

Customer Experience


Your customer receives a set of personalized messages informing and explaining the 3G shut off far in advance. They will be well informed and feel comfortable taking advantage of the special promotional offer for a compatible new 5G device on a great new tariff plan.


About Us

AwareX is transforming the way Service Providers interact with their customers. AwareX's Digital Customer Engagement Suite currently supports over 8 million end customers in 20 countries, enabling our service provider customers to achieve more profitable consumer and enterprise relationships by reducing the cost of support, increasing add-on revenue, and driving greater customer satisfaction.

We were founded and are led by telecom veterans who are passionate about customer experience and understand the complexities and challenges faced by CSPs in meeting the ever-growing expectations of their end customers. We developed our cloud-native Agora Engagement Platform to enable CSPs to quickly deploy world-class digital journeys - immediately reducing traffic to the call center and delighting customers.

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awareX

3G Customer Retention

awareX

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Business Problem

As 5G is deployed globally, 3G networks are going away. However, many wireless subscribers still have phones incapable of using 4G or 5G service.

This represents both a challenge and an opportunity for CSPs as they need to retain those customers and convert them to newer equipment, while taking the opportunity to sell new services and plans that work with the new phones.



The Solution

AwareX's 3G Customer Retention solution identifies which of your customers are affected, and enables you to conduct a personalized communication campaign via the digital channel of your choice. Your customers can respond in a number of ways (inquiry, purchase, request support) via THEIR touchpoint of choice.

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Benefits

The ramp down of 3G presents service providers with a challenge to retain this subset of your customer base, with an opportunity to grow your revenue if done right.

AwareX's 3G Customer Retention Solution puts you in the best position to benefit from this network evolution.

