There are no new subscribers, only users churned from a competitor. So CSPs need to differentiate by offering a high quality, low cost and efficient way to bring new subscribers onboard.

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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awareX

Personalized Contextual Offers

Business Problem

All CSPs want to boost their revenues, but in today's hyper-competitive environment how do CSPs increase take-up rates on new offers? Generic "one size fits all" offers to the entire customer base simply don't work.

It's the context aware sales model where each promotional offer is valued by the customer and not seen as spam. Micro segmentation is the perfect precursor to Next Best Offer. It's about doing digital sales right and being rewarded for it.

The Solution

AwareX 's Personalized Contextualized Offers solution introduces Personas as a mechanism to segment your customer base for personalization. Our solution leverages pre-built customer purchasing journeys that provide the ability to 'pop' an offer at any point in the interaction to maximize the relevance to the user.

Benefits

CSPs can drive follow-on revenue offering consistent and personalized digital purchase experiences across any digital touchpoint.