

CUSTOMER EXPERIENCE

Your customer needs a new phone and think of your CSP as a great place to buy it, they trust you for communications products and services. Your website (or your app, or a chatbot) is easy to navigate and you provide a personalized promotion. It's an easy purchase experience.

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 TMEngagement Platform to enable CSPs to quickly deploy world-class digital journeys - immediately reducing traffic to the call center and satisfying customers.

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DIGITAL STOREFRONT

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BUSINESS PROBLEM

Today's CSPs are faced with a revenue growth challenge along two dimensions: subscribers are increasingly comfortable purchasing goods and services digitally, and CSPs are constantly expanding their offerings.

How do CSPs make all their goods and services available for purchase, and do so over all digital touchpoints (app, website, social media, etc.)?

How do CSPs optimize their digital storefront, quickly introducing new offerings and proposing them to customers at the most opportune time?

THE SOLUTION

With AwareX's Digital Storefront solution CSPs can offer their entire product catalog to their subscribers over any digital touchpoint. We deploy an app, a website presence, chatbots and social integration to enable your customers to access your Storefront from where they already are. We define streamlined Purchase Journeys from our Digital Library, interfacing seamlessly with your Payment and Billing applications.

AwareX collaborates you to set up personalized, contextualized offers that increase take-up and revenue through our Content Delivery module.

BENEFITS

CSPs maximize their digital revenue opportunity by providing their full range of products and services via one consistent digital experience across any digital touchpoint. Personalized offers generate higher take-up, further increasing revenue.

