



Omni-Channel Service Platform

Key Operator Benefits

- **Efficiency:**
 - Key element in VAS consolidation
 - Omni-channel customer driven digital service creation and execution
 - Reduces time-to-market of new services
- **Drives Revenue:** Facilitates new revenue streams by making it easy to create and offer new value-added services to subscribers through multiple channels
- **Reduces Operational Costs:**
 - Enhances network integration through the service integration and execution layer (SIEL)
 - Intelligent business process management (BPM) layer makes it easy to implement service changes, automate process executions and interaction with back-end process
- **Intuitive:** Drag and drop service creation environment and GUI makes it easy-to-use even for non-expert telecom users
- **Competitive Edge:** Chatbot functionality equips services with artificial intelligence and natural language processing capability
- **Increases Subscriber Loyalty:**
 - Improves subscriber satisfaction and enhances service experience by engaging subscribers seamlessly across multiple channels
 - Enhances customer engagement and interaction
 - Allows for personalized customer relationships

Market Dynamics

With millions of existing subscribers, mobile operators are sitting on a golden pot of endless opportunities to increase their ARPU and overall revenues. While the telecommunications sector is undergoing major changes and operators are stepping into an all-IP world, digital value-added services (VAS) will continue to be the main revenue generator for both individual and enterprise subscriber segments.

Today's subscribers are demanding; they expect VAS to be innovative, maintained and further enhanced with new functionality. Ever increasing competition from other mobile players and OTT vendors make it crucial for mobile network operators (MNOs) to stay innovative, differentiate with new business models, introduce services much more rapidly and engage their subscribers with a seamless user experience across multiple channels.

Solutions that allow mobile operators to develop digital services and launch them rapidly to market and manage effectively to create an omni-channel customer engagement will be crucial for attracting and retaining subscribers, revenue maximization and continued growth.

Product Overview

Defne's **Omni-channel Service Platform** offers mobile operators an omni-channel service creation, execution and management solution equipped with artificial intelligence and natural language processing capabilities. It is carrier grade multi-tenant VAS consolidation platform that complies with the stringent reliability and performance requirements for telco grade operations. The platform integrates with network's charging, billing and testing systems and reduces service creation, deployment and managements costs.

With Defne's Omni-channel Service Platform, mobile operators or third-party application/content providers can easily create new digital services without the need for expert telecom software developers. The intuitive Service Creation Environment accelerates the time-to-market and control of new and customized services.

The **Omni-channel Service Platform** includes a graphical *Service Creation Environment (SCE)* that offers 'drag and drop' development environment with enhanced Web Services support for rapid creation of new value-added services.

The platform also includes a *Service Integration and Execution Layer (SIEL)* for the deployment and execution of services created by the network operator or third-party application developers. The SIEL provides automatic load distribution and fault recovery functionality.

The *Business Process Management (BPM)* Layer supports the intelligent management of process flows, reuse of service logic and hassle-free changes to existing services.

Optionally, the Omni-channel Service Platform provides chatbot functionality equipped with artificial intelligence and natural language processing.



Key Subscriber Benefits

- **Enhances Service Experience:**
 - Seamless and consistent service experience across all and multiple channels
 - User friendly service experience coupled with intelligent chatbot

Key Features

- Fully integrated with multiple channels
 - Mobile App
 - Web, Social Media
 - Voice (IVR, ASR, TTS)
 - Text (SMS, USSD)
- Drag and Drop Service Creation Environment (SCE) easily integrates with current systems through Web Services API
 - Subscription Management
 - Charging
 - Testing
 - Blacklist / Whitelist
 - Optionally Fraud Management
- Service Integration and Execution Layer (SIEL)
 - IN, Messaging, IVR, Web-based Services
- Intelligent Business Process Management
- Data collection layer
- Robust system under high traffic load
- Platform performance and service usage reports
- Location-based service creation
- Multi-tenancy
- Multi-language support
- NFV ready
- Optional chatbot module with natural language processing (NLP), Audio Speech Recognition (ASR) and Speech to Text (STT) capabilities
- Optional outbound campaign management module with reporting capability

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