MobiLytix™
Digital
Experience

200%
Faster Time
To Market

5x
Faster
Development

15%
Revenue Generated
Through Mobile App

50%
Average
Cost Saving

**Digital CX
Modernization
Accelerator**

MobiLytix™ Digital

In the digital age, businesses grapple with understanding and enhancing customer experiences across different touchpoints. Fragmented data across platforms complicates insights into customer behaviors, leading to generic disconnected experiences and decreased engagement. Managing diverse technology systems further adds to costs and complexities.

MobiLytix Digital is a Unified Digital Experience Platform for effortlessly building and growing digital channels across all Mobile & Web platforms. It Leverages digital touchpoint of B2B, B2C apps and Workforce Journey's to provide simplified experiences focused on the growth of channel for amplified consumer acquisition & higher revenues from the apps.

By integrating seamlessly with major cloud providers, the platform ensures scalability and reliability, enabling continuous operations without disruptions. At its core, MobiLytix Digital focuses on driving customer engagement and retention through innovative features such as gamified loyalty, predictive insights, and headless content management.

- Single Platform serving Multiple Needs (Consumer, Enterprise, Digital Commerce, Next Gen VAS, Workforce)

- Single Tower to Track & Control all Digital Channels (200 KPIs for CDO and CIO)

- Amplify Consumer Acquisition & Revenues (double digit) through Mobile Apps

- Save multimillion dollars in OPEX through digital customer engagement

- Develop applications 4-5 times faster and better

- Achieve Best in Class Customer Experience

- Agile based operations ensuring frequent application updates

- Artificial intelligence (AI) and machine learning (ML)-based recommendations

Accelerating Digital Transformation Journey

Customer Interface
(Operations)

- Omni-channel enablement
- Digital acquisition
- CLC management
- Dynamic pricing
- Digital marketing
- Brand monitoring
- Social listening
- Big data analytics

Fulfillment Assurance And Billing

- Self-Service
- Account management
- Integrated systems
- Integrated billing systems
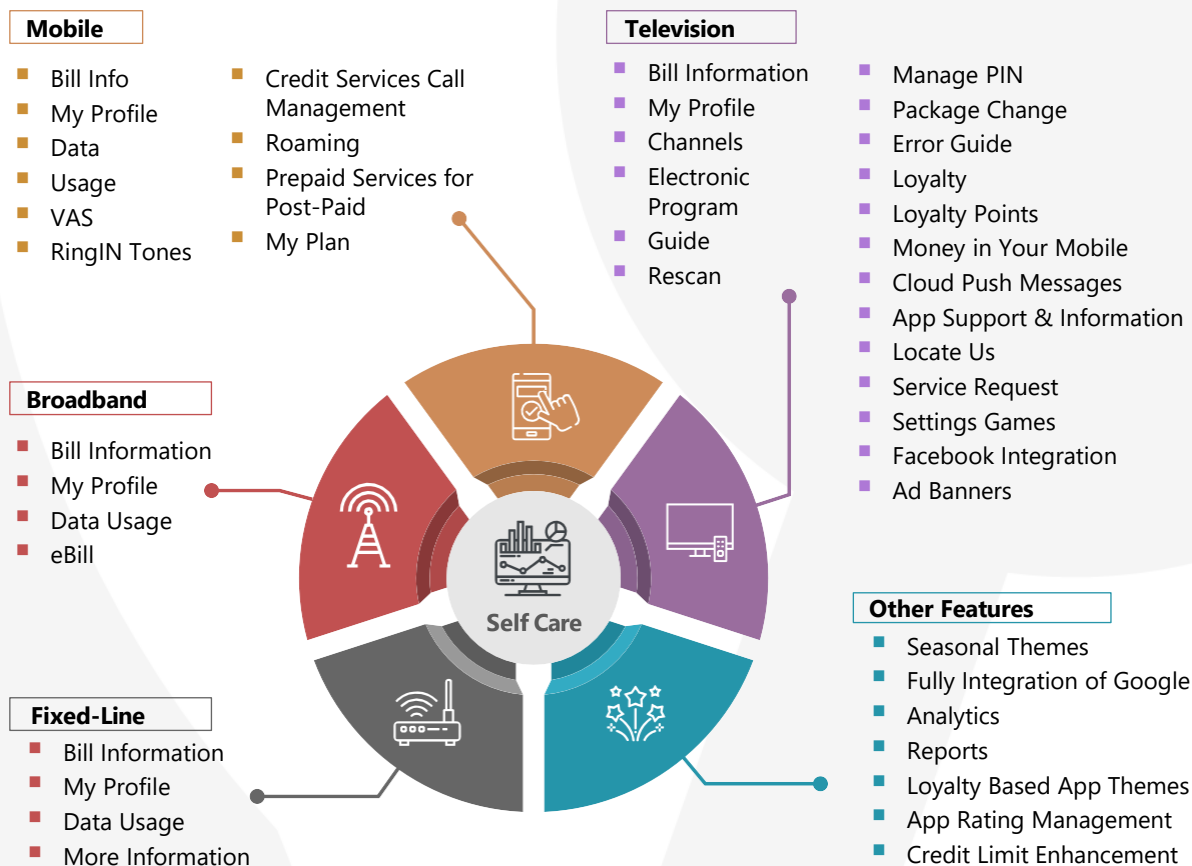- Digitized portfolio management
- Customer self assurance

Products and Services

- Digital innovation
- Product experience
- Simulation tools
- Automated feedback
- Demand assessment
- Product catalogue
- Dynamic pricing
- Integration of M&A

In addition, the platform ensures an enhanced omni-channel experience for customers. This, in turn, is aimed at increasing ARPUs and improving customer experience management scores for an operator.

Ensuring a Seamless, Omni-Channel Journey

Mobile

- Bill Info
- My Profile
- Data
- Usage
- VAS
- RingIN Tones
- Credit Services Call Management
- Roaming
- Prepaid Services for Post-Paid
- My Plan

Television

- Bill Information
- My Profile
- Channels
- Electronic Program Guide
- Rescan
- Manage PIN
- Package Change
- Error Guide
- Loyalty
- Loyalty Points
- Money in Your Mobile
- Cloud Push Messages
- App Support & Information
- Locate Us
- Service Request
- Settings Games
- Facebook Integration
- Ad Banners

Broadband

- Bill Information
- My Profile
- Data Usage
- eBill

Self Care

Fixed-Line

- Bill Information
- My Profile
- Data Usage
- More Information

Other Features

- Seasonal Themes
- Fully Integration of Google
- Analytics
- Reports
- Loyalty Based App Themes
- App Rating Management
- Credit Limit Enhancement

Offering Personalized Experience
for Digitally Connected Consumer

Enhanced Omni-Channel Customer Experience

- Offers a unified customer experience for digital self-care across all channels. This includes the internet, the mobile handset, smart watches and the USSD and SMS platforms.
- Faster time to market, facilitated by over 30 pre-built self-care modules, as well as a smart integration layer based on XSLT. This eliminates the requirement of proxy servers to connect with operations and business support systems (OSS/BSS), therefore efficient and rapid integrations are achieved.

Enabling a Full-Scale Digital Offering

- Rapidly consolidates an operator's offerings via an integrated digital platform
- The digital platform ensures a decrease in customer queries
- Houses the Acquisition, Increased Engagement and Re-Engagement (AIR) model. This ensures an operator's average revenue per user is enhanced and return on investment is improved.

Intelligent Platform

- Compliant with Industry 4.0 Norms
- Facilitates AI and ML-based recommendations
- Supports AI-based self-care enablement

Case Studies

UX Transformation: Tier-1 Mexican Operator

$ 2Mn	**50%**	**2Mn**	**60%**	**20%**
monthly savings over commissions	Increase in app revenue	Daily Active Users	Enhanced App Engagement	Reduction in TCO

CX Modernisation: Reinventing Mobile Money Experience in Africa

20Mn	**13**	**4Mn**	**60+**
Daily Transactions	Countries Operations in 1 single Deployment	Daily Active Users	Functionalities across 40+ use cases making an intuitive CX

Unlock Growth: Building Omnichannel Self-Care Experience

17	**65Mn**	**40Mn**	**1000X**
Countries Operations in 1 single Deployment	Subscribers	Transactions Every day	Monthly transaction value

About Comviva

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market, and flexibility to meet our customers' evolving needs better as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with communications and financial industry organizations to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries. They have delivered the benefits of digital and mobility to billions of people around the world. For more information, visit us at **www.comviva.com**

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