apliman
Let's Connect

AïDA

The Customer Engagement & Platform for Enterprises

OUTLINE

- About Apliman
- Our Customer Engagement & Experience Platform, AïDA
- Features
- Industries & Use Cases
  - Telecom
  - Retail & e-commerce
  - Travel
  - Education
  - Banks
- Value of a Customer Engagement Platform

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 Network 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 CLIENTS

OPERATORS

MTN, zain, comium, airtel, Viettel, وای, HUAWEI, NEWROZ, Golis, Afghan Wireless, DJEZZY, ooredoo, vodafone, Asiacell, tnm, VIVA, Itisaluna, azur, CallSat International Telecommunications, NOVAFONE, NATIONLINK, africell, Lonestar Cell, etisalat, المدار الجديد, ERICSSON, epic (Great network. Great value.), ethio telecom, جوال, zamani, MASCOM

Service Providers:

Swiftel, Maroc, Smart, xplorium, TXT GHANA, Mobilink, isb, ITP, EBTEKAR, ZOODMALL, hellobahrain.com, UBG, EDM

Public Sector:

Financial:

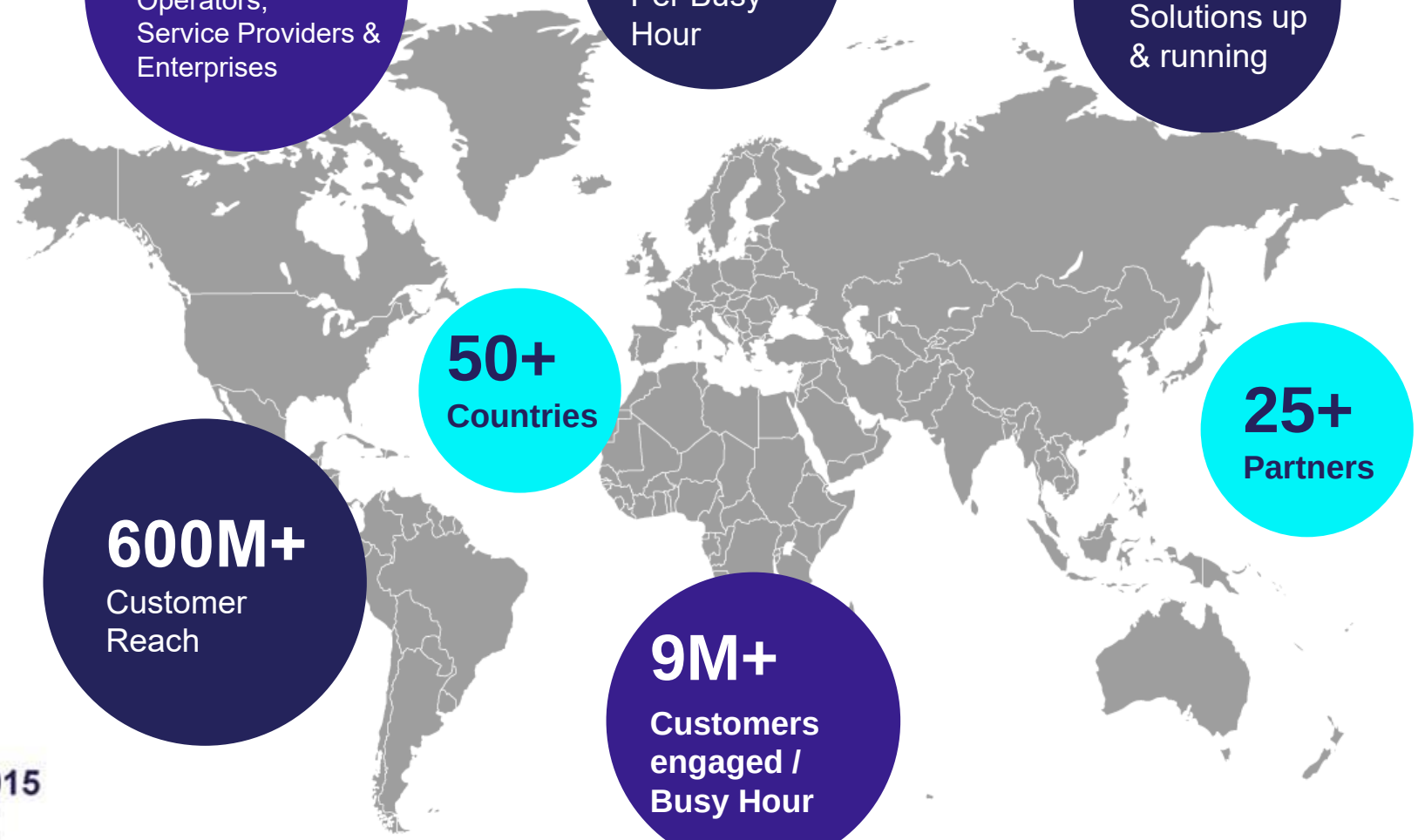
Bank Audi, Audi Saradar Group, HSBC, The world's local bank, CSC GROUP, International Development Bank, BANQUE LIBANO-FRANÇAISE, A partner for your ambitions, BNP PARIBAS, La banque d'un monde qui change, GTBank, Guaranty Trust Bank

Health:

AUBMC, UNC

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 communication Industry. 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 50 countries with its far-reaching exposure empowering international mobile operators & multinational organizations with ground-breaking solutions. Our global reach has dramatically increased to acquire over 75 mobile operators, service providers and enterprises, which has landed us a spot on their top preferred partner list in the region.



SMG
ISO 27001:2013

ISO 9001:2015
Certified

AïDA

Our customer engagement & experience platform will enable you to create an individualized experience for your customers – based on their wants and needs – by tracking and engaging them across all touchpoints, using the channel of their choice.

Build and launch journeys, no matter your industry, that are unique to each customer by leveraging AïDA's capabilities.

Consultants

Notification Management

Multi-lingual Support

Journey Builder

Multi- Channel

Gamification

Powerful Integration

Reporting & Analytics

DEEP DIVE INTO THE FEATURES

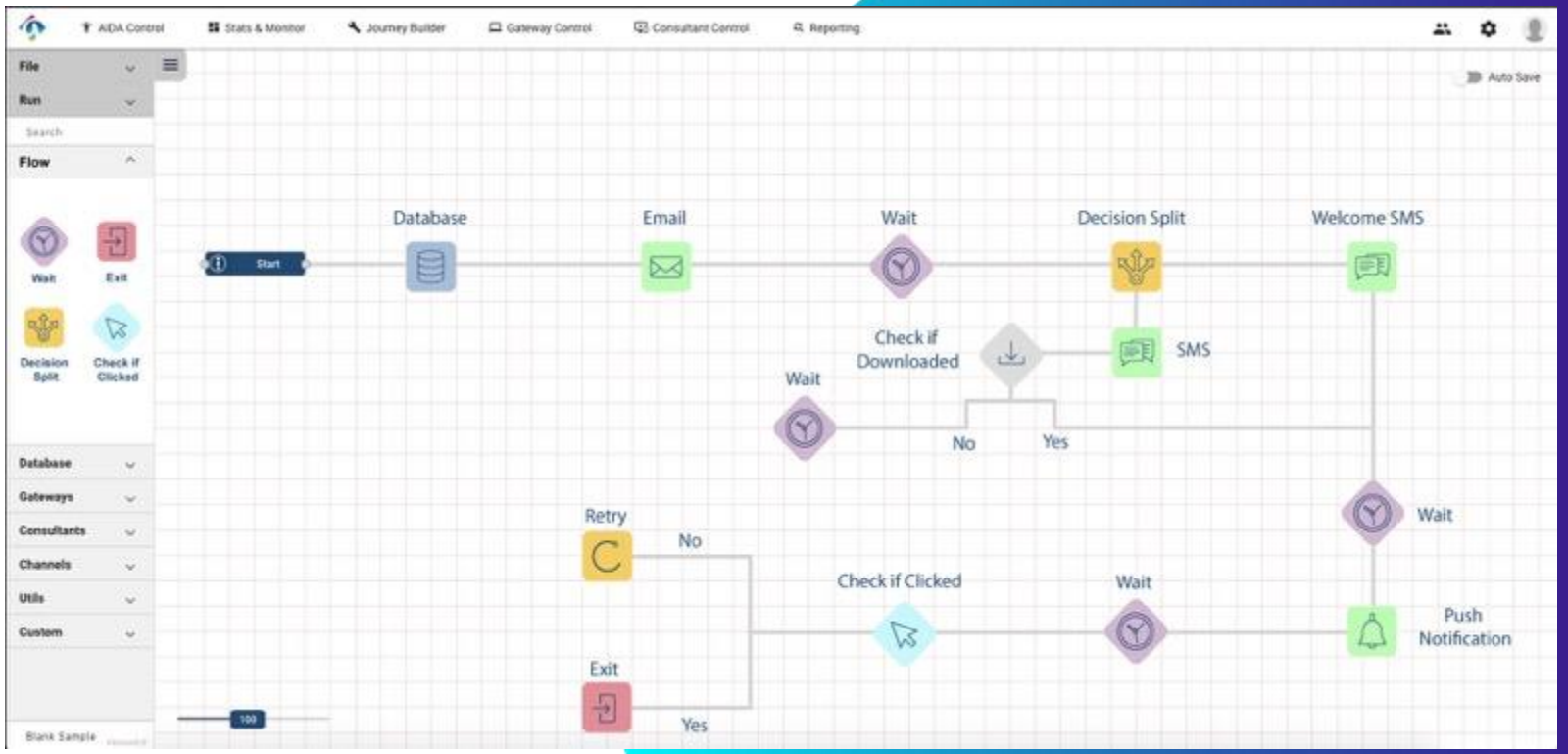
THE JOURNEY BUILDER, SCE

Build unforgettable experiences with our simple drag and drop interface.

It allows businesses to have meaningful interactions with their customers during the moments that matters the most.

- **Compose long-lived campaigns that span a week, a month, or even a year.**
- **Keep them engaged throughout their entire lifecycle.**
- **Assist them every step of the way.**

This journey builder has preset of customized and automated multi-channel journeys that accompany customers through each micro-moment.
Each journey is carefully crafted to deliver a specific objective and target chosen KPI's.



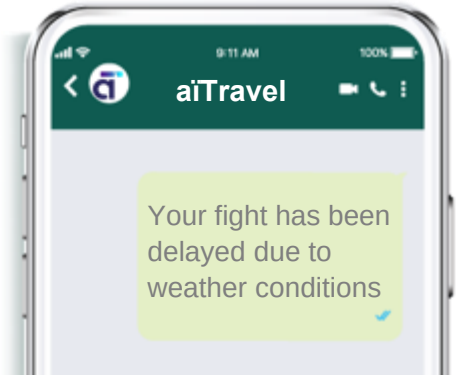
ENGAGE WITH YOUR CUSTOMERS ON THE CHANNELS THAT THEY ARE USING

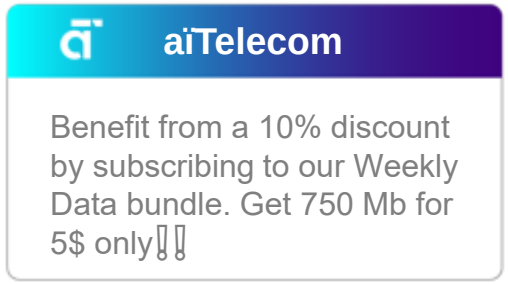
MULTI-CHANNEL COMMUNICATION

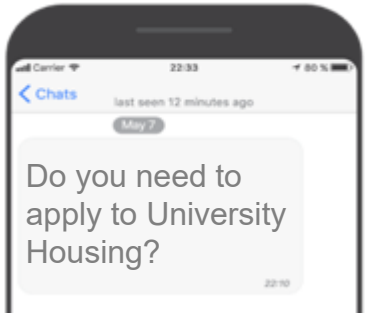
Adopt a multi-channel marketing strategy, engage with your customers on their favorite channel, and increase your Engagement, Response, Click through, and Conversion rate.

CHANNELS:

SMS | Email | Telegram | Viber | Push Notification | Messenger | WhatsApp | Voice







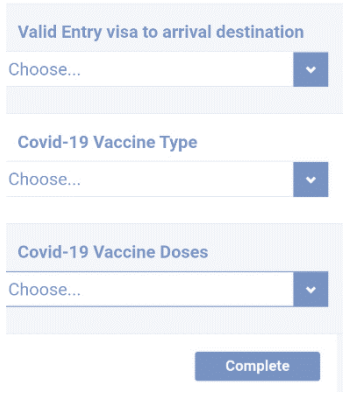
Brands that use two communication channels have a 76% higher customer lifetime value than those who use just one. – Braze

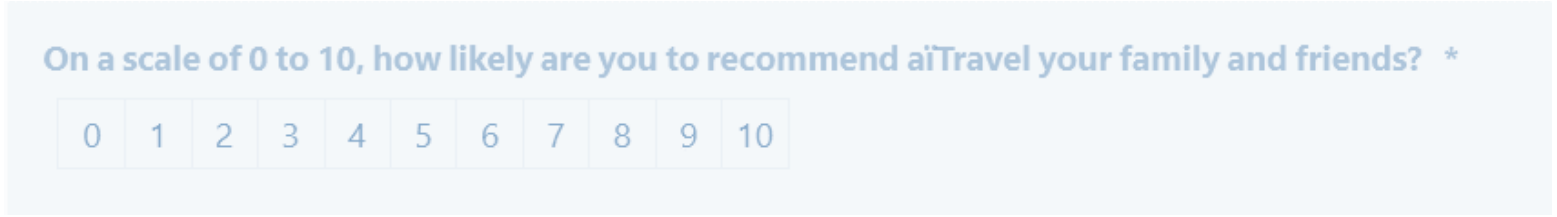
SURVEY BUILDER

“ How can I listen to my customers and understand their needs?” The answer is simple! Just ask! Build surveys, share them, and listen to your customers through AïDA!

THEY CAN BE USED

- To gather customer feedback. (NPS, CES, Satisfaction)
- To inform future marketing decisions
- To collect customer data
- To generate leads
- To analyze your brand perception
- To gain insights & enhance CX





GAMIFICATION

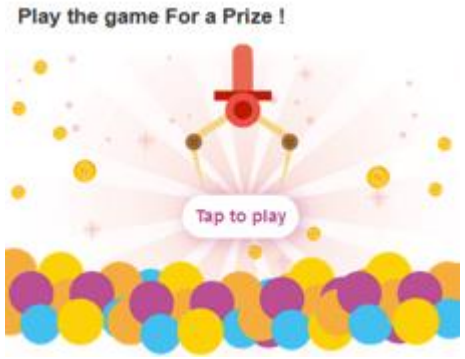
Encourage your customers to download and use your app, console dissatisfied customers by offering upgrades, freebies, discounts, and more!

Entice your clients to perform actions across their entire journey using our gamification techniques.

AïDA can also integrate with any Loyalty/Rewards program that the business is using

Games:

- Spin the wheel
- Pick a prize
- Scratch the card
- Claw Machine



MORE AïDA FEATURES

Consultants

Deliver the ultimate experience using

- Our in-house consultant, Apliman's Picker that leverages machine learning to deliver contextual messages to your customers **at the right time, using the right tone, on their preferred communication channel**
- External ones like Microsoft Azure or Idiro

Powerful integration Capabilities

AïDA can easily integrate with any database, BI, API, or 3rd party provider.

Notification Management

Within the flow of each journey, you can determine the maximum number of notifications that are sent to your subscribers to make sure that they aren't overwhelmed with too many messages.

Multi-lingual support

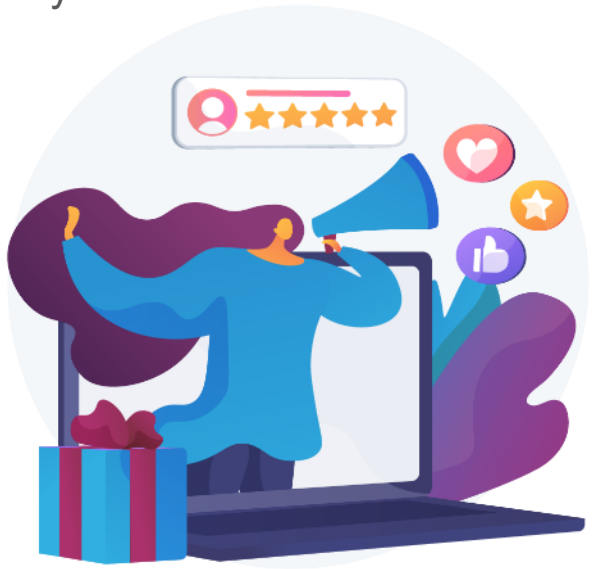
AïDA offers multilingual support by communicating with each subscriber using their preferred language

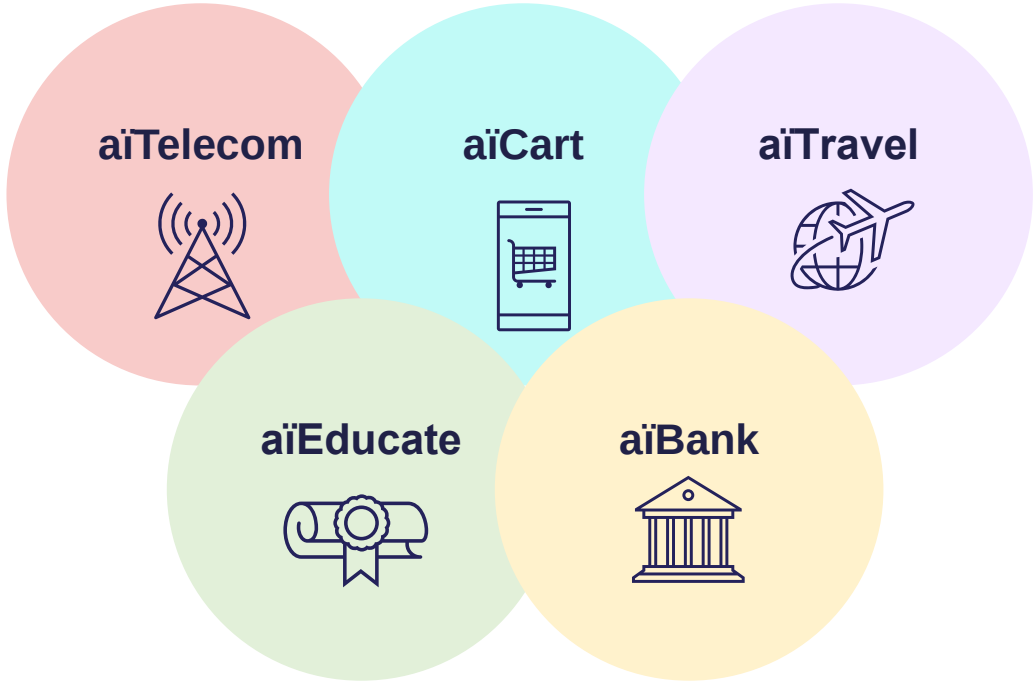
INDUSTRIES

A remarkable customer experience is imperative to the consistent growth of any business. A positive customer experience promotes loyalty, helps retain customers, and encourages brand advocacy.

We have carefully crafted personalized journeys for multiple industries that tackle each touchpoint your customers interact with.

These journeys are unique, effective, convenient, and personalized; & their sole purpose is to act like a 24/7 digital assistant to your customers.





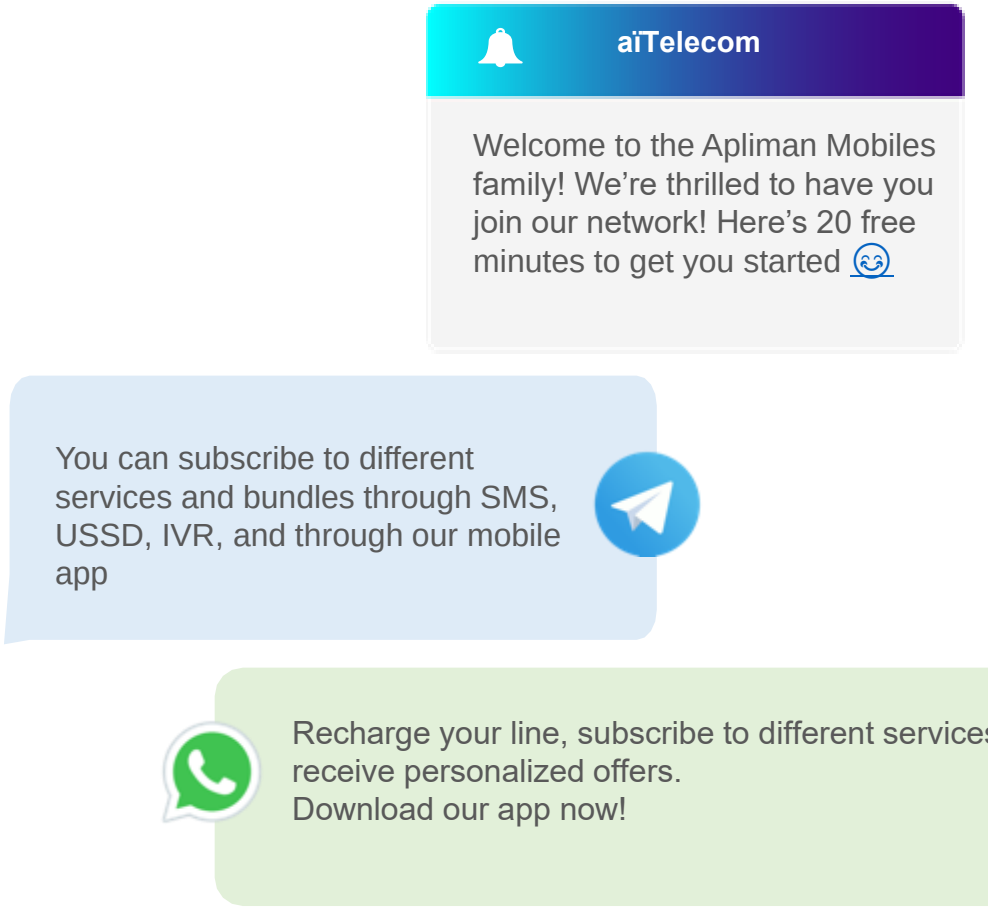
aïTelecom

aïTelecom

aïTelecom is a platform designed for **Mobile Network Operators**.

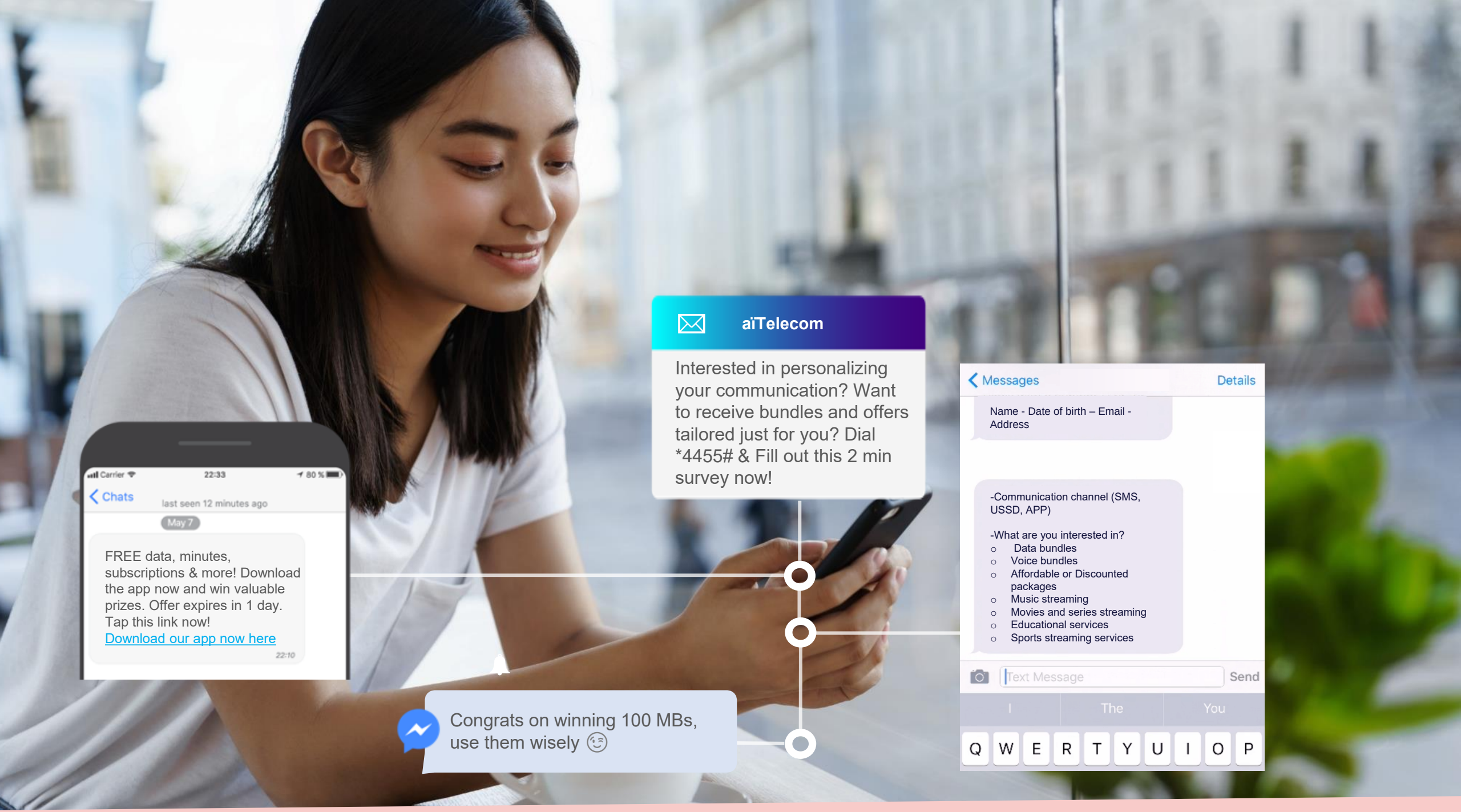
Its purpose is to guide your subscribers from the moment they join your network and assist them throughout their journey with your brand.

It can help Operators by integrating with their BI, CRM, CVM, and other systems to access the needed data to segment the subscribers and send them recommendations for services and offers that are relevant to them.



USE CASES

- Subscribers often feel confused and overwhelmed when buying a SIM from a new operator. Guide them during the first couple of weeks by sending informative, relevant, and contextual messages that will allow them to have a seamless onboarding process.
- MNOs operate in a highly competitive market; subscribers can easily switch to another operator if they feel like they’re not getting their money’s worth. Keep your subscribers engaged by recommending relevant offers and bundles!
- Automate the ideal customer journey by listening to your customers and identifying pain points.
- Manage high call volumes and reduce wait times by giving your subscribers the option to switch to a faster channel.


Carrier
22:33
80 %
Chats
last seen 12 minutes ago
May 7
FREE data, minutes, subscriptions & more! Download the app now and win valuable prizes. Offer expires in 1 day. Tap this link now!
Download our app now here
22:10
aiTelecom
Interested in personalizing your communication? Want to receive bundles and offers tailored just for you? Dial *4455# & Fill out this 2 min survey now!
Messages
Details
Name - Date of birth – Email - Address
-Communication channel (SMS, USSD, APP)
-What are you interested in?
Data bundles
Voice bundles
Affordable or Discounted packages
Music streaming
Movies and series streaming
Educational services
Sports streaming services
Text Message
Send
I
The
You
Q W E R T Y U I O P
Congrats on winning 100 MBs, use them wisely 😉

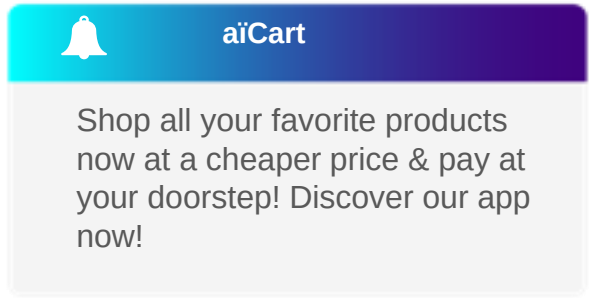
6:00 PM
Apliman
What do u dislike about the operator?
What should the operator do to serve you better?
What do u love most about the operator?
Hello Sara! Welcome to the aiTelecom Messenger channel! How can we help you today?
Press 1 for **Recharge and Billing**
Press 2 for **Managing your services and subscriptions**
Press 3 to **book an appointment to talk to a live agent**
Press 4 to **confirm, edit, or cancel your appointment**
aïTelecom
On a scale of 0-10, how likely are you to recommend your operator to others whereby 0= Will Definitely Not Recommend and 10= Will Definitely Recommend?

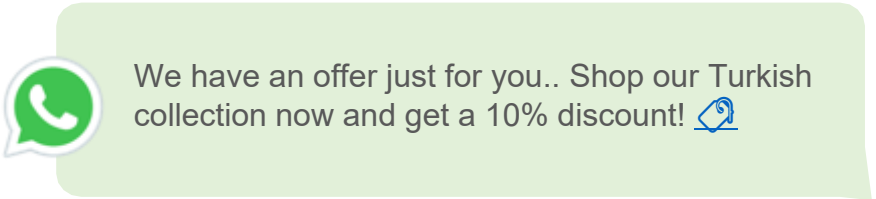
aïCart

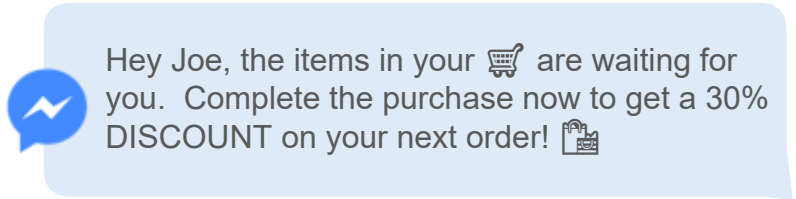
aïCart

aïCart is designed specifically for **retail** and **e-commerce brands**. **Retain** your users and **boost conversions** by leveraging our platform and delivering a **personalized shopping experience** to each user.

Grow your business by assisting your customers every step of the way, recommending products that they are going to love, and listening to their complaints.

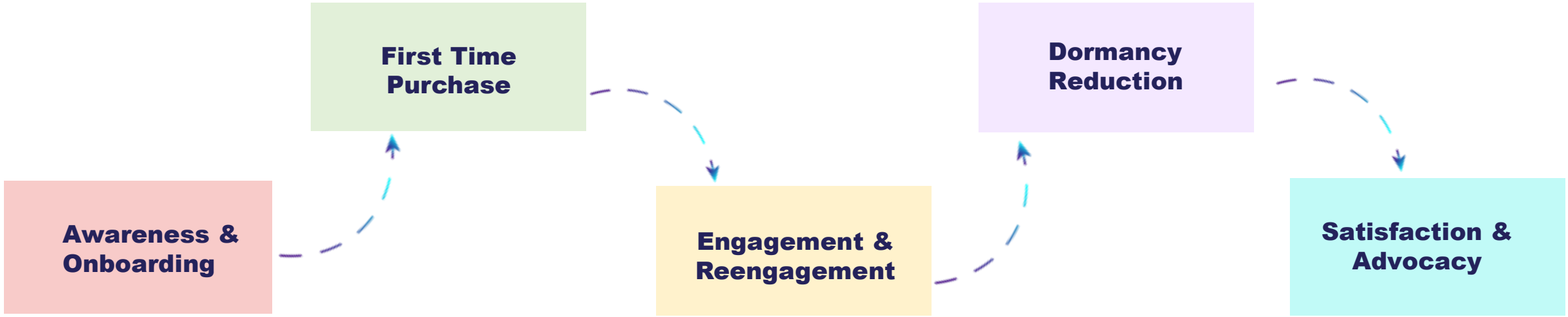


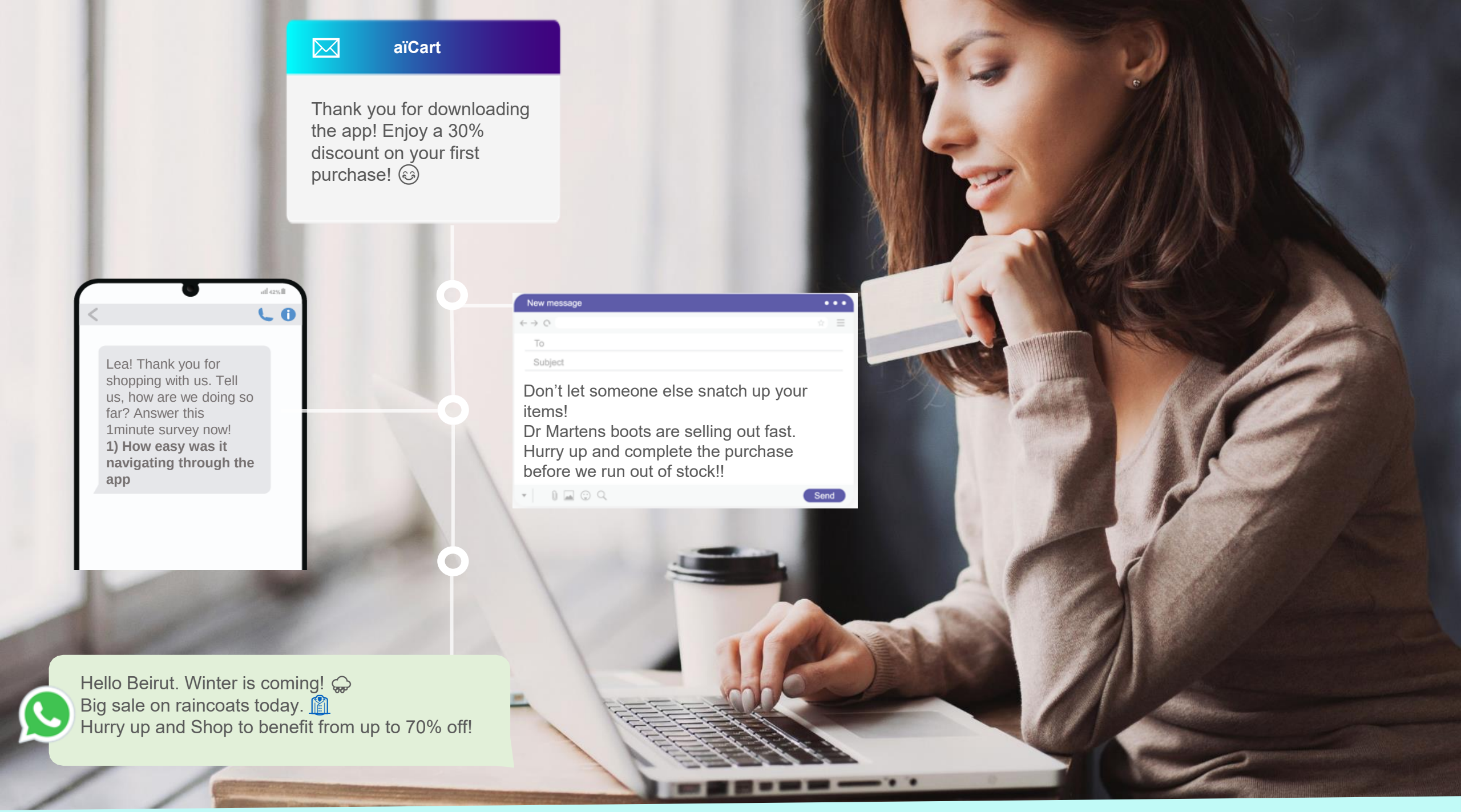


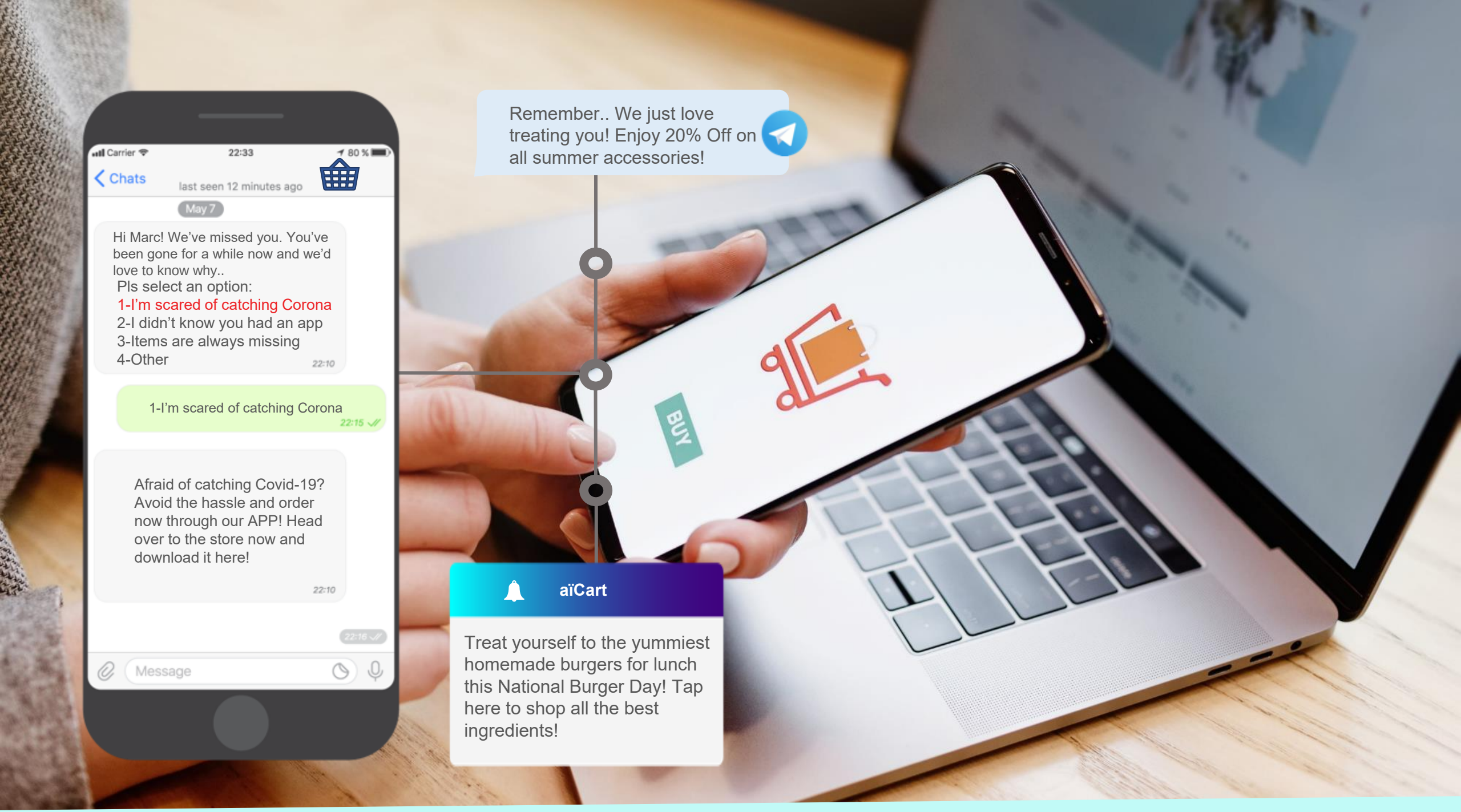


USE CASES

- Spread awareness and onboard users to your app! Communicate its benefits and added value
- Reach out to your new users, have them make their first purchase and get them hooked!
- Keep your customers engaged and turn them into your Brand Ambassadors!
- Convince these customers to come back by offering them discounts, exclusive deals and offers, and by communicating the latest additions to your app.
- Listen to your customers, analyze their feedback, and act on it. Satisfied customers are Loyal Customers




aïCart
Thank you for downloading the app! Enjoy a 30% discount on your first purchase! 😊
Lea! Thank you for shopping with us. Tell us, how are we doing so far? Answer this 1minute survey now!
1) How easy was it navigating through the app
New message
To
Subject
Don’t let someone else snatch up your items!
Dr Martens boots are selling out fast.
Hurry up and complete the purchase before we run out of stock!!
Send
Hello Beirut. Winter is coming! 🌧
Big sale on raincoats today. 🛍
Hurry up and Shop to benefit from up to 70% off!


Carrier
22:33
80 %
Chats
last seen 12 minutes ago
May 7
Hi Marc! We've missed you. You've been gone for a while now and we'd love to know why..
Pls select an option:
1-I'm scared of catching Corona
2-I didn't know you had an app
3-Items are always missing
4-Other
22:10
1-I'm scared of catching Corona
22:15
Afraid of catching Covid-19? Avoid the hassle and order now through our APP! Head over to the store now and download it here!
22:10
22:16
Message
Remember.. We just love treating you! Enjoy 20% Off on all summer accessories!
BUY
aïCart
Treat yourself to the yummiest homemade burgers for lunch this National Burger Day! Tap here to shop all the best ingredients!

Travel
MONDAY
27
TUESDAY
28
POSTAGE
AIRMAIL
AIRLINE
AIRLINE
PASSENGER
Maria Smith
GATE 34
SEAT 18A
DEPARTURE
Cold Air
Dark Night
Warm Fire
Bright Stars
Wanderlust
Packing checklist
water / snack
raincoat
medicine
map & compass

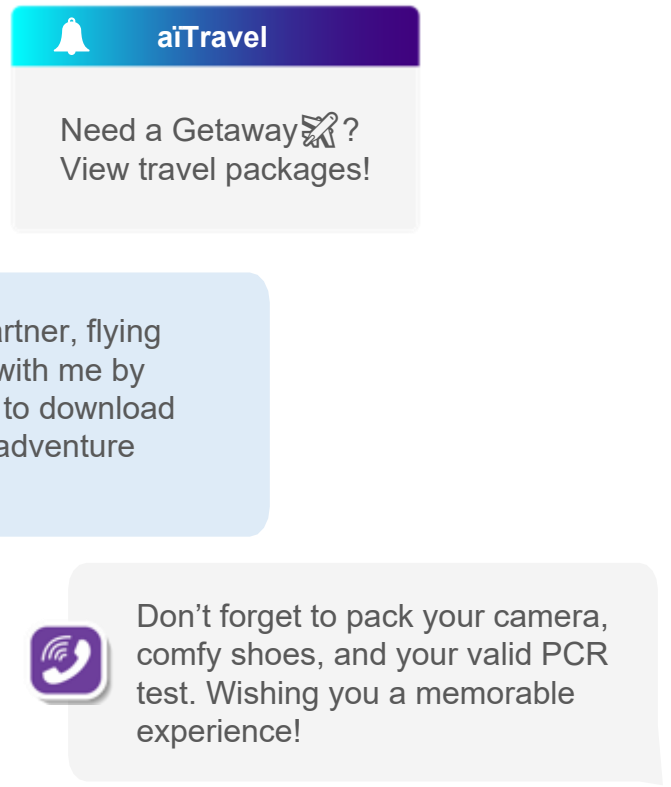
aïTravel

aïTravel

aïTravel is designed specifically for **Airlines**, **Airports**, and **Travel Agencies**.

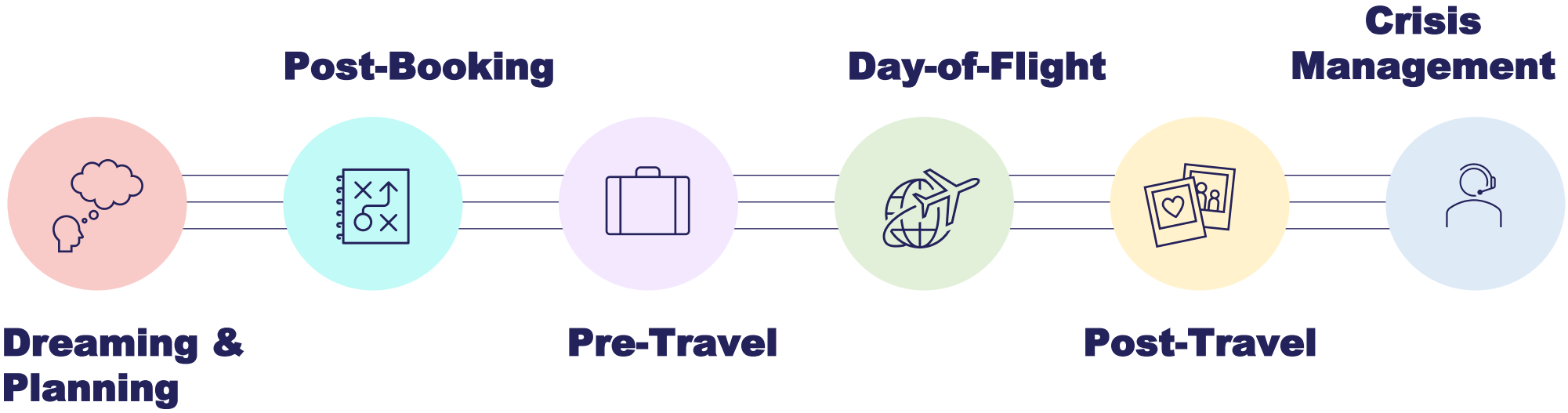
It aims to guide travelers from the moment they dream of taking a trip, till they come back and start planning the next one.

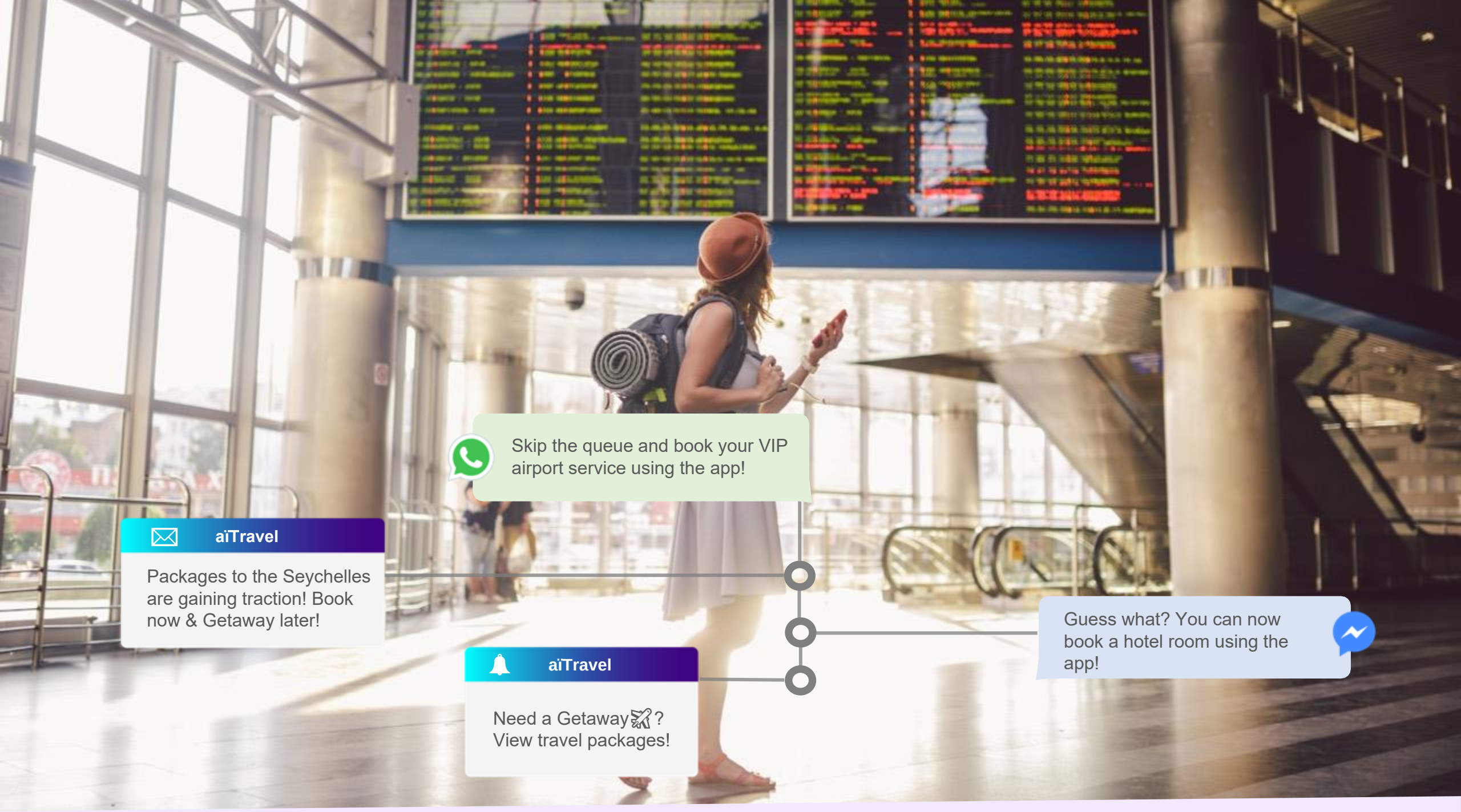
Drive Bookings & Loyalty with aïTravel! Boost your conversion rate, increase your Average Sale Value, decrease your cart abandonment rate, improve your satisfaction rates, and enhance your customer lifetime value.

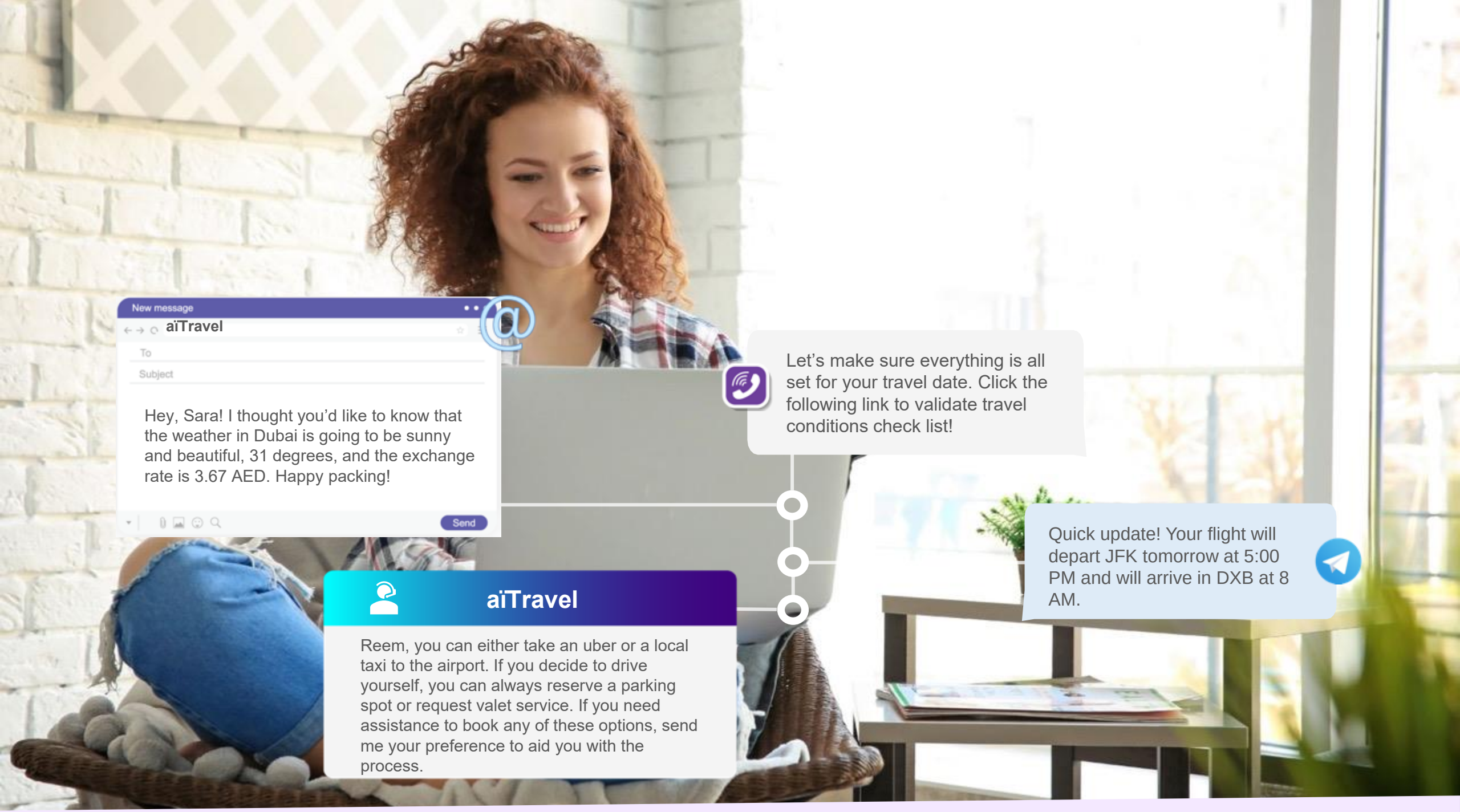


USE CASES

- Inspire your customers to book and plan a trip and help them find the perfect getaway!
- Be their travel partner! Update them on their flight status, latest travel restrictions, Covid updates, send them a packing list, recommend places to visit, and more!
- Listen to their complaints and understand their pain points
- Encourage them to recommend your app & services




Skip the queue and book your VIP airport service using the app!
aïTravel
Packages to the Seychelles are gaining traction! Book now & Getaway later!
aïTravel
Need a Getaway✈? View travel packages!
Guess what? You can now book a hotel room using the app!


New message
aïTravel
To
Subject
Hey, Sara! I thought you'd like to know that the weather in Dubai is going to be sunny and beautiful, 31 degrees, and the exchange rate is 3.67 AED. Happy packing!
Send
Let's make sure everything is all set for your travel date. Click the following link to validate travel conditions check list!
Quick update! Your flight will depart JFK tomorrow at 5:00 PM and will arrive in DXB at 8 AM.
aïTravel
Reem, you can either take an uber or a local taxi to the airport. If you decide to drive yourself, you can always reserve a parking spot or request valet service. If you need assistance to book any of these options, send me your preference to aid you with the process.

aïEducate

aïEducate

aïEducate is designed for **Schools, Universities, and Online Learning Platforms**.

It aims to cultivate an everlasting relationship between the student and the institution by providing a comprehensive virtual assistant that personally supports each student on their journey till they become Alumni!

Fall semester is approaching! Have you picked out a major yet?

aïEducate

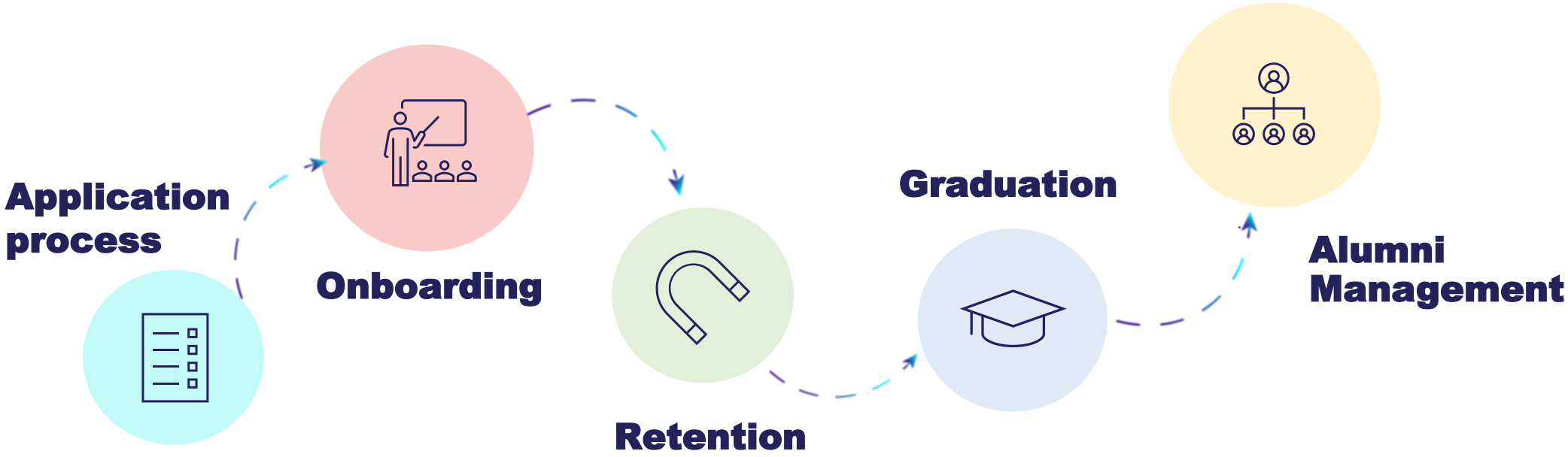
Are you up to date with the covid requirements for entry to the university? In order to attend classes on campus students must present a double vaccination card.

Looks like someone's going to make the honor list this semester!😉
Keep up the good work!

Find out how you can get involved in student life & Make sure to pass by the Student Union Building for Club Week! Discover all the clubs and find the perfect match for you and your skills!

USE CASES

- Trigger Automated messages once a student starts the application process, inform them of deadlines, and send reminders to complete and submit the application.
- Make your students onboarding process as seamless as possible by informing them of your decision guiding them through registration, advising, orientation, and more!
- Offer critical updates to your students, send announcements, and connect them with resources.
- Guide them through graduation



New message
aïEducate
To
Subject
Congrats Sara! You have been admitted to aïEducate School of Business.
You'll be joining our University as a student at one of the most thrilling times of our history …
Send
How would you like us to contact you? (WhatsApp, SMS, Email)
Fall semester is approaching! Have you picked out a major yet?
aïEducate
Attention. Today's Bio 102 lecture will be held in Hall B instead of Hall A.

Claim your Cap and Gown deposit before June 30!
aïEducate
How are you feeling today? (Stressed, Anxious, Depressed, pretty good, amazing, full of energy)
Here are 30 great ways to avoid gaining the dreadful “Freshman 15” this semester. https://www.greatvaluecolleges.net/30-great-ways-to-avoid-the-freshman-15-and-stay-in-shape/

aïBank

aïBank

aïBank is platform designed for **Banks** and other **Financial Institutions**.

The banking industry, like many others, has entered the era of the connected customer.

Customers don’t want to wait in queues at the branch anymore, they’d very much rather complete their transactions online or through their phones, they don’t want to be bombarded with bulk messaging, they want to receive relevant and personalized recommendations.

Keep your customers & harness the power of smart communication with **aïBank**

Keep an eye out on your phone..
We’re launching a new product next week that we know you’ll love!

aïBank

Want to earn some extra cash? All you need to do is fill out this 3-minute survey & help us get to you better!

New message

To

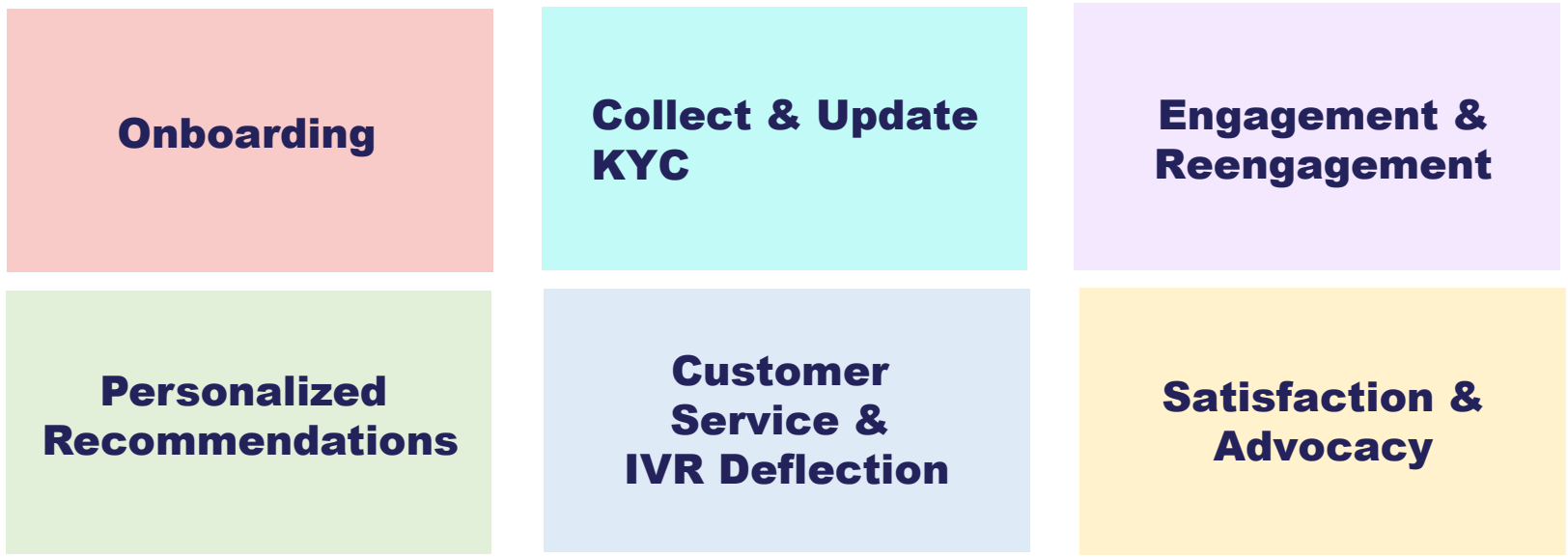
Subject

Did you know that through our app you can transfer money, pay your bills, and apply for loans?
Download it now and gain control over your financials like never before!

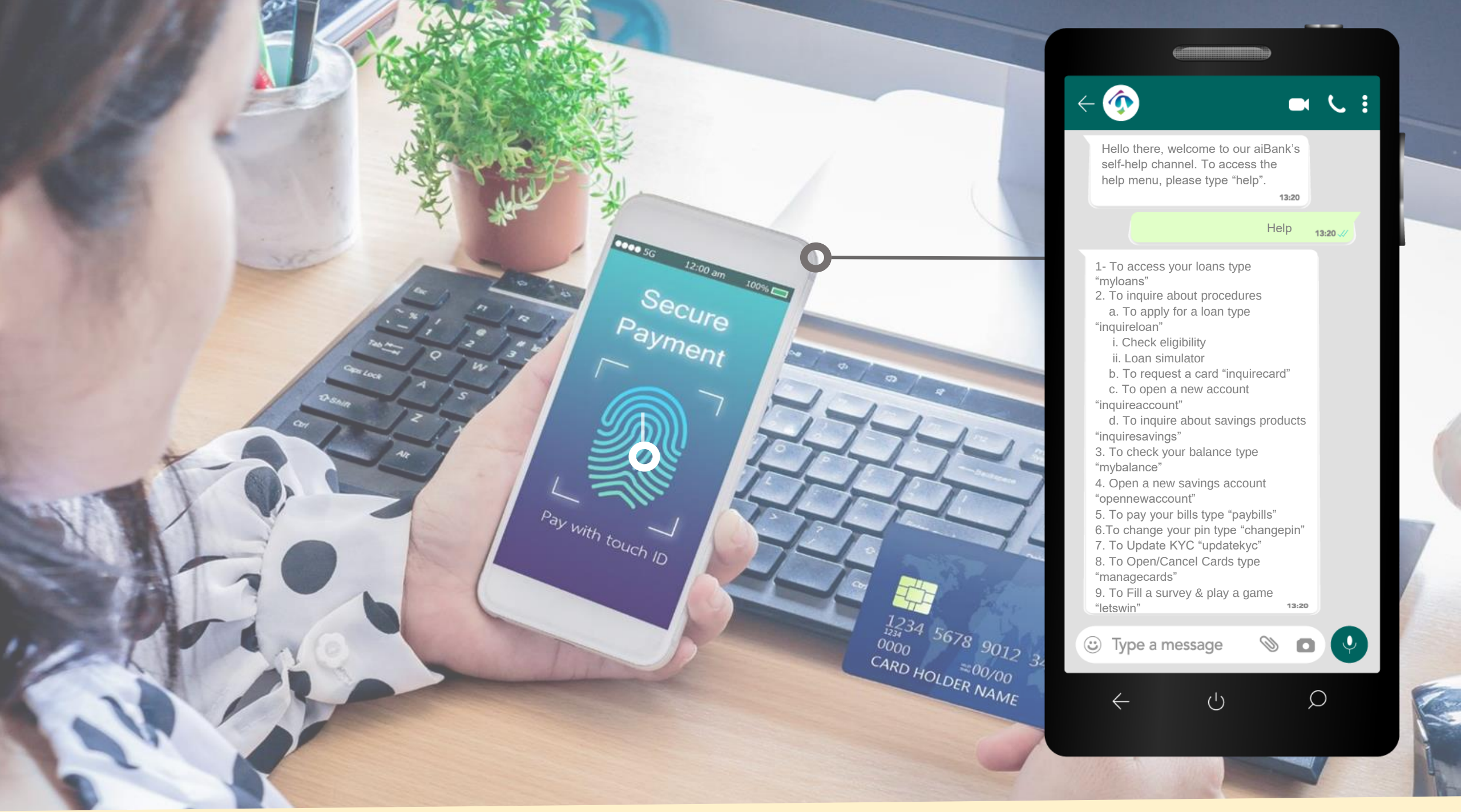
Send

USE CASES

- Tease new product launches, introduce new products to your customers, and send reminders for payments that are due
- Gather the latest data on all your customers, and persuade them to update their information using gamification techniques
- Onboard customers & drive adoption of your app. Reduce traffic to your branches and automate your process
- Engage with your customers by introducing them to new features & recommending products based on their behavior
- Enable self service through offering a help menu through digital channels.



6:00 PM
Feeling lucky today? Refer your friends to download our app and play a game to win awesome prizes!
Play the game For a Prize !
Tap to play
Aa
Did you know that you can deposit checks through our app?
Lara, we're currently offering our best rates ever on loans! Would you like to know more?
aïBank
Hello Nadim! :) Your loan application is almost complete. Apply now to get the best rate!


Secure Payment
Pay with touch ID
Hello there, welcome to our aiBank's self-help channel. To access the help menu, please type "help".
13:20
Help
13:20
1- To access your loans type "myloans"
2. To inquire about procedures
a. To apply for a loan type "inquireloan"
i. Check eligibility
ii. Loan simulator
b. To request a card "inquirecard"
c. To open a new account "inquireaccount"
d. To inquire about savings products "inquiresavings"
3. To check your balance type "mybalance"
4. Open a new savings account "opennewaccount"
5. To pay your bills type "paybills"
6.To change your pin type "changepin"
7. To Update KYC "updatekyc"
8. To Open/Cancel Cards type "managecards"
9. To Fill a survey & play a game "letswin"
13:20
Type a message
CARD HOLDER NAME

VALUE OF A CUSTOMER ENGAGEMENT PLATFORM

Let's Connect!

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