INFOSYS SOLUTION FOR COMMUNICATION SERVICE PROVIDERS

Building digital journeys for connected customers

Industry Overview

Communication Service Providers (CSPs) are bracing for change with the advent of new technologies like 5G, Blockchain, and IoT. Customer interactions with the CSPs are also increasing with higher expectations on customer experience. Customers look out for a smooth, uniform experience which resonates with their individual needs, it is critical for CSPs to identify these moments of truth and proactively address with value adds. Additionally, CSPs need to look at innovative ways to identify and monetize new services to diversify revenue streams. With the introduction of 5G, we are looking at low latency era where events (with the help of IoT) will grow exponentially to process to be more proactive to customer needs.

Key Features

Infosys Solution for Communication Service Providers helps the CSPs with:

• Simplifying their legacy business processes and systems

• Leverage the latest technologies to deliver an exceptional customer experience

• Drive meaningful insights enabling personalizing of digital journeys on all touchpoints

• Help promoted brand loyalty, less churn, better retention, and increased revenue.

The solution leverages Pega Marketing and Decisioning along with Pega Customer Services to provide superior ubiquitous experiences in their journey on all channels.

- Pega Marketing and Decisioning helps to process events and take preemptive actions by engaging the customer proactively for identified issues

- Real-time analytics, monitoring of usage and customer sentiments enables personalized customer interactions and presentation of relevant offers on the go, driven by centralized Pega Brain (AI)

- Social Analytics backed by Pega Social and Decisioning helps to determine churn potential and plan intervention(s) to improve customer experience

- Digital self-serve channels backed by Pega Next best action and Next best offer to provide a consistent experience across assisted and unassisted channels

- Pega Robotics to assist agents by automating mon-value added tasks coupled with intelligence will make agents smart and productive, leading to meaningful customer interactions and better NPS.

Key Benefits

- Infosys Solution for Communication Service Providers helps to -

- Reduce churn and incorporate proactive retention by providing personalized experiences and offers

- Help organizations improve average revenue per customer (ARPU) with effective utilization of focused/ targeted marketing

- Increase NPS by proactively identify customer needs and enhances the customer interactions across all customer touch-points

For more information, contact askus@infosys.com

Infosys®
Navigate your next

Infosys.com | NYSE: INFY

Stay Connected   SlideShare