



# NGAGE

Omni Channel  
Customer Engagement  
Platform (CPaaS)



# CUSTOMER ENGAGEMENT IS TRANSFORMING

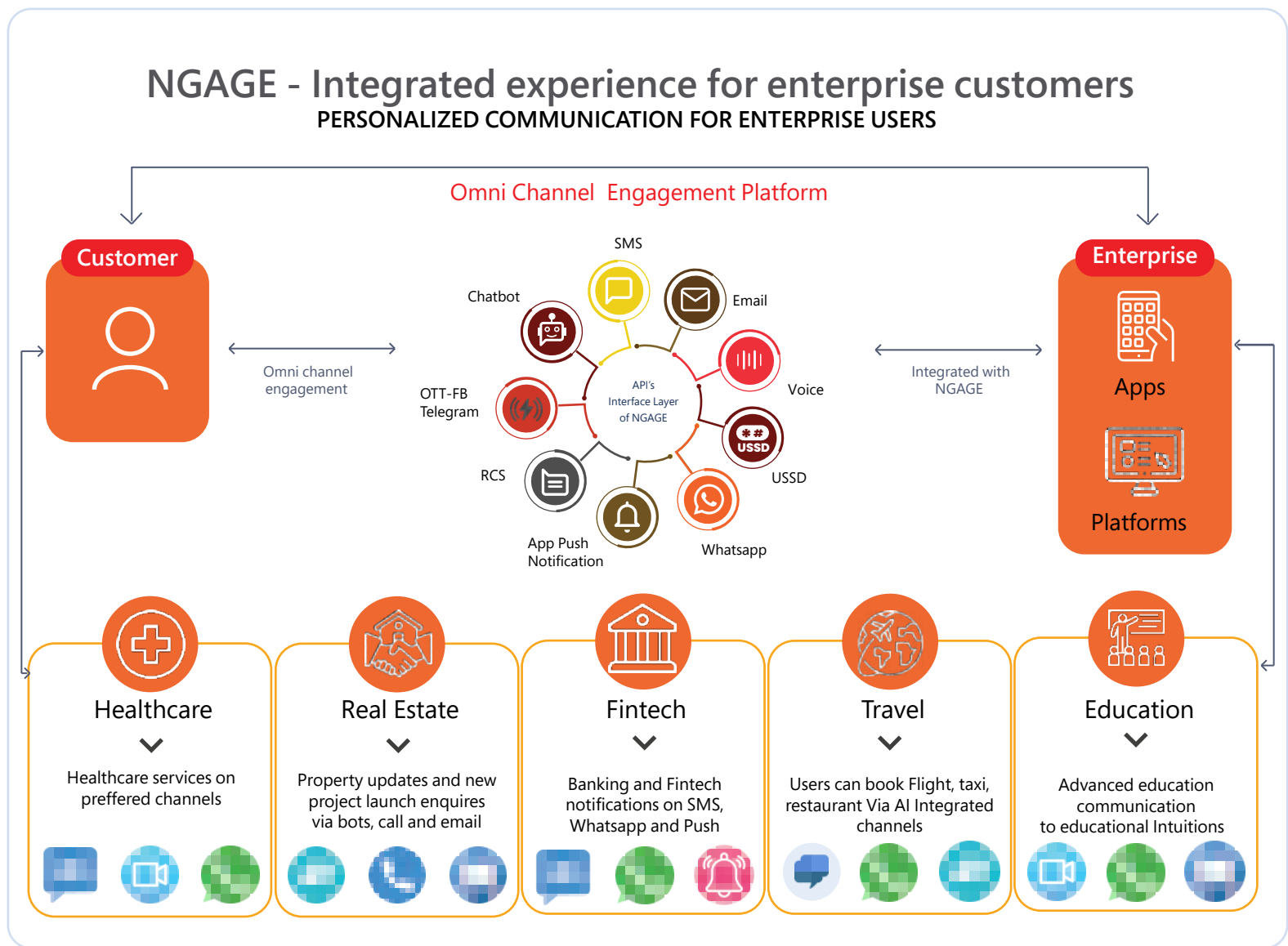
With the advent of the digital age, consumer demands are reaching new heights. To stay ahead, operators and enterprises are embracing digital-first marketing strategies to engage with customers precisely when and where they need it, creating immersive experiences across multiple channels .In this new age Omni-Channel communications era, operators and enterprises are creating seamless digital journeys through advanced messaging capabilities such as conversational AI, voice, social, and OTT-based communication. Enterprises are also utilizing their developer community to lead digital transformation through an API-first approach provided by Communication Platform as a Service (CPaaS).

**According to Gartner, by 2023, 90% of global enterprise will leverage API-enabled CPaaS offerings as a strategic IT skillset. This will enhance their digital competitiveness, up from 20% in 2020.**

Introducing NGAGE, a comprehensive and future-proof omnichannel Communication Platform as a Service (CPaaS) solution that empowers businesses with B2B2X communication capabilities, enabling them to deliver personalized and context-rich experiences to their customers.

## EMBRACE FUTURE WITH NGAGE

An Intelligent Omni-channel CPaaS offering that revolutionizes how enterprises connect with their customers. It empowers businesses to communicate seamlessly with its customers, leveraging rich contextual cadence and delivering exceptional customer experience across their preferred channels.



With this new 'NGAGE CPaaS', we aim to deliver higher value to enterprises and a true omni-channel experience to their customers. With NGAGE, enterprises can not only enable multi-level engagement with their customers but also monetize these engagements in real-time. With the new exhaustive and improved API's and SDKs, developers can add real-time communications features to their applications without needing to build backend infrastructure or interfaces.

NGAGE enables enterprises and partners to engage with their end customers over a secure, reliable, highly available and scalable cloud communication platform backed by best-in-class business operations support. The platform powers one-way and two-way communication across various messaging interfaces and protocols allowing easy integration of enterprise applications through programmable API's. NGAGE is a proven solution handling 250+ billion messages in a year, providing a single window for management ensuring reduced TCO to enhance revenues for the operator and enabling them to achieve economies of scope and scale with the help of the microservice architecture.

## NGAGE CPaaS Key Capabilities



### Package Management

- » Create product / sub product packs with fixed tenure & volume capping
- » Demand based purchase of one time and recurring package bundles with flexible pricing



### Access Management

- » Create role and assign privileges
- » Define approval workflows to suit the enterprise needs



### Campaign Management

- » Build, schedule and launch intuitive and contextual campaigns
- » Array of channels for campaigns - sms, mms, ussd, ivr, rcs, email, social media, push notification, chatbots



### Reporting and Analytics

- » Real time view of the performance KPI's
- » Create custom reports
- » Benchmark and compare past performance



### Segmentation

- » Build dynamic segments, micro-segments and location insights to create personalized campaigns for higher roi



### Policy and Configurations

- » Strong policies on user consent, opt-in/out and privacy
- » Traffic policies such as cooling off period, DND, whitelisting



### Enterprise Self Onboarding

- » Easy and quick on-boarding of enterprise accounts with Online recharge process
- » Role based unified self care portal for daily tasks of Platform Admin, Enterprise Admin and Enterprise User

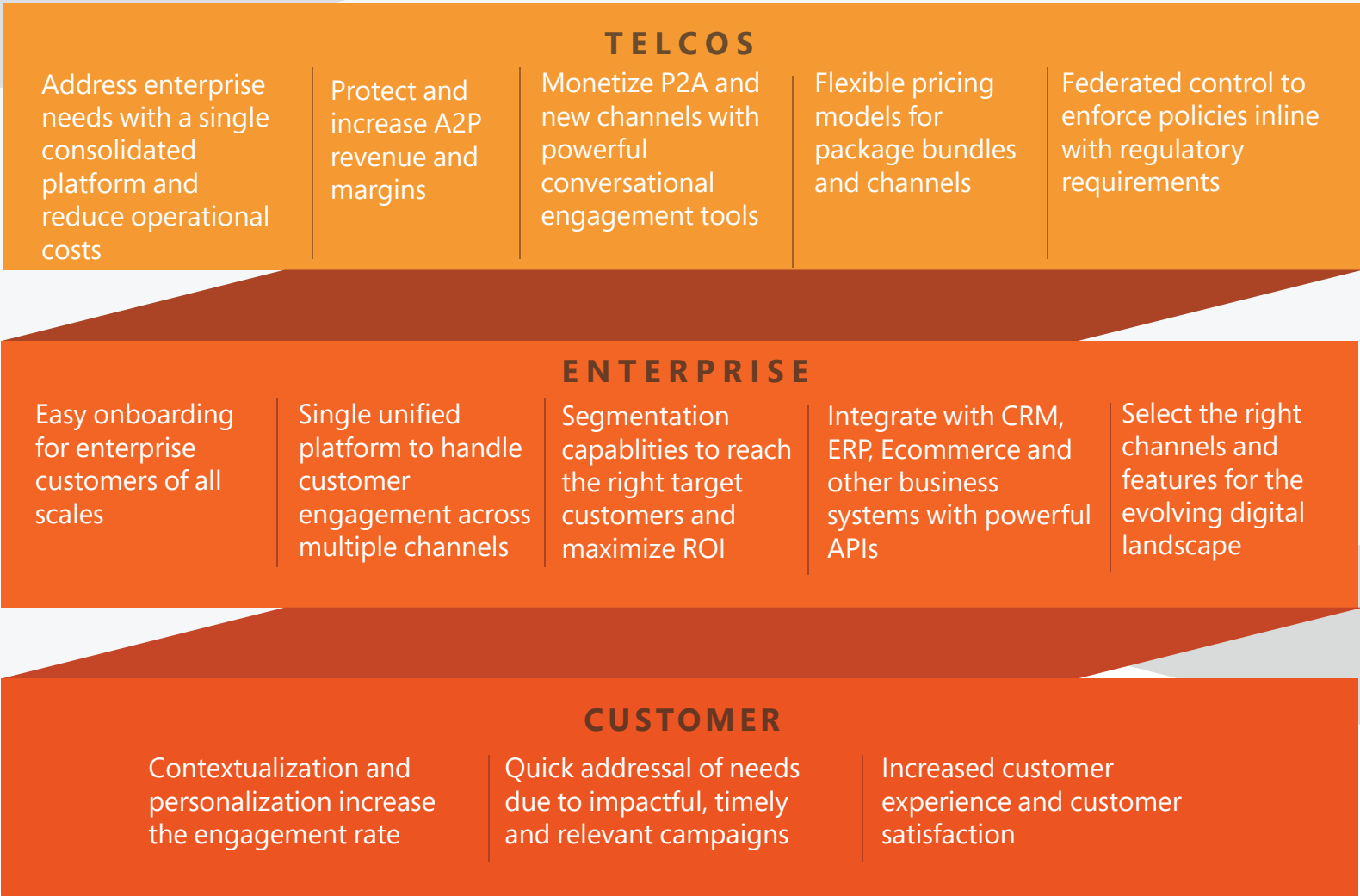


### Low Code Chatbot Builder

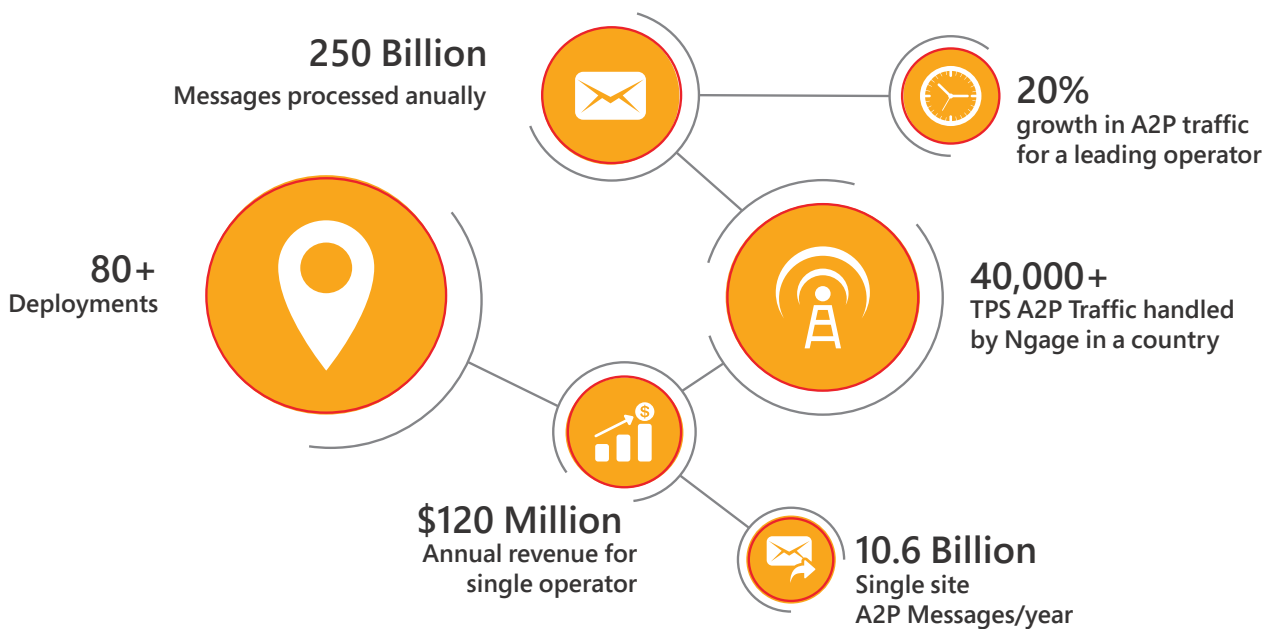
- » Build chatbots using drag and drop editor without coding
- » Integrate into launch on social and OTT channels

# Benefit Across the Board

The benefits that NGAGE CPaaS provides to operators, companies, and subscribers includes -



## NGAGE : Trusted by Customers Worldwide



### About Comviva Technologies Ltd.

Comviva simplifies business complexity. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow.

Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered the benefits of digital and mobility to billions of people around the world. Comviva is a completely owned subsidiary of Tech Mahindra and a part of the Mahindra Group. For more information, visit us at [www.comviva.com](http://www.comviva.com)