

# Tecnotree

DIGITIZE YOUR CUSTOMER CARE  
WITH INTELLIGENCE & AGILITY



tmforum

OPEN API  
CERTIFIED



**Digital  
My Life  
Dashboard**





## Empower your customers and redefine customer-service with intelligent self-care

Communication Service Providers (CSPs) invest tremendous amount in maintaining dedicated customer service agents, yet they experience high customer churn and low ARPU. The inability to deliver relevant, proactive and personalised service in the right channel at the right time results in dissatisfied subscribers that translates to unhealthy bottom lines. These factors along with the challenges induced by the pandemic, have heightened the importance of agile customer service that dictates the need for CSPs to re-assess their customer service paradigm. Customer-care is the centrepiece of customer service that defines CX and impacts revenues. To empower customers and at the same time provide 24\*7 support, CSPs need capabilities to deliver a robust self-care channel that provides contextual and proactive support in an unassisted manner aided by exponential technologies and customer intelligence.



## Challenges faced by Customer-Support

- High opex due to increasing contact center and customer service staffing costs
- Varied information across different channels resulting in customer dissatisfaction
- Subscribers demand quick & personalised resolution of queries on their fingertips
- First-contact resolution is generally low with an increase in average handling time
- Agents are engaged in low-value queries resulting into low efficiency
- High instances of mobile application abandonment and low engagement of customers

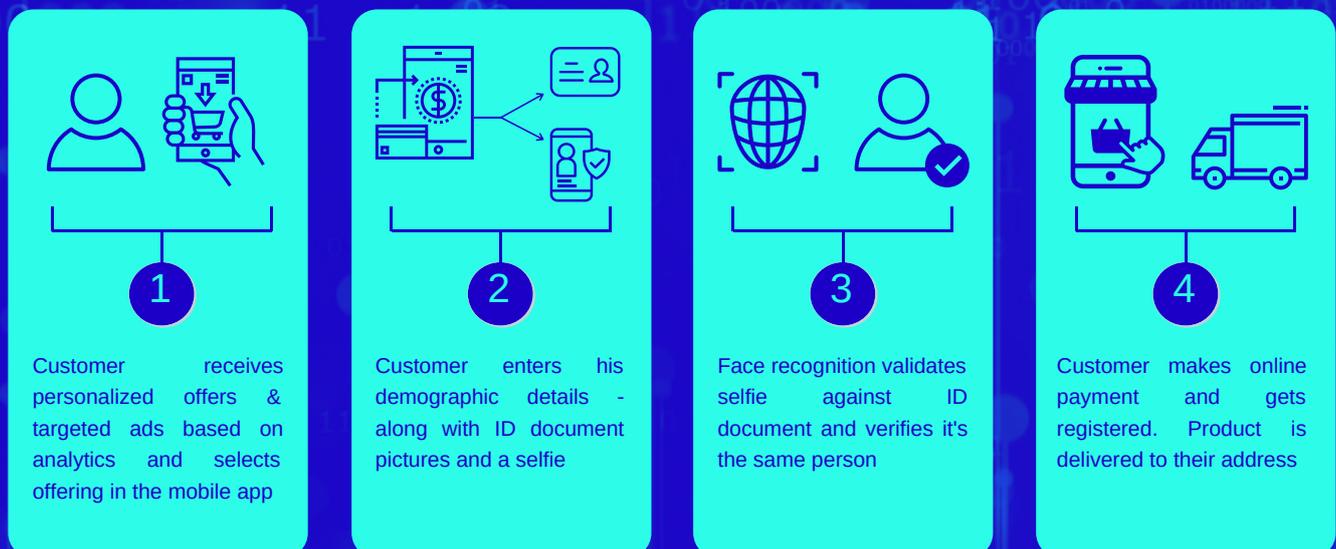
# Tecnotree DMLD

To help CSPs support the needs of 'always-connected' customers and revolutionize customer self-care, Tecnotree offers Digital My Life Dashboard (DMLD), a proven super application platform aided with AR and VR capabilities. Built with industry insights and TM Forum compliant, DMLD is an omnichannel ready catalog-driven product that supports multiple lines of businesses, including enterprise self-service. It provides leading-edge capabilities that promotes customer self onboarding for both retail and enterprise customers. Powered by exponential technologies, DMLD follows a mobile-first approach with an intuitive UX that caters to large demography and enables rapid customer onboarding.

Aided with comprehensive 360-degree customer view and advanced analytics, DMLD supports multiple customer journeys and identifies unique opportunities that exist in each stage of the journey. The unprecedented circumstances of recent times have resulted in a shift in customer behaviour with a huge majority rapidly adopting digital commerce for both goods and services. DMLD provides capabilities to address this shift and evolve the self-care platform to a one-stop digital lifecycle application that becomes an extension of the customer. Through DMLD, CSPs can design different customer journeys including retail purchase journeys with intelligence embedded across every interaction.

## Retail - Purchase journey powered by DMLD

Virtual self-registration with face recognition



# Key features of DMLD

Intuitive, personalized self-care powered by DMLD allows to digitize customer care and commerce activities tailored to your business needs via four major pillars:

## Integrated Care

- Includes dynamic FAQs, video audio options and intelligent chatbot support
- Simplified self-help flow with redirection capabilities to agents for live chat
- Optimized homepage for easy monitoring of service requests and queries
- Powered by AI, chatbots become intelligent with each interaction
- Provides robust trouble ticket management system
- Easy recharge and bill payments using the customers payment mode of choice
- Provision of a comprehensive 360 degree customer view helps in serving customers better



## Streamlined Shopping

- Supports an exhaustive omnichannel customer experience
- Provides a comprehensive e-marketplace experience for customers
- Lends capabilities to become the one-stop application for the retail journey
- Provides a single window to purchase any offerings, products and services
- Personalized offer recommendations with optimal payment mode suggestions

# Key features of DMLD

## 3rd party ecosystem

- Seamless integration with partner services & products
- Provides an integrated third-party purchasing services ecosystem
- An ideal platform to build a super application using 3rd party integrations
- Robust wallet option enabling payment mechanisms on 3rd party channels



## Enterprise Support

- DMLD has been designed keeping in mind the unique needs of enterprise segment
- Enables bulk requests support and ensures roles and hierarchy management
- Supports all the enterprise services requests managed by administrators
- Provides an exhaustive CPQ (Configure Price Quote) presentment model
- Provision of comprehensive approval workflows



## Enriched customer experience

- AI-driven interactions enable personalized customer engagements
- Ease of access using features like voice and face recognition
- Customers are in control of their account and empowered to control their journeys
- Based on analytics, customers receive personalized recommendations/offerings
- Advanced security features with face, voice and biometric login for customer authentication



## Lower cost of service

- Customers are empowered to handle their accounts that reduces the cost-per-contact
- Reduction in customer service ticket volume especially low-level service requests
- Access to self-care channel via mobile and web ensures faster response time
- Reduction in agent training costs and customer service staffing costs
- Decreased need of physical customer service facilities



## Enhanced marketing and sales

- Robust self-care channels increase website traffic, conversion rate and retention
- Customers can purchase and experience all 3rd party services on the application
- Agents can focus on higher-value tasks like cross-sell and up-sell recommendations
- Provision for gamification and incentivization for application usage increases stickiness
- Makes personalization intelligent aided by analytics

For quotation and demo, contact your Tecnotree account manager or e-mail us at [marketing@tecnotree.com](mailto:marketing@tecnotree.com)



#### ABOUT TECNOTREE

Tecnotree is a global provider of telecom IT solutions for the management of products, customers and revenue. Tecnotree helps Communications Service Providers to transform their business towards a marketplace of modern and digital services. Tecnotree empowers service providers to monetize service bundles, provide personalized user experiences and augment value throughout the customer lifecycle. Tecnotree serves around 90 service providers in more than 70 countries. Tecnotree is listed on the main list of NASDAQ Helsinki with the trading code TEM1V.

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