Apliman

For over two decades, Apliman has been committed to fulfilling the needs of new and repeat Customers with its innovative Digital, Voice, and Messaging solutions. Founded in 1990 and currently deemed as a leading carrier-grade company in the MEA region with its complete line of software-based solutions, Apliman has been at the forefront of developments in software technology and has established Customer loyalty to become a beacon of absolute trust.

OUR **VISION**

Providing our Clients with top-notch software solutions that will help them thrive in their digital journey. With our remarkably innovative end-to-end solutions, we are committed to spreading our reputed expertise across mobile operators & Enterprises while connecting, entertaining, and engaging Customers.

OUR **MISSION**

To provide smart communication tools enhancing customer experience and ensuring never-ending growth. As part of our purpose to effectively serve customers across borders, we support Mobile Network Operators & Enterprises with the latest technologies, groundbreaking solutions, and hands-on experience.
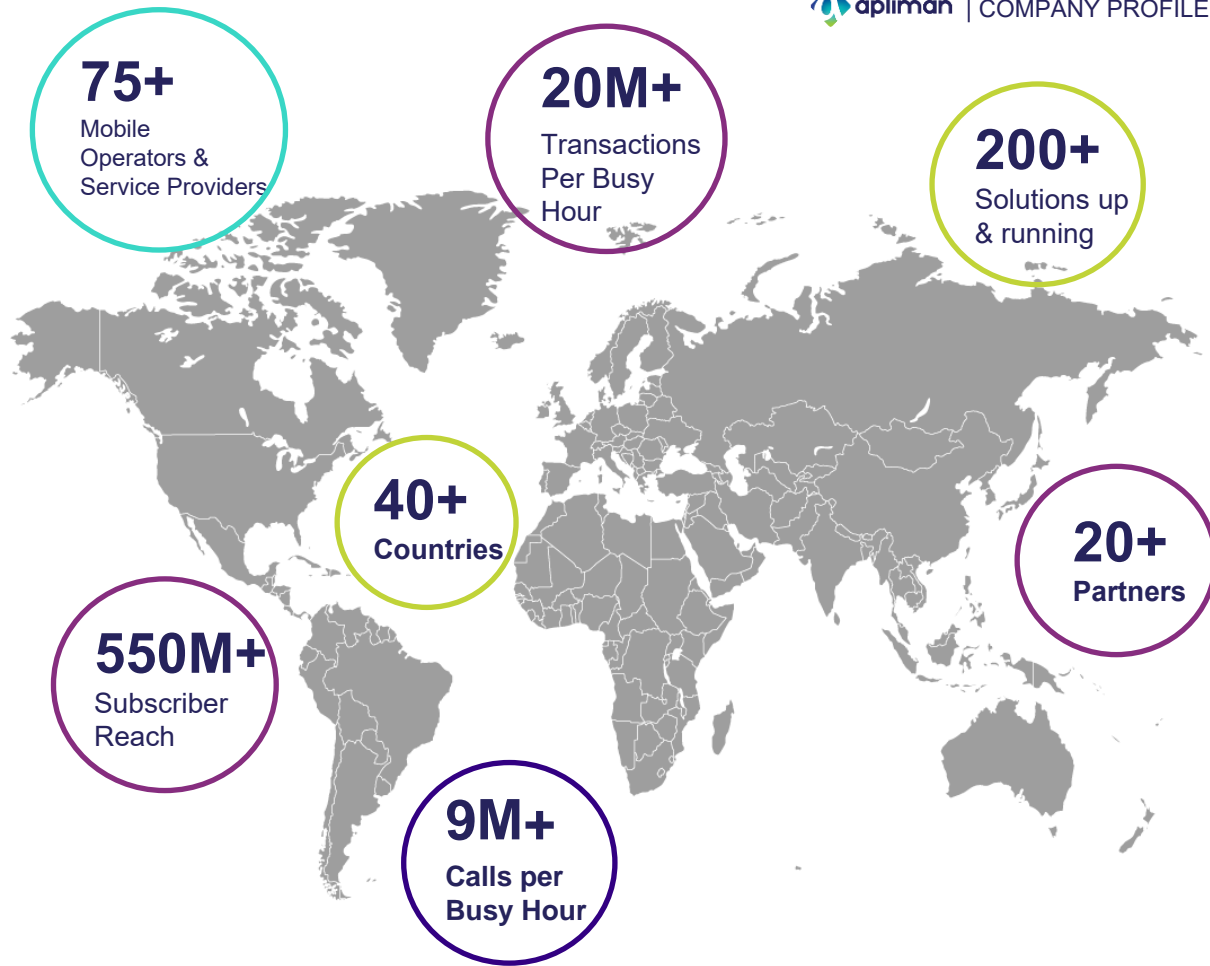
OUR **VALUES**

Integrity

Credibility

Authenticity

At Apliman, we care about the special bonds created among our Customers, which is why we employ concerted efforts to ensure their satisfaction and trust. Our strong moral principles embed honor and truthfulness in what we do and have earned us a strong reputation among peer groups. As part of our company strategy, we have a moral obligation towards our Customers, which is why we are keen on equipping them with the necessary solutions to empower them throughout their journey.

OUR **REACH**

Our flexibility and high levels of expertise and quality have earned us the trust of our extensive Customer base and distinguished us from any other competitor in the telecommunications field. Hence, it goes without saying that today, Apliman has gained an international portfolio of installations that spans four continents, and proudly operates in more than 40 countries with its far-reaching exposure empowering international mobile operators with ground-breaking telecom solutions. Our global reach has dramatically increased to acquire over 75 mobile operators and service providers, which has landed us a spot on the preferred vendor list of TOP mobile operators in the region.

75+
Mobile Operators & Service Providers

20M+
Transactions Per Busy Hour

200+
Solutions up & running

40+
Countries

20+
Partners

550M+
Subscriber Reach

9M+
Calls per Busy Hour

OUR CLIENTS

OPERATORS

Service Providers:

Public Sector:

Financial:

Health:

U-PLAN

BULK MEDIA SYSTEM

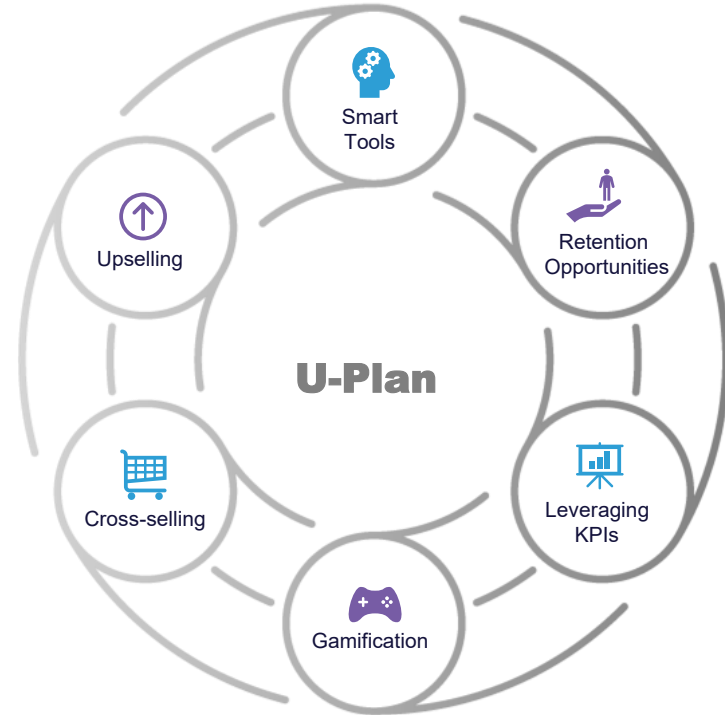U-REPORT

S-RBT

CALL COMPLETION

AïDA

VISUAL IVR

U-PLAN

U-PLAN

The Ultimate Customer Engagement Tool

Nowadays, businesses need a more sophisticated decision engine with intelligent capabilities that can enable **individualization** at scale, recommend **next best offers** based on historical behavior, contextual needs, and business objectives, and grant subscribers the chance to **build their own bundle**, opt for their next best one, or select a predefined option. U-Plan's remarkable smartness helps enterprises augment decisions by facilitating the **recommendation** of the right offers and dynamically ranking them based on the Customer's current needs. Prior to recommending offers to the Client, U-Plan will prioritize the recommendations based on the **Operators' objectives** in order to maximize their **KPIs**.

Smart Tools

Retention Opportunities

Upselling

U-Plan

Cross-selling

Leveraging KPIs

Gamification

U-PLAN FEATURES

Next Best Bundle

After analyzing the subscribers' history and data consumption, our Recommendation Engine will generate the best suited bundle for each one of them!

Build it yourself

Subscribers will have the freedom to Customize their own bundle by choosing the required value for their selected category (Min, SMS, Data) and adding the package validity period and needed VAS and Digital services.

Predefined Bundles

After integrating with the operator's bundling system, subscribers will receive preexisting bundles that can vary depending on their consumption, type, and profile on the network (prepaid, post-paid, youth, students, etc.)

Data Calculator

This tool involves answering a few simple questions concerning subscribers' consumption habits and usage patterns, after which the system will analyze the answers and automatically generate the perfect package for them according to their requirements.

Personalized Offers & Promotions

- Trigger based offers (End of cycle & refill offers)
- Consumption Boosters
- One-time offers

Gift Packages

Subscribers can customize a package and gift it to their friends, family members or loved ones.
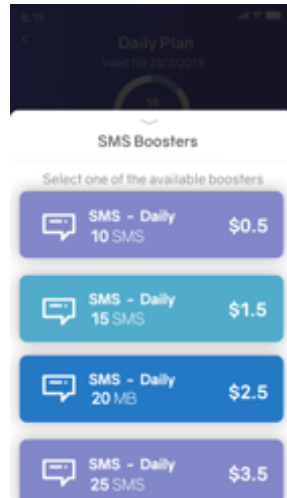
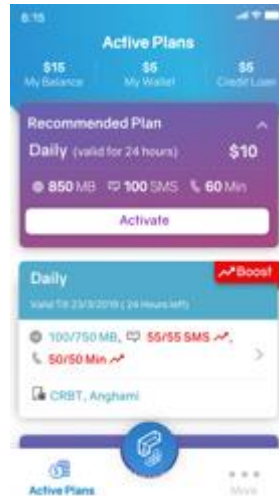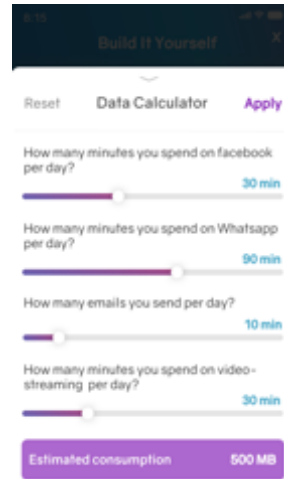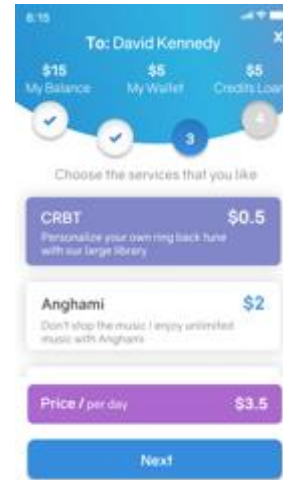o Increase ARPU   o Boost Engagement   o Retain Subscribers

U-PLAN APP INTERFACE

Boosters

Data Calculator

Recommended Plans

Log in

Active Plans

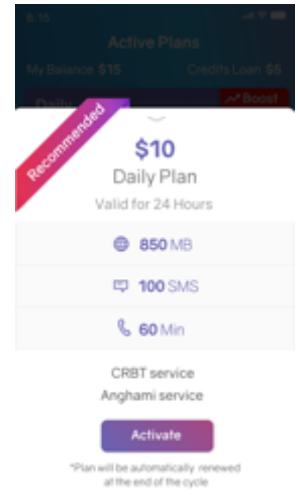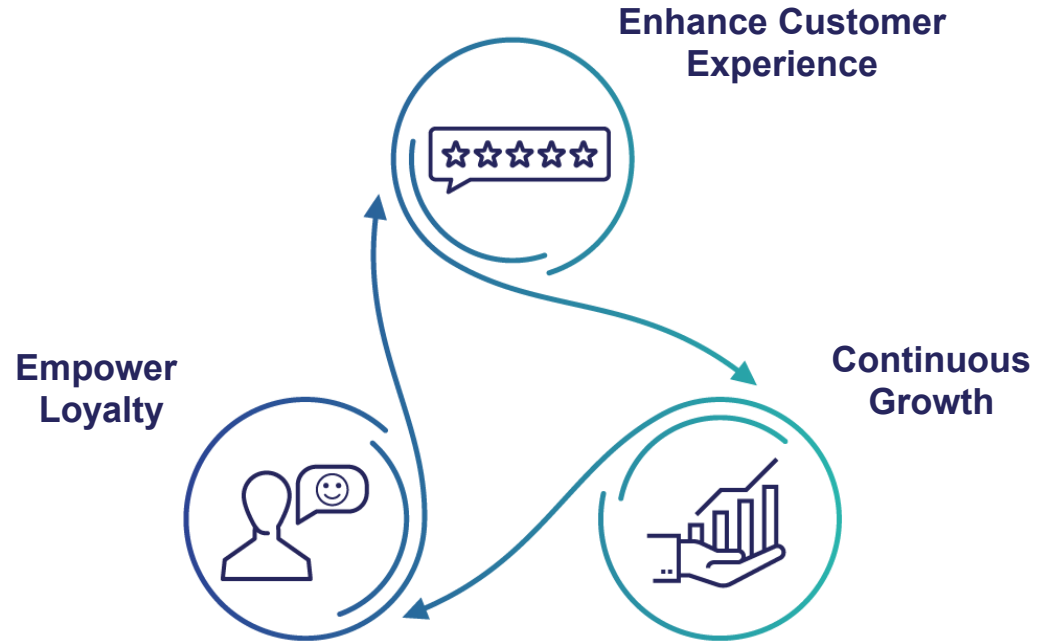**Gift**

BULK MEDIA SYSTEM

At Apliman we work on providing mobile operators and corporations with **smart communication tools** to enhance customer experience, empower loyalty, and ensure continuous growth.


Enhance Customer Experience

Empower Loyalty

Continuous Growth

The Bulk Media System

A powerful tool that allows you to reach your target audience through multiple channels and deliver your message effectively.

Apliman's Bulk Media System is carefully engineered to assist mobile operators and their partners (Service providers, Content providers, Advertising agents, Corporate users) in **:**
- **seamlessly creating and launching new campaigns**
- **editing and enhancing existing ones**
- **leveraging multiple communication channels (Voice, SMS, USSD, and Email), that will also allow them to reach people with special accessibility needs (illiterate, visually impaired, non data users)**

SMS

Voice

USSD

Emails
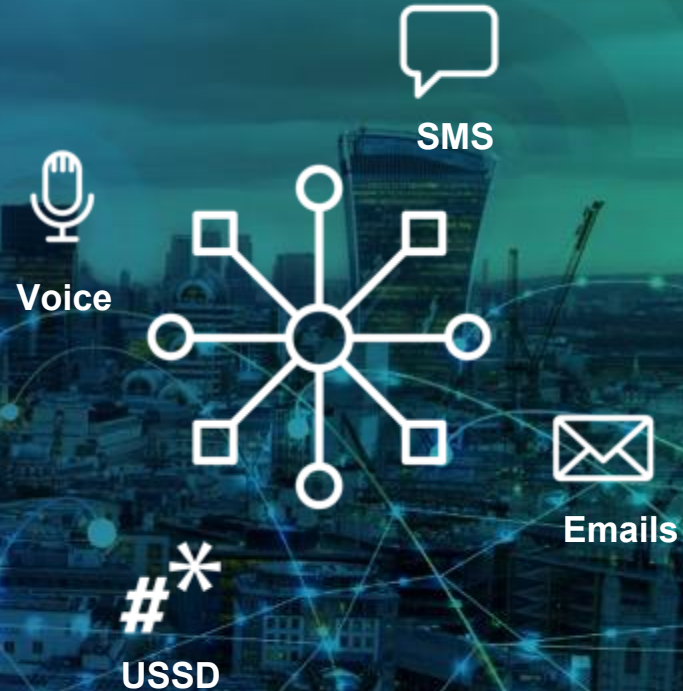
USE CASES

Marketing Team

- Advertising
- Delivering various content such as, awareness campaigns, breaking news, religious content, music, sports and many more.

Customer Care

- Call Center/Customer Care Usage (Surveys & Polling)

CVM Team

- Engaging/interacting with subscribers
- Informative
- Targeting illiterate/visually impaired customer base with Voice Bulk

Enterprise Business

- Corporate/3rd Parties, providing 3rd parties with the tool to create and execute their own campaigns

U-REPORT
TRANSPARENCY &
ENGAGEMENT

U-Report Added Values

Transparency; by providing access to significant information for both Smart & Feature phones
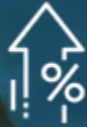
Users' trust & Credibility towards their operators.

Engagement & rewards; through built in interactive games

Personalization and enhanced experience leading to higher satisfaction

Smart Communication by sending the report to subscribers at the right time to ensure higher penetration and engagement.
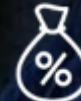
Increasing VAS and Digital Revenues

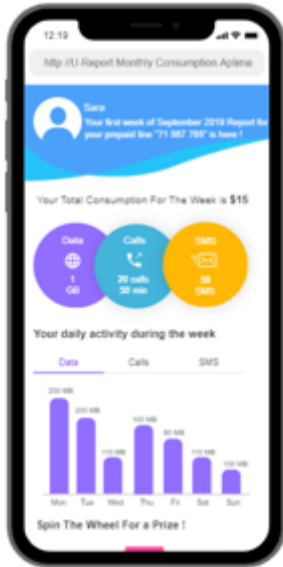Ability to integrate the service with the operator's Customer Care Application

New revenue streams from advertising.

Increase NPS and add value on brand equity.

U-Report Main Features

Consumption Report

Gamification

Advertising

*Subscribers can add the most dialed number to friend and family circle or preferred dialed number and get reduced rates if applicable
** Users may win their current bill or bundle cost through gamification to provide value for customers, in addition to preset prizes by the operator if applicable

S-RBT

Engage Meaningfully with Smart Communication

Among the first pioneers to launch a Smart and Fully automated RBT platform.

S-RBT requires minim al marketing efforts due to
Integration with our Smart Communication Platform, which provides

Journey Automation

Ready made individualized Journey Templates

Multi-channel communication

Reporting

- Prior to recommending tunes, bundles, and offers to subscribers, Individualized personas, derived from each subscriber's consumption history, behavior, unique preferences, and of course, their distinctive taste in music, will be built.
- These personas will ensure that the recommendations will suit the subscriber's needs and will guarantee individualization.
- The more subscribers engage with the platform, the more data we collect, the more individualized the persona.

Traditional User Interfaces

IVR

IVR is an integral provisioning medium for subscription generation. We integrate both inbound and outbound IVR in our subscription generation plans, and use IVR to generate, score, and nurture high-quality subscriptions.
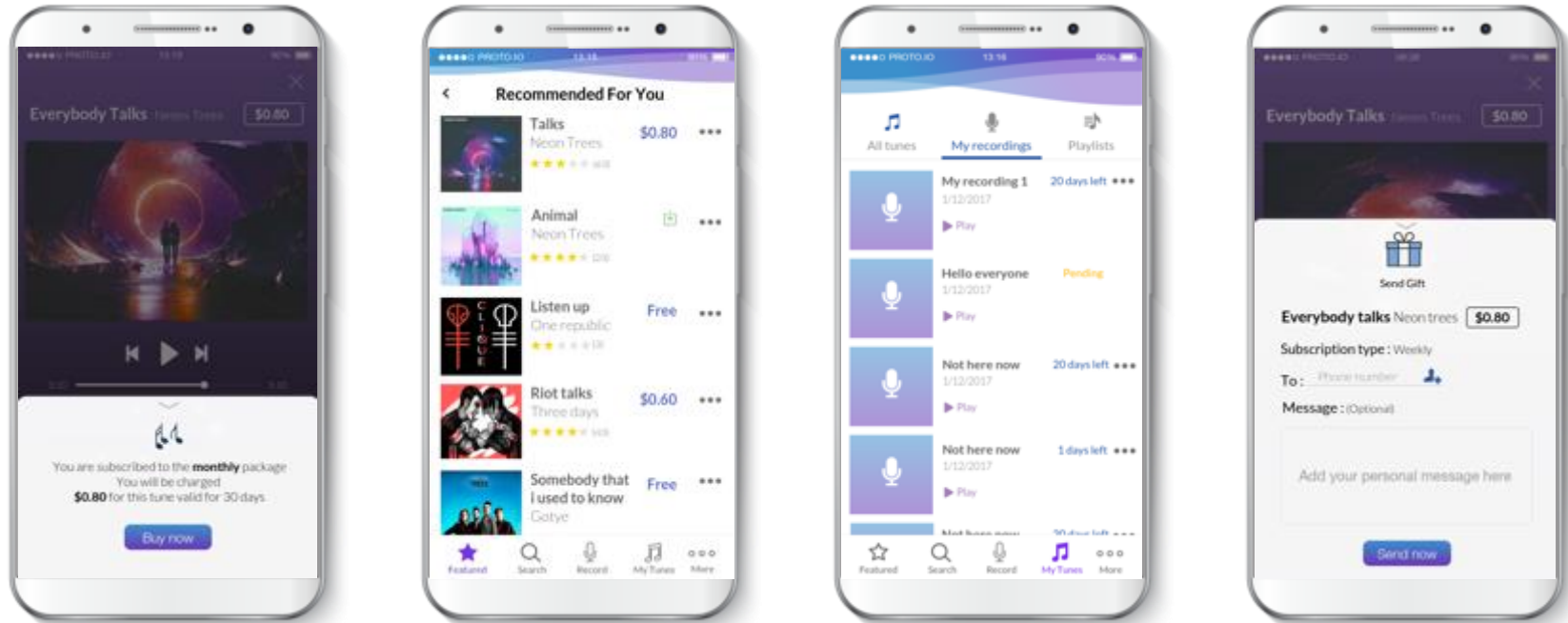
USSD

USSD is a fast and secure provisioning medium offering many benefits, user-friendly, offers menu-based communication thus exposing more than one service to the end user at once, supported by all the handsets and It allows for fast implementation and adaption
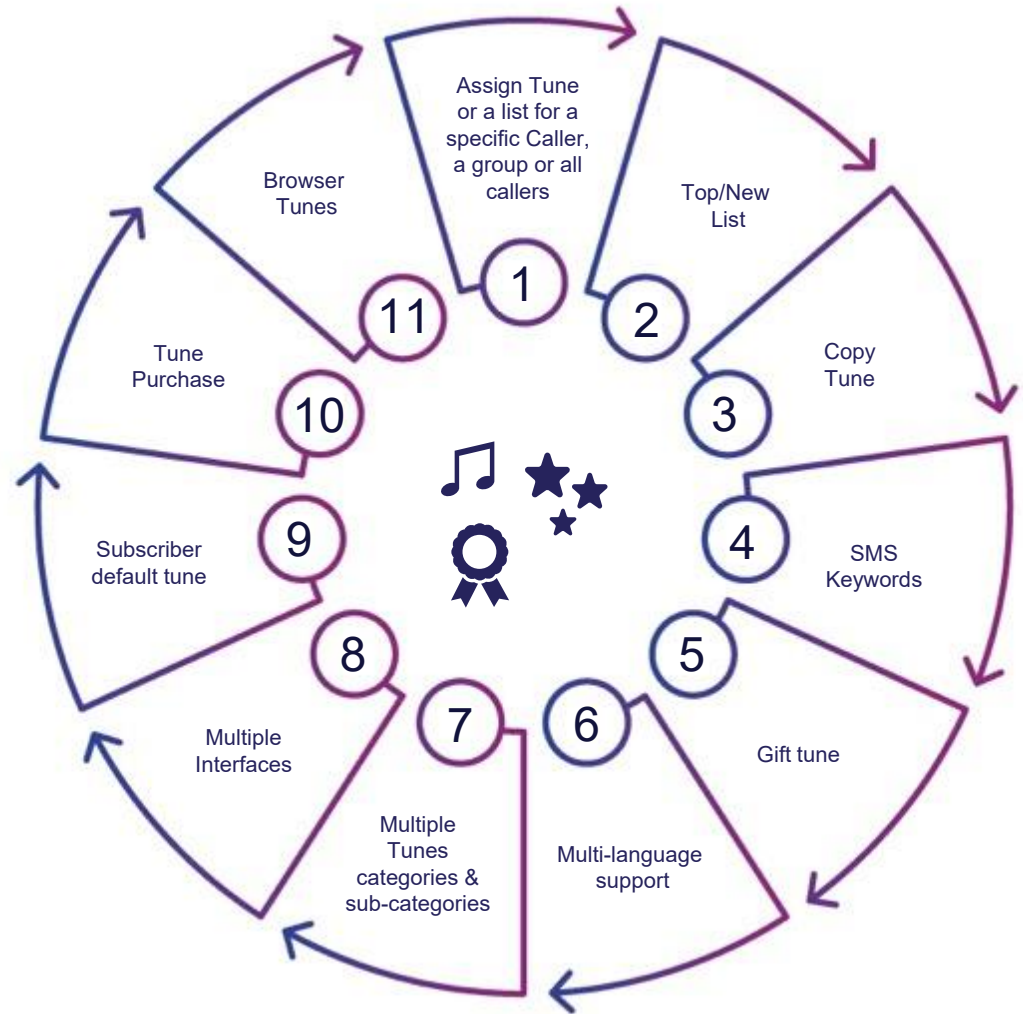
SMS

Providing it as a subscription & confirmation channel.

Digitalized User Interface (APP & PWA)

An amazing user-friendly app/pwa, includes all SRBT features in one place, it gives users the freedom to toggle and surf all features under the tip of their hand, make every step easier than the one before.

Standard **FEATURES**

1. Assign Tune or a list for a specific Caller, a group or all callers
2. Top/New List
3. Copy Tune
4. SMS Keywords
5. Gift tune
6. Multi-language support
7. Multiple Tunes categories & sub-categories
8. Multiple Interfaces
9. Subscriber default tune
10. Tune Purchase
11. Browser Tunes

Add-ons
FEATURES

- Service Suspension
- Favorite List
- Do not disturb
- System blacklist
- Group Management
- Bulk activation/deactivation with tune activation
- First time subscription
- Self-Recorded Tune (DIY)
- Black out period
- Hang up SMS
- Quota Management
- Try & Buy
- Sub accounts for content providers
- Multiple Play Modes
- Autorenewal Downgrade Favorite list

CALL COMPLETION

Call Completion Added Value

Unified Call Completion Engine hosting multiple services in a single box

Revenue booster from both parties, A & B, where each party has a set of services to reach the other party successfully and complete their calls

Additional revenue stream through Apliman's SMS Tail feature that can be applicable on all Call Completion Services that can be charged on third-party advertisers.
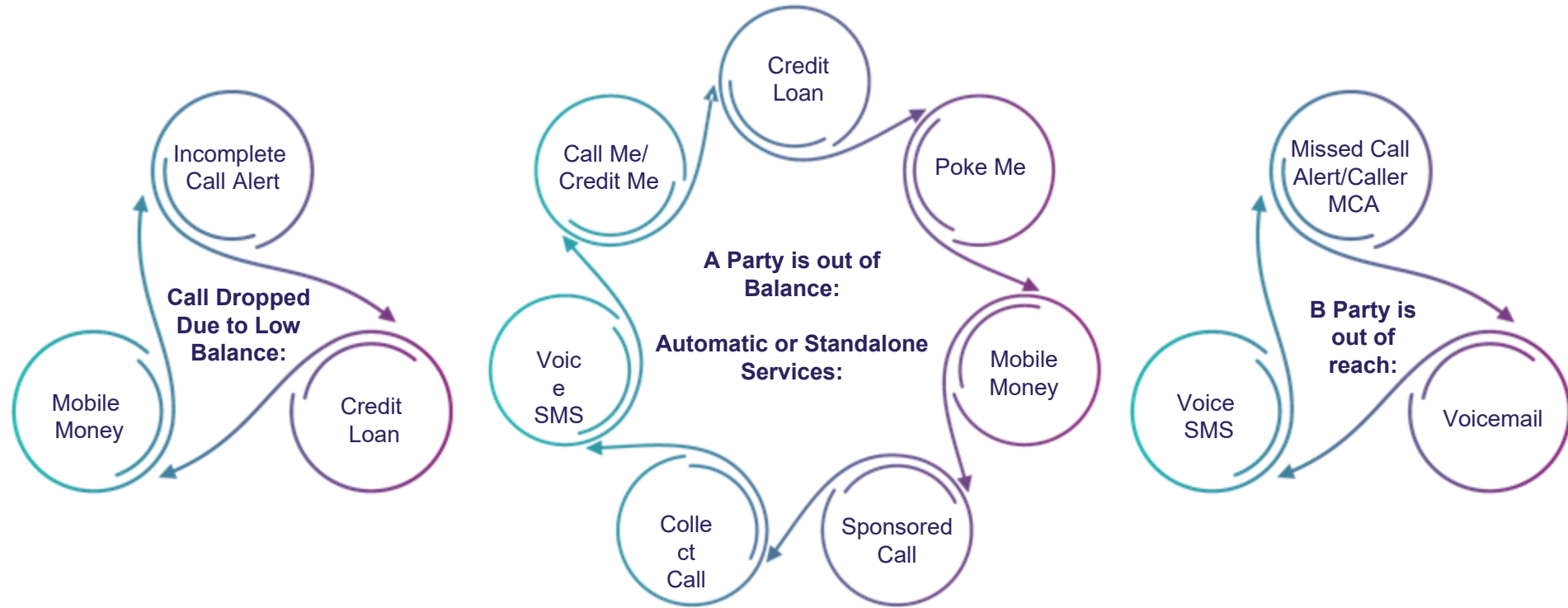
Providing the subscribers a seamless automatic experience in completing their calls through the Auto Call Completion Menu

Faster deployment and go-to-market strategy through a one unified Call Completion Suite which will also decrease CAPEX & OPEX charges on the operator

Services Under Call Completion Suite

Call Dropped Due to Low Balance:
- Incomplete Call Alert
- Mobile Money
- Credit Loan

A Party is out of Balance:

Automatic or Standalone Services:
- Credit Loan
- Poke Me
- Mobile Money
- Sponsored Call
- Collect Call
- Voice SMS
- Call Me/Credit Me

B Party is out of reach:
- Missed Call Alert/Caller MCA
- Voicemail
- Voice SMS

AïDA

SMART COMMUNICATION PLATFORM

The Digital Era

- With the evolution of digital applications, customer expectations have risen drastically and have reached an all time high. Everything needs to be personalized.

- These apps have elevated the competition in customer services on every front:

Customized Communications, **Tailored Recommendations,** **Customer Understanding** **Customer Analysis**

Businesses are making strenuous efforts to try & stay in the digital race, and that is mainly due to:

- Constant technological advancement, which requires businesses to perpetually upgrade their current systems

- Complex business infrastructures
  - E.g. Mobile Operators. Having several verticals within their business makes it difficult to join the race and keep up.
    - Data, Voice, SMS, Mobile Money, VAS, Enterprise, Digital Services etc.

Journey Builders: serving every vertical

Equip businesses with the ability to create and automate journeys throughout the client's entire lifecycle.

Empower businesses to plan ahead & strategize where, when, and how they want their clients to interact with them. This will be made possible through the creation of customer journeys; whose sole purpose is to guide clients and steer them in a certain direction.

Automate and facilitate marketers' backend efforts to drive results, which usually consist of conducting daily analyses and employing time-consuming marketing strategies.

AïDA ADDED VALUE

PERSONALIZATION

We are living in the era of personalization; your customers expect you to know their preferences, favorite channel, and when they're active. Communication is tailored based on user personas and is triggered by their behavior.

GAMIFICATION

Convince your customers to respond to your messages by offering them incentives. Entice dormant customers to reengage and churned ones to come back, incentivize them to provide you with feedback, download your app, register, etc. Increase loyalty by offering your champion customers access to exclusive gifts and offers.

ENHANCED CX

Monitor your customers behavior, set objectives, and track KPI's to gain insights that help you optimize your journeys and in turn the overall CX.

AUTOMATION

Automate all your processes and journeys and facilitate your marketer's backend efforts. Trigger flows, and automate customer segmentation, surveys, and responses.

AïDA ADDED VALUE

MULTI-CHANNEL COMMUNICATION

Interact with customers on every channel. Reaching your customers on their favorite channels increases engagement and response rates.

JOURNEY FOR EVERY TOUCHPOINT

Leverage AïDA's capabilities by launching seamless journeys that tackle multiple use cases.
- Awareness & onboarding
- Dormancy
- Retention
- Satisfaction & Advocacy

CENTRALLY MANAGE ALL YOUR JOURNEYS

Configure, monitor and manage all your journeys using AïDA's dashboard.

AïDA

MANAGES CUSTOMER COMMUNICATION
THROUGH UTILIZING

THE RIGHT TONE
CONTENT
TIME
CHANNEL

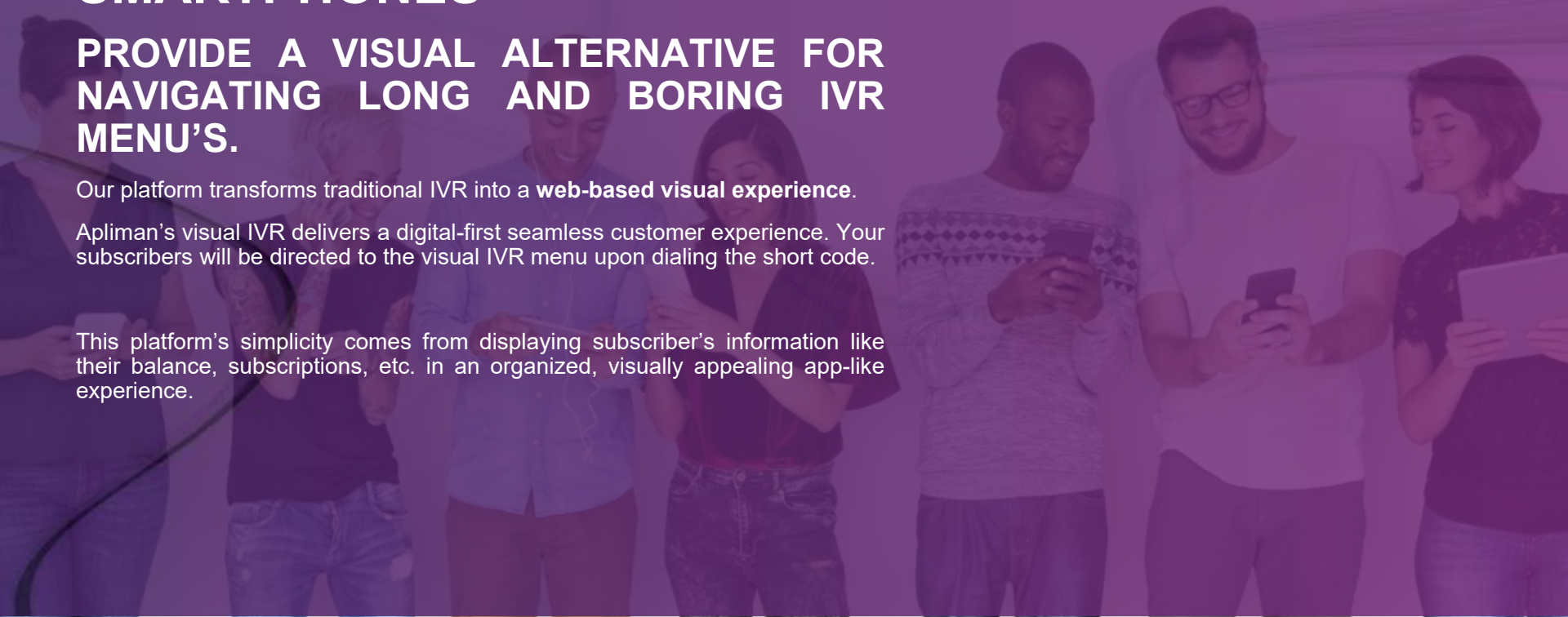VISUAL
IVR

WHAT IS VISUAL IVR

A PLATFORM OPTIMIZED FOR SMARTPHONES

PROVIDE A VISUAL ALTERNATIVE FOR NAVIGATING LONG AND BORING IVR MENU'S.

Our platform transforms traditional IVR into a **web-based visual experience**.

Apliman's visual IVR delivers a digital-first seamless customer experience. Your subscribers will be directed to the visual IVR menu upon dialing the short code.

This platform's simplicity comes from displaying subscriber's information like their balance, subscriptions, etc. in an organized, visually appealing app-like experience.

VISUAL IVR APPLICATIONS

- Collect KYC data
  - Name, age, date of birth, email address, etc.
- Seamlessly navigate through the menu
- Double as an advertising platforms by delivering the ad of your choice to your subscribers
- Launch surveys
- Deliver tutorials
  - How to configure phone settings based on subscriber's profile, subscribe to services etc.
- Deliver 3rd party tutorials
  - First Aid tips
  - Food recipes, how to play a game, etc.
- Deliver content
  - Music, breaking news, sports news, trivia, etc.
- Deliver event-based announcements

Visual IVR Provides Social Support for Subscribers Who are Deaf or Having Hard Hearing Problems.
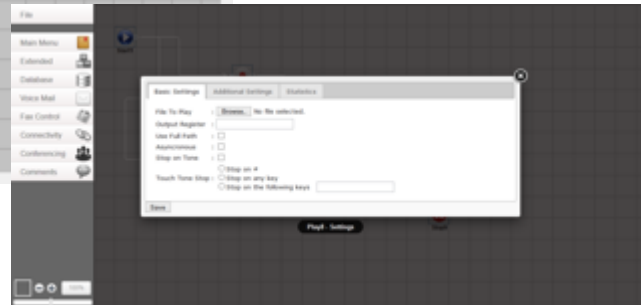
WEB BASED SCE

BUILD YOUR IVR FLOWS AROUND YOUR CUSTOMER'S NEEDS

Deliver a personalized customer experience with every Voice Interaction.

Powerful customizable Icon oriented drag and drop service creation environment

Let's Connect!

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