging technologies shifting its outlook to meet enterprise needs and customer demands. By 2025, 95% of all customer interactions will be through channels supported by AI, according to a study by Microsoft.

## AI is changing customer service in three critical ways:



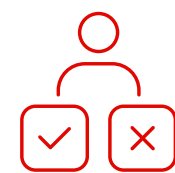
### Driving automation:

Conversational AI technology, including NLU and processing in virtual customer assistants, can automate responses and reduce response times. This can eliminate the hassle of returns or provide immediate answers to customer questions.



### Improving training:

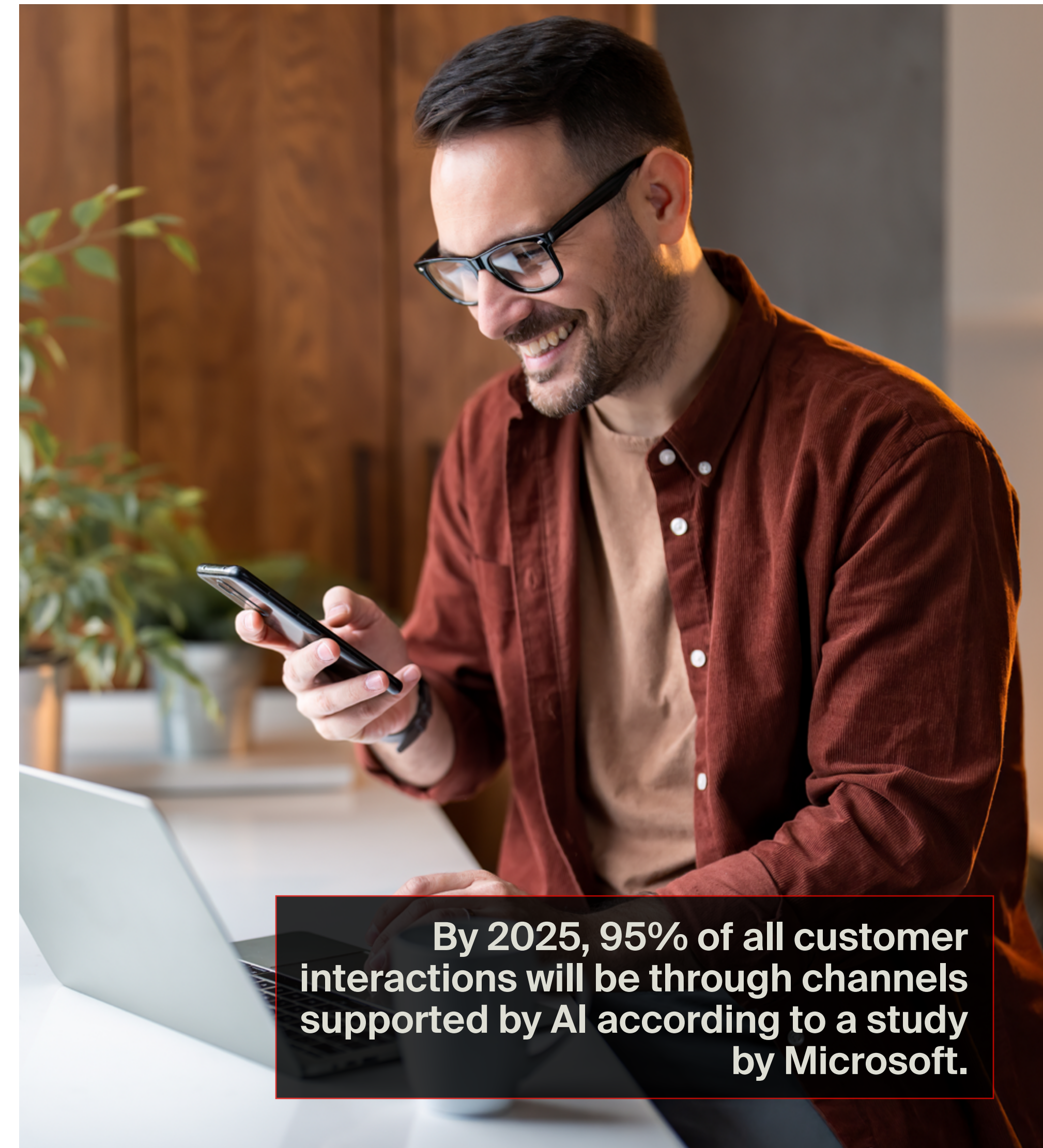
Using AI that analyses qualitative feedback from customers, companies can create customised staff training programs to better meet customers' needs and desires.



### Identifying pain points:

Businesses can use AI to identify the causes of CX problems and gaps in the journey, allowing them to prioritise improvements.

Advanced CPaaS providers are using AI to empower companies to raise the bar with their customer interactions using conversational bots and other intelligent features. AI-powered chatbots and virtual assistants have become an increasingly popular way of managing customer inquiries. By employing natural language processing (NLP) and machine learning technologies, these tools can understand and respond instantly to customer queries for faster and more efficient service delivery.



**By 2025, 95% of all customer interactions will be through channels supported by AI according to a study by Microsoft.**

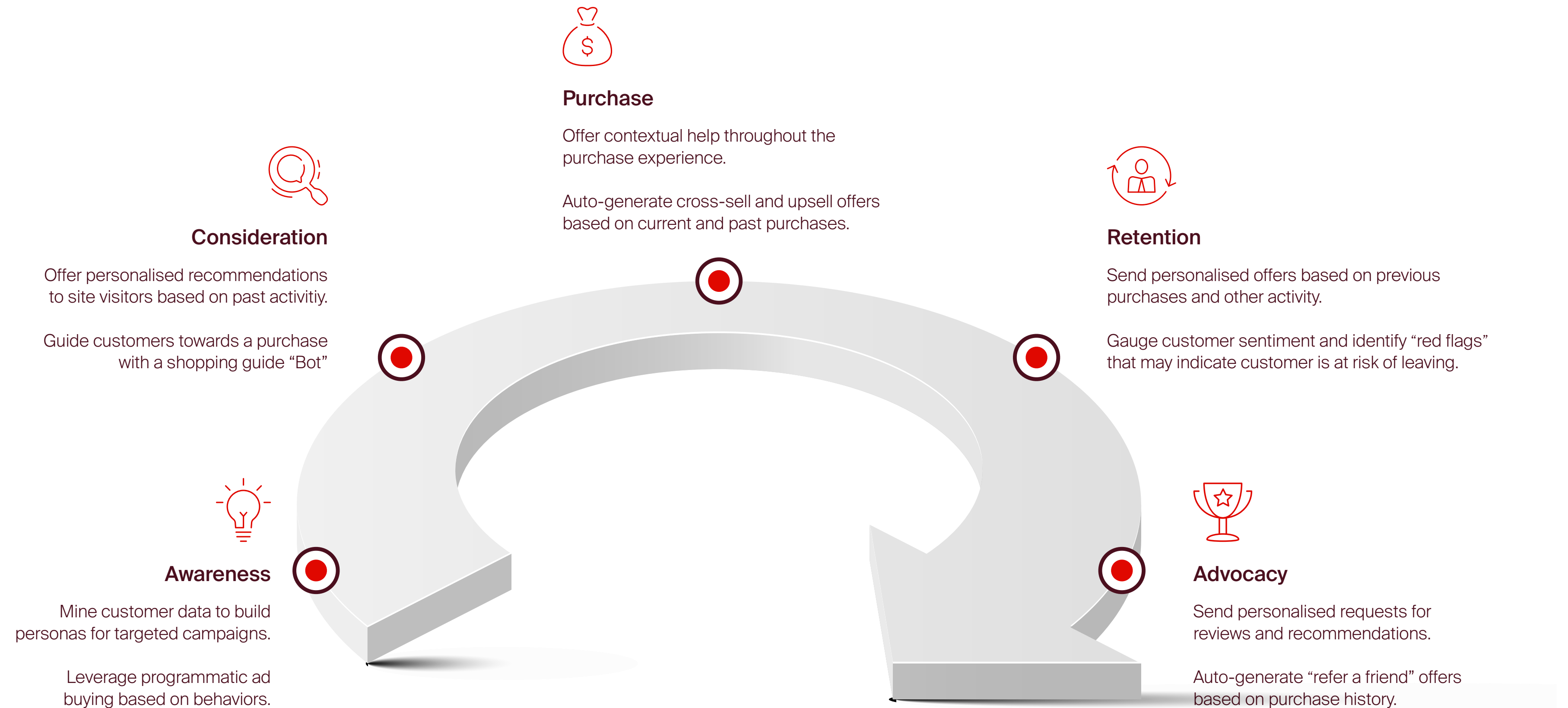
## Contents

A deep-dive into end-to-end customer journeys

**Leveraging an AI-enhanced customer experience**

Scaling up your CX journey with engageX

# Here's a snapshot of the integration of AI into current customer journeys:



## Contents

A deep-dive into end-to-end customer journeys

Leveraging an AI-enhanced customer experience

**Scaling up your CX journey with engageX**

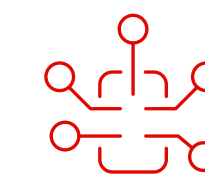
# Scaling up your CX journey with **engageX**



**Reach out to your customers on the channels they love and provide a true omnichannel experience from a single platform.**

Winning businesses operate with speed and agility. engageX offers businesses this as well as the most diverse set of integrated components – advanced platforms and professional assistance – that provide all the required communication services, thereby driving customer engagement and enabling a smooth digital transformation.

### This includes the following -



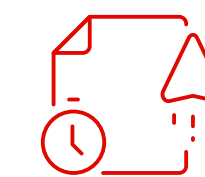
#### **Automation:**

Automate and optimise business processes such as key marketing, operations and support, by deploying an omnichannel platform.



#### **Better customer experience:**

Reach out to your customers on the channels they love and provide a true omnichannel experience from a single platform.



#### **Increase lead generation:**

Transform social media interactions into solid leads through social listening and intent analysis and engage with customers proactively.



#### **Cost reduction:**

Reduce call centre costs and improve agent utilisation by deploying AI-enabled chatbots across multiple channels to manage customer queries.



#### **Design high-ROI campaigns:**

Create marketing campaigns to promote your services across multiple channels including SMS and email and evaluate campaign performance through feature-rich dashboards and analytics.

## Contents

A deep-dive into end-to-end customer journeys

Leveraging an AI-enhanced customer experience

**Scaling up your CX journey with engageX**

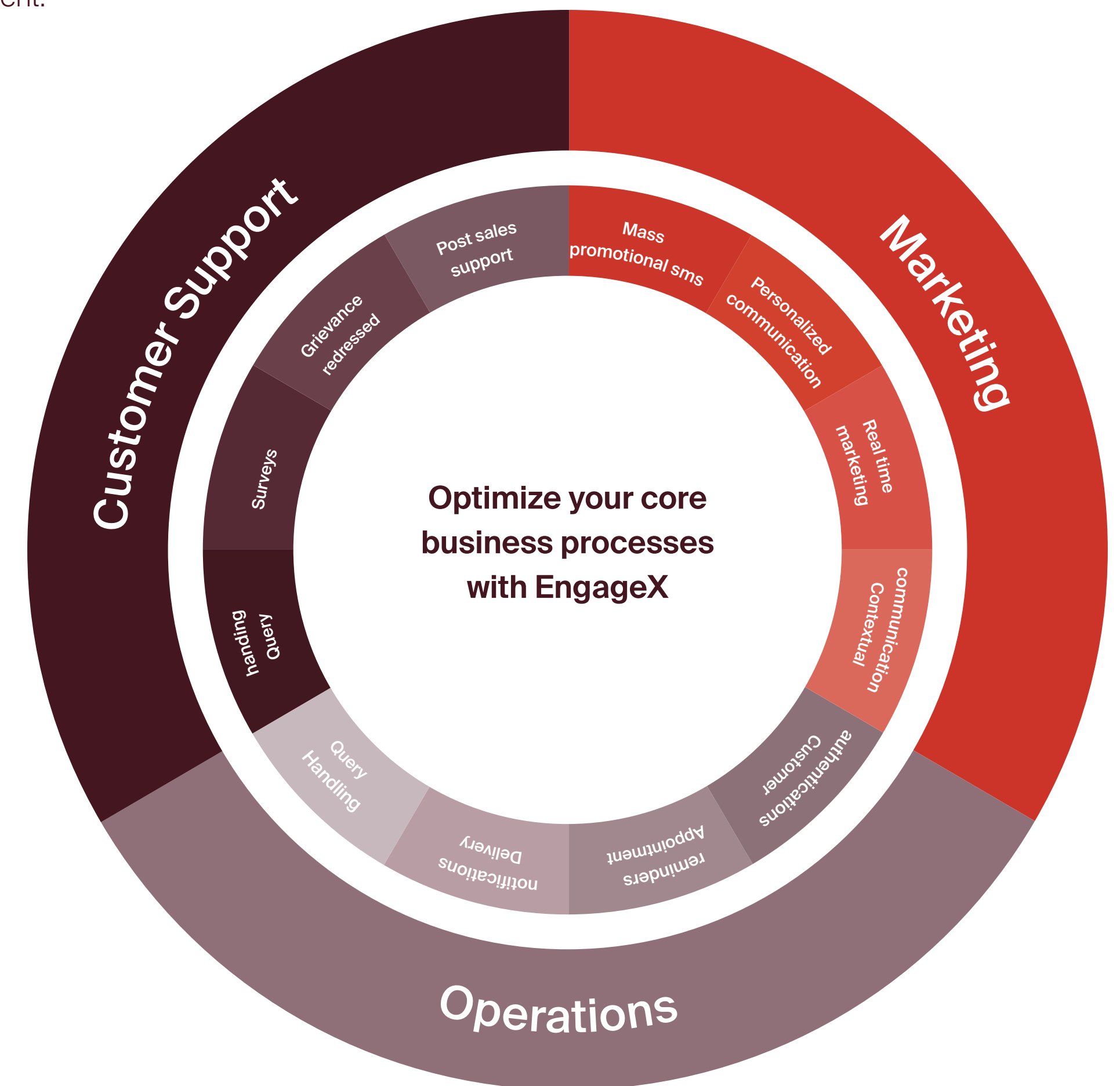
# Creating experiences that meet expectations

Solutions like engageX allow companies to integrate audio, video, and SMS communication to their websites, mobile application, and social media channels to enhance customer engagement.

## Key products include:

- ✔ **SMS API:**  
Programmable SMS API helps you add robust messaging capabilities to your applications
- ✔ **Voice API:**  
Voice API helps you to make, receive and monitor calls from around the world
- ✔ **Verify (2FA) API:**  
Authenticate users on their channel of choice: Enable user validation with your choice of Push, SMS, Voice or Email through one API
- ✔ **WhatsApp Business API:**  
Provide customer care and deliver notifications on the world's most popular messaging app with WhatsApp API
- ✔ **Campaign Manager:**  
All-in-one extremely effectively marketing platform for SMS and email marketing, which is really easy to use, adaptable and flexible
- ✔ **AI Chatbot:**  
A conversational AI platform to build bots and sophisticated workflows

Furthermore, the integration of virtual, voice assistants, and chatbots increase productivity and efficiency as well as enhances the overall CX journey. engageX offers solutions suitable for every stage of your customers' journey which allow you to optimise your business processes.



# Contents

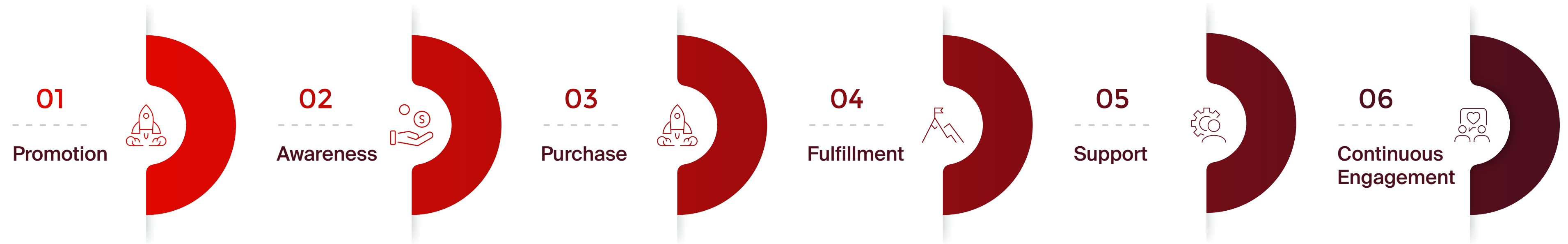
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**Scaling up your CX journey with engageX**

# Making digital interactions richer

With engageX's **CX practice** businesses can meet their customer expectations with solutions that supports interactions across each stage of the customer journey



Targeting → Communication → Information → Purchase → Queries → Delivery Notifications → Fulfillment → Order Support → Additional Queries → Survey → Rewards → Share Experience





# Contents














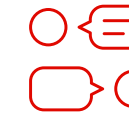

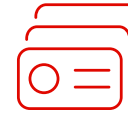
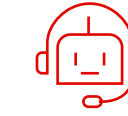





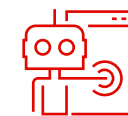

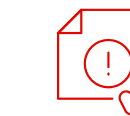


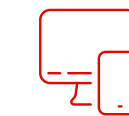
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Leveraging an AI-enhanced customer experience

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# Industry-focused use cases

**Brands from different verticals can leverage such services & platforms to address multiple use cases to automate operations as well as reach out to customers through multiple channels**

						
<b>Healthcare Facilities</b>	<b>Education Institutes</b>	<b>Banks</b>	<b>Utility Providers</b>	<b>Aviation &amp; Logistics</b>	<b>Hospitality</b>	<b>Government</b>
 Telemedicine	 Automated course & syllabus updates	 Account management	 Account management	 Status & delivery notifications	 Contactless check-in	 Interactive Messaging
 Appointment schedule & reminder	 Class schedules	 AI enabled chat bots	 Billing automation and payment	 Omni channel CC	 AI enabled chat bots	 Targeted Campaigns
 AI enabled chat bots	 Virtual Campus assistants	 Virtual agents	 Service request status and fine related updates	 AI enabled chat bots	 Virtual agents	 Omni channel CC