

Capture New Revenue through International Top-Ups

The key is to offer a simple, low friction, easy to use service that a benefactor is using anyway, such as a social chat bot (Facebook messenger, Google Assistant) so the barriers to international transactions are removed.



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 centre and satisfying customers.

Contact Us



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International Top-Ups

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Business Problem

Most CSPs have a 'diaspora' – a distributed population who live and work outside of the operating region or country of the CSP and are not CSP subscribers, yet they wish to pay for services for others who are subscribers of the CSP.

For example, a working daughter paying for her mother's mobile bill or an uncle paying for his nephew's Top-Up or add-on service. This represents significant potential income for the CSP.

The Solution

AwareX's International Top-Up solution manages the entire process, starting with notifying either the benefactor or the recipient (or both) that the recipient's balance is low. The recipient can also initiate a request to the benefactor. The benefactor, via the digital channel of their choice, executes the Top-Up. AwareX completes the transaction with the CSP's payment provider and internal financial and billing systems.

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Benefits

Everyone wins!

CSPs maximize their revenue opportunity.

Benefactors enjoy a seamless, personalized Top-Up journey via their digital touchpoint of choice.

Recipients get their phone topped up fast, sometimes without even having to ask.

