



# Content Document

TeC - PA1

Revision – PA1

Date – 23<sup>rd</sup> June 2021



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## Document History

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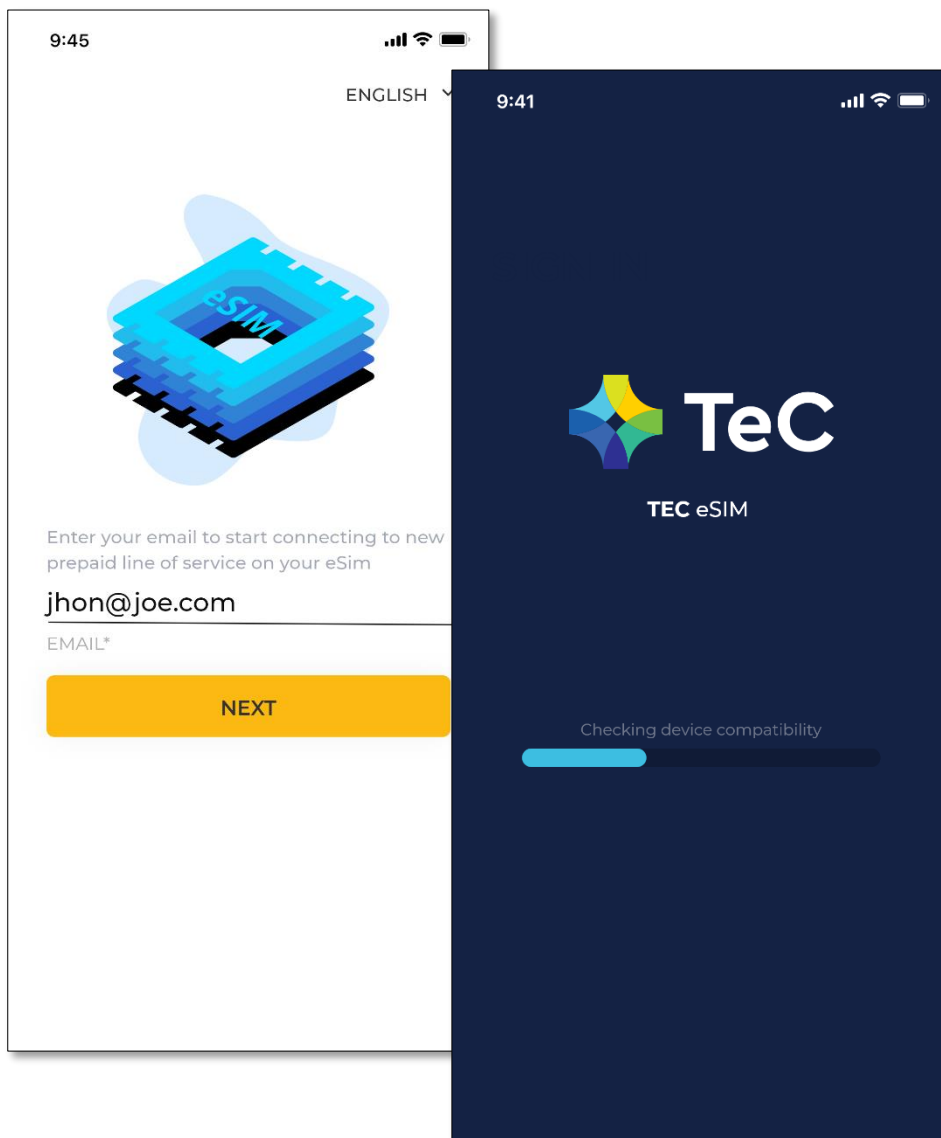
## Document Revision History

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Hasna Ahmed	23 <sup>rd</sup> June 2021	PA1	Initial Draft

## TeC - Delivering Continuous Digital Experience

The cost has always been a driving factor in the past for the attraction and retention of customers. Telecom Operators have recognized that the management of the customer experience is now an essential aspect required to create competitive differentiation, maintain uniqueness in the market, and deliver a positive impact on revenues. Simultaneously, customers are becoming more tech-savvy, demanding greater sophistication in their user experience at all stages of their journey, and are more willing to churn to another service provider if the user experience is poor.

To take care of this shift and to respond quickly to changing consumer demands, we worked with numerous Telecom Operators in the Middle East, Asia & Africa for over 10 years and sought assistance from frameworks like TMF's Business Process Framework (eTOM) to plan, design and deploy an innovative digital transformation platform. We conducted implementation in different phases by categorizing the project into seven stages: process modelling, defining business requirements, designing the solution, development, testing, training, and deployment. The outcome is **TeC** - A pre-built Digital Engagement Platform with a ready to roll out process and use cases that can be launched as-a-service.



## Why TeC?

TeC functions via a fully digital operating model using digital channels for sales, customer service, and information for B2B, B2C, and e-commerce customers.

It is quite definite that TeC Digital Engagement Platform realizes the Digital Experience of customer management, revenue management, policy control, and charging, enterprise product catalog, service orchestration, and analytics-based service assurance for service providers using best of breed products from the industry.

## Key Domains of TeC!

### ▪ JOIN

- Getting on board with a digital asset. Focused on Efficient Signup, Digital Onboarding, Secure Log-in, Regulation agreements, Tips, and Tours of the assets and Promotional placeholders
- Targeted push notifications to individual users or customer segments. Content varying from Rich media promotions to Consumption alerts. Targeting from customer segments to geographical regions

### ▪ USE

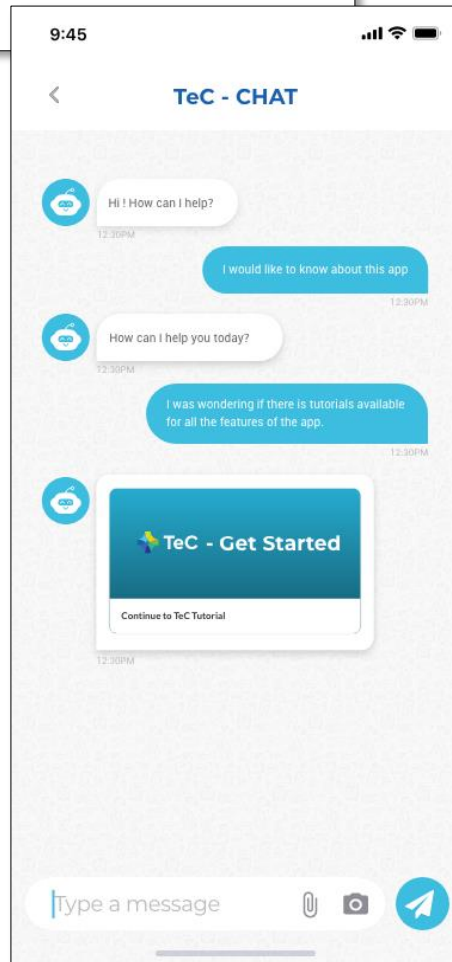
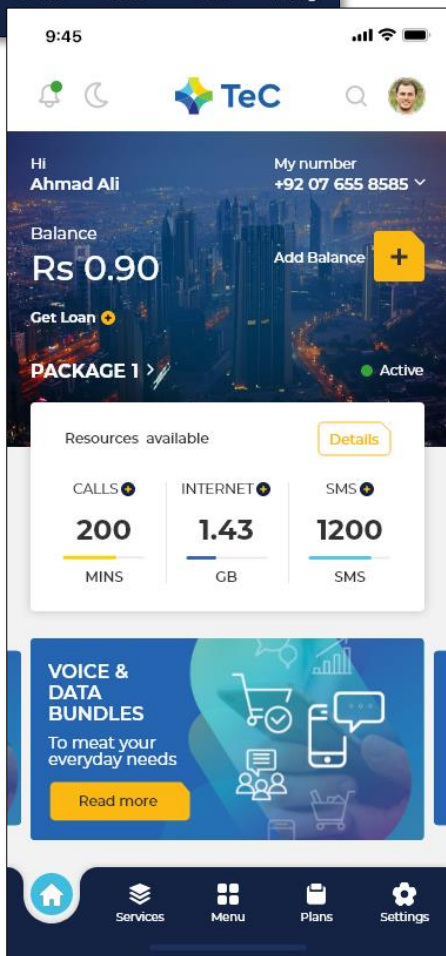
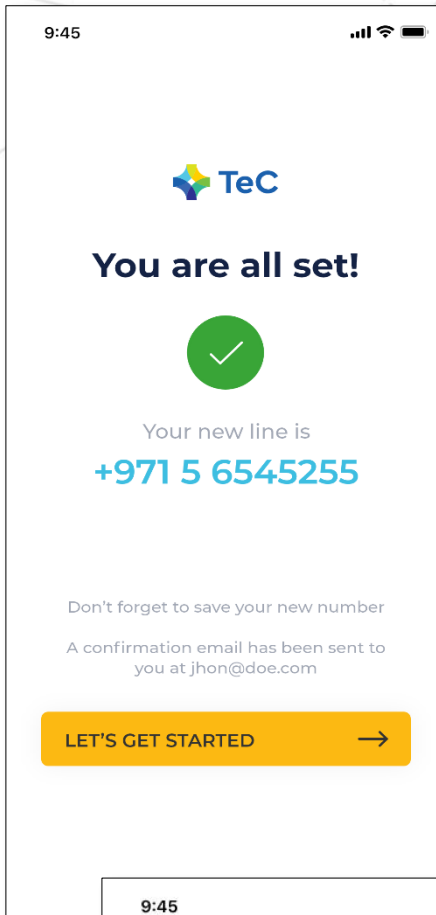
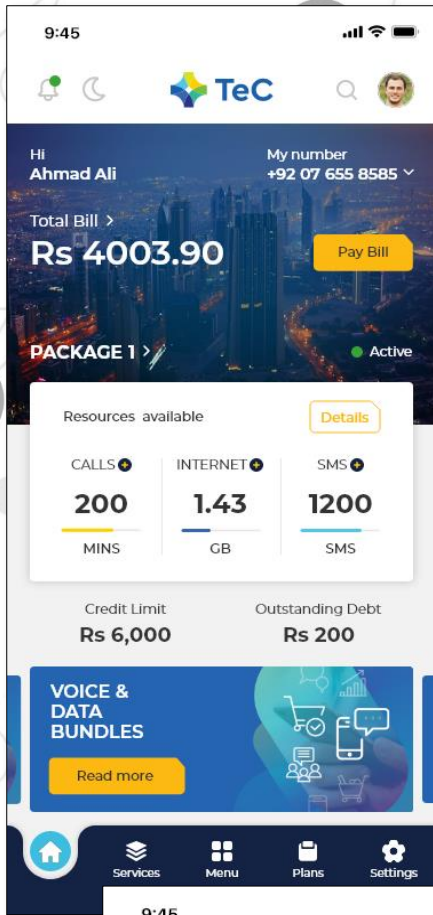
- Access key information through customized dashboards based on customer type. Clutter-free designs and ease of access through (max) 3 level fluent navigation.
- Retrieve all the Actions performed through any digital channel from your Account. Payments, Subscriptions, Logs, Usage breakdowns, and gifts with effective filters and search options.
- Implementing powerful tools Analytics, diagnostic, propagation, and Customer insights. Analyzing data and evolving continuously

### ▪ MODIFY

- Integrations with local payment gateways enabling payments through credit card/debit card, recharge through vouchers and e-vouchers, Promotional coupons, and vouchers for discounts
- Getting more out of existing customers through subscriptions, recommendations, suggestions, and loyalty points through E-care. Getting more users on board through social media propagation and gifts
- Support for other applications like OTT or content delivery apps within the digital asset. Modular development allowing more features to be built on top.
- Self-care Enabling un-subscribing, log-out, switching number, App delete. Tracking the time reasons behind abort actions

### ▪ CARE

- Elaborate Help & Support Sections that off loads' legacy support processes. Troubleshooting, FAQs, Chatbots, AI for care, Extensive Complaint Handling, Live Chat to reduce operations expense.
- As a mature solution, the time needed to market it is short making TeC the first choice for some of the largest telco brands in the Digital Experience of the region.



## Key Benefits of TeC

- **Omni-channel experience:** Deliver personalized, differentiated experiences across all device types; truly native experiences on mobile and tablet, a solution that works on desktop web browsers, with the option to extend support to other operating systems and devices.
- **Rapid time-to-market:** Stay ahead of the competition with accelerated delivery cycles, to implement continuous enhancements.
- **Customer Interfaces:** Digital acquisition, Digital supply chain transformation, Dynamic pricing, MNP Integration, Digital marketing, Brand monitoring, Data analytics
- **Products and Services:** Product experience engineering, Digital simulation tools, automated feedback, Digitize product life cycle management, Digitized demand assessment, Digitized product catalog
- **Integrations:** Mobile self-service and account management across platforms, Technology stacks, and system configurations for integrated systems, integrated billing system, Customer care systems integrations
- **Reporting:** Digital technology road map, Mobility solutions for Enterprise, Digital architecture for future Telco, Analytics and insights, complex customer interactions analysis, Digital diagnostics tools, social listening
- **Cost-effective be leveraging Open-Source Technologies:** Our technology stack is built upon the leading open-source technologies to minimize software licensing or OEM costing.
- **Integration and extensibility:** Flexible solution that allows Telcos to constantly innovate, instead of having to rely on the backend vendors' roadmaps.
- **Enterprise-grade security:** Based on industry best practices for app development and advanced security features to safeguard data.

