

FRICTIONLESS OMNICHANNEL CPAAS PLATFORM

FOR A LEADING TELECOM OPERATOR IN MIDDLE EAST

0.6BN+
annual messages

76%
YoY Growth in
customers

The customer is one of the largest telecom company in Middle East, being recognized as one of the top 25 brands in the world.

Challenge

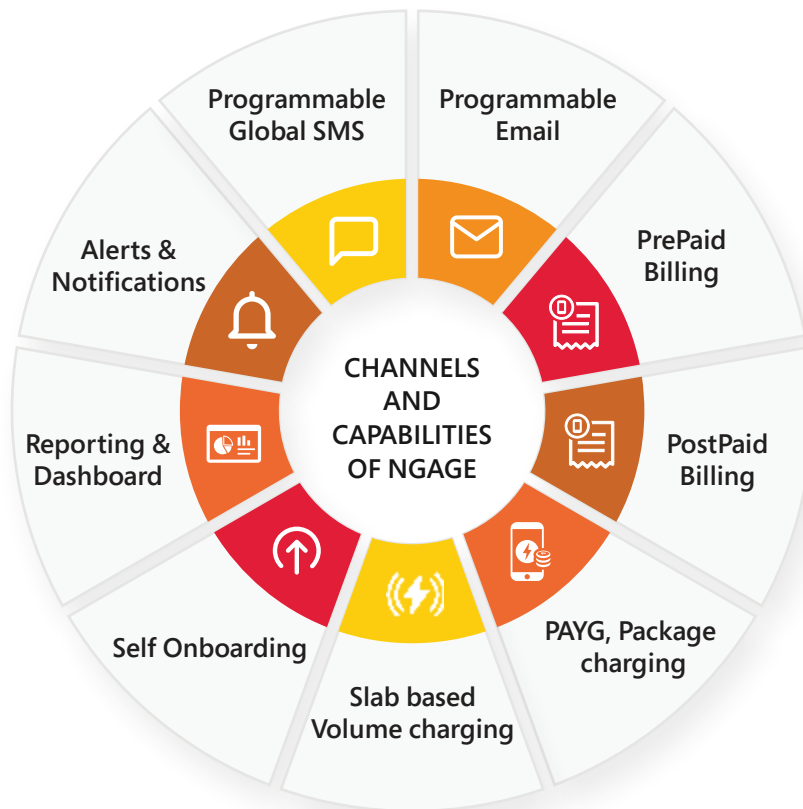
- » To be at the forefront of digital innovation
- » Lack of seamless omnichannel experiences for the enterprise's tech-savvy end consumers.

Enabling digital transformation solutions that help telco enterprises use cutting-edge technologies, such as CPaaS solutions, has emerged as a critical requirement for telco enterprises as customers have grown more tech-savvy and want businesses to engage through digital channels

Solution

- » Offers white labeled CPaaS platform for customer to enable enterprises engage effectively with their customers.
- » Support SMS and Email as a channel of delivery as well as addresses vertical-specific engagement needs across different marketing use cases
- » Enables seamless integration in the enterprise's existing ecosystem of apps and data

Comviva NGAGE is an omni-channel full stack CPaaS Platform enabling telcos enterprises with cutting-edge capabilities on traditional and digital channels



Impacts



76% increase in enterprise customers in one year from May'22 to May'23



Transformed enterprise customer experience



D2E onboarding was accelerated by online interactions.



Web-based onboarding assisted Digital First enterprises to sign up and avail services

