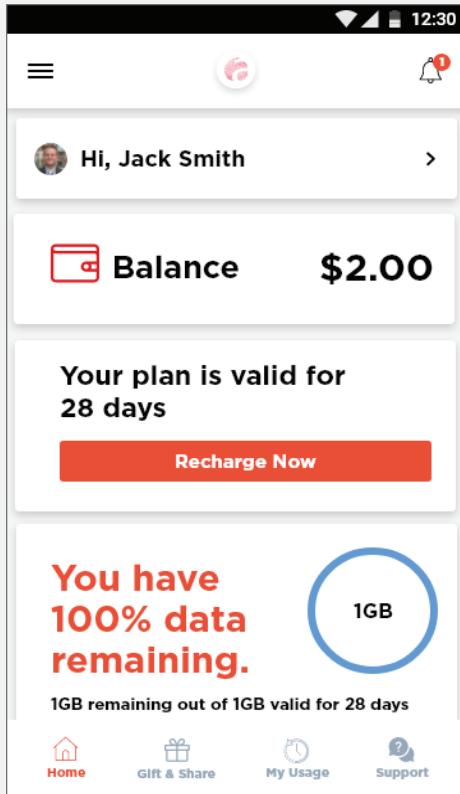


Omnichannel Self-Care



Highly Personalized
Digital Experience



Automated
Self-Service



Strong Brand
Differentiation

Introduction

Customers today prefer using self-service platforms over interacting with live agents – a trend that's a win-win for customers as well as communications service providers (CSPs). A robust self-care offering helps automate key functionalities, accelerate purchases, and launch personalized plans. The result: streamlined operations, workforce optimization, lower costs, and cultivating a sense of loyalty and reliability.

Alepo's Omnichannel Self-Care is a holistic platform that offers quick multilingual omnichannel support using web self-care, mobile app, conventional channels, and NLP-based chatbots with integrations for popular apps like WhatsApp, Amazon Alexa, Skype, and more. It lets CSPs create multiple convenient always-on engagement channels, all of which provide the same user experience to give customers the power self-manage through their preferred channel, in the language they prefer.

Benefits

- Omnichannel multilingual support maximizes self-care adoption.
- Easy purchasing increases subscriber engagement and ARPU.
- Smooth bill payment increases customer loyalty and happiness.
- Giving customers control over their accounts improves efficiency and reduces call center costs.
- Realtime complaint status tracking increases transparency.
- Credit transfer facility increases ARPU and encourages data gifting.

What It Helps Deliver

Highly Personalized Digital Experience

Alepo's Omnichannel Self-Care enables customers to manage their accounts and control purchases and billing expenses. It digitizes the customer experience (CX), and its built-in advanced analytics capabilities help operators deliver personalized offers and display advertisements and content based on customers' profile and behavior. It increases transparency and improves engagement by encouraging customers to actively manage their accounts. Features that personalize CX, accelerate inbound lead generation, and help generate higher revenues include:



Account Management

- View, manage, and change plans
- Monitor and analyze usage
- Avail discounts on friends/family groups



Promotions

- Display contextual advertisements
- Offer personalized packages or plans
- Launch targeted offers



Reward Points

- View redemption history
- Avail of plan-specific rewards
- Redeem points to claim talk time, data, or a range of other catalog options



Self-Service

- Multiple engagement platforms
- Communicates with any API integration platforms
- Web, mobile, NLP chatbots, and more

Automated Self-Service

Alepo's Omnichannel Self-Care automates several features for customers like self-onboarding, purchases, support, complaint redressal, parental controls, and more. Secure and quick payments ensure seamless billing and recharge. For operators, workflow automation improves operational efficiency, optimizes the workforce, and increases revenue margins. Features that reduce dependency on live agents and automate self-service include:



Purchasing Services/Offers

- Inquire through web, mobile, and social media channels
- Buy, renew, and top-up services
- Purchase attractive promotional offers



Credit Transfer

- Transfer balances to other subscribers
- Allow transfers amongst multiple banks at a time
- View credit transfer statements



Bill Payment

- View/pay bills: multiple payment modes
- Get summaries of all bill payments
- Make payments on behalf of other subscribers using Express Pay
- Set payment or recharge reminders



Complaint Tickets

- Create new tickets: add category, severity, priority, description, and more
- Upload files in formats such as .jpeg, .doc, and more
- View and update ticket status

Strong Brand Differentiation

The platform lets operators offer multiple engagement channels – web, mobile, social media, IVR, AI chatbots, and more. Its easy-to-use responsive interface, including multilingual support with right-to-left alignment, delivers a modern, differentiated, personalized CX. Features that help drive deeper engagement include:



Responsive UI

- Access self-care through the web, mobile, social media, voice assistants, or conventional channels
- Predict user actions with advanced analytics; easily launch targeted offers
- Support instant omnichannel access with AI and chatbot technologies



Multilingual Support

- Change UI to any language; includes support for languages that require right-to-left alignment
- Enable chatbots in multiple languages to personalize customer interactions
- Automatically detect and change user language using a mobile app