



THE NEXT GENERATION OMNICHANNEL MESSAGING
PLATFORM FOR SEAMLESS COMMUNICATION

**A LEADING FINANCIAL INSTITUTION
UTILIZES A NEXT-GENERATION OMNI-
CHANNEL MESSAGING PLATFORM**

TO SEAMLESSLY COMMUNICATE AND CONSISTENTLY
ENGAGE WITH THEIR GLOBAL CUSTOMERS
USING THEIR CHANNEL OF CHOICE



OVERVIEW

In today's digital age, consumers use different channels for communication and expect businesses to contact them using their preferred mode of communication. Omnichannel Communication is emerging as a key factor for enterprises to engage with their customers seamlessly and effectively. When one of the largest financial service providers in the world needed to upgrade their messaging system, they turned to NetSfere Omnichannel to ensure reliable and instant message delivery across different channels catered to the varying customer's preferences.

HIGHLIGHTS:

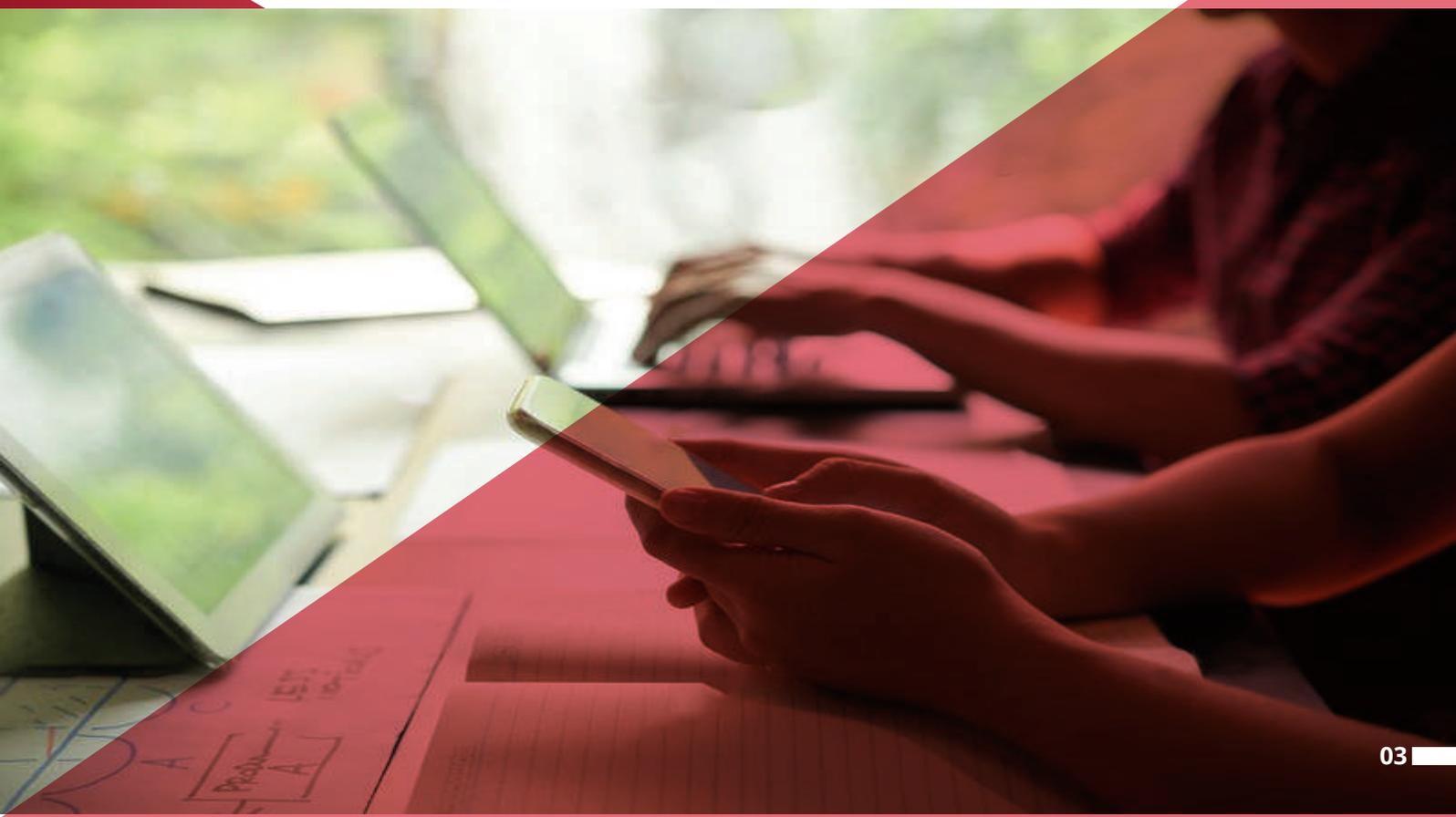
- Fully managed cloud-based platform and service providing end-to-end messaging from technical solution to operational support
- Omnichannel platform enabling global customer engagement through their preferred channel
- Content Management System to orchestrate messaging content throughout all communication channels
- Scalable, reliable, and secure platform
- Compliance with country specific legal guidelines
- Reduced CapEx and ongoing operational efficiencies

THE PROBLEM

A leading financial institution offering a wide range of services including money transfers, payments, and prepaid services utilizes mobile communication to send financial transaction related notifications and alerts to customers across the globe. Today, as customers are using more digital channels than ever before, the institution needed to scale, manage, and optimize customer communication across all channels. With such a goal, the institution looked for a messaging platform that could address their challenges:

- Outdated messaging system could not scale with the growing customer base
- Ineffective management of multi-channel communication
- Limited reachability and reliability
- Inability to handle demand for additional content or manage the current content across the multi-channels
- Inefficient in-house platform and network management leading to increased operation and administrative overheads
- Inability to measure customer engagement and business efficiency via consolidated reporting platform
- Non-compliance with country specific regulations and requirements

Due to the challenges above, the institution struggled to satisfy the customer demands. The institution needed an innovative Omnichannel Platform and invited leading messaging solution providers through an extensive RFP process to select a partner that could address these problems.



THE SOLUTION

After the rigorous RFP selection process and multiple on-site demos that showcased feature-rich, scalable capabilities, the financial institution selected NetSfere's Omnichannel platform. Backed by Infinite Convergence's proven track record in delivering end-to-end, next generation mobile messaging solutions to global carriers and enterprises, enabling more than 500 million users and processing over a trillion messages annually, the NetSfere Omnichannel exceeded the institution's requirements with a comprehensive messaging service which allowed them to communicate with their global customers consistently and reliably via multiple integrated channels.

Fully Managed Cloud-based Platform and Service

Infinite Convergence's fully managed cloud-based platform and service model provided the financial institution with a complete messaging service from technical solution to operational support. Infinite Convergence seamlessly deployed the highly flexible, cloud-based NetSfere Omnichannel and managed day-to-day operations including end-to-end connectivity, routing, message delivery, monitoring, and support. Furthermore, the NetSfere Omnichannel Operation and Support team continuously monitored and provided technical, world-class support, readily available to answer any question and resolve any issue immediately. Infinite Convergence's fully managed platform and service allowed the institution to focus on their core business of banking and money transfer. They were able to bring new technologies to market faster and optimize messaging cost.

Omnichannel Platform

The NetSfere Omnichannel provided a single, unified communication platform that helped the financial institution to effortlessly communicate with their customers using multi-channels ranging from SMS to Email to Social Media Apps. The NetSfere Omnichannel platform enabled a quick integration with the institution's CRM which allowed for reliable and instant delivery of messages to every customer over their preferred channel. As a result, Infinite Convergence was able to help the institution to connect and engage with the customers in an effective manner.



Global Coverage, Reachability, Message Reliability

With coverage through 800+ cellular service providers in 180+ countries, the institution had access to 6.8 billion mobile devices through a single connection, ensuring message delivery to their customers worldwide. Utilizing the experiences in delivering communication globally for large financial banks, government, and enterprises, the NetSfere Omnichannel team ensured that the institution provided the best experience for their customers in the most cost-efficient way.

Content Management System

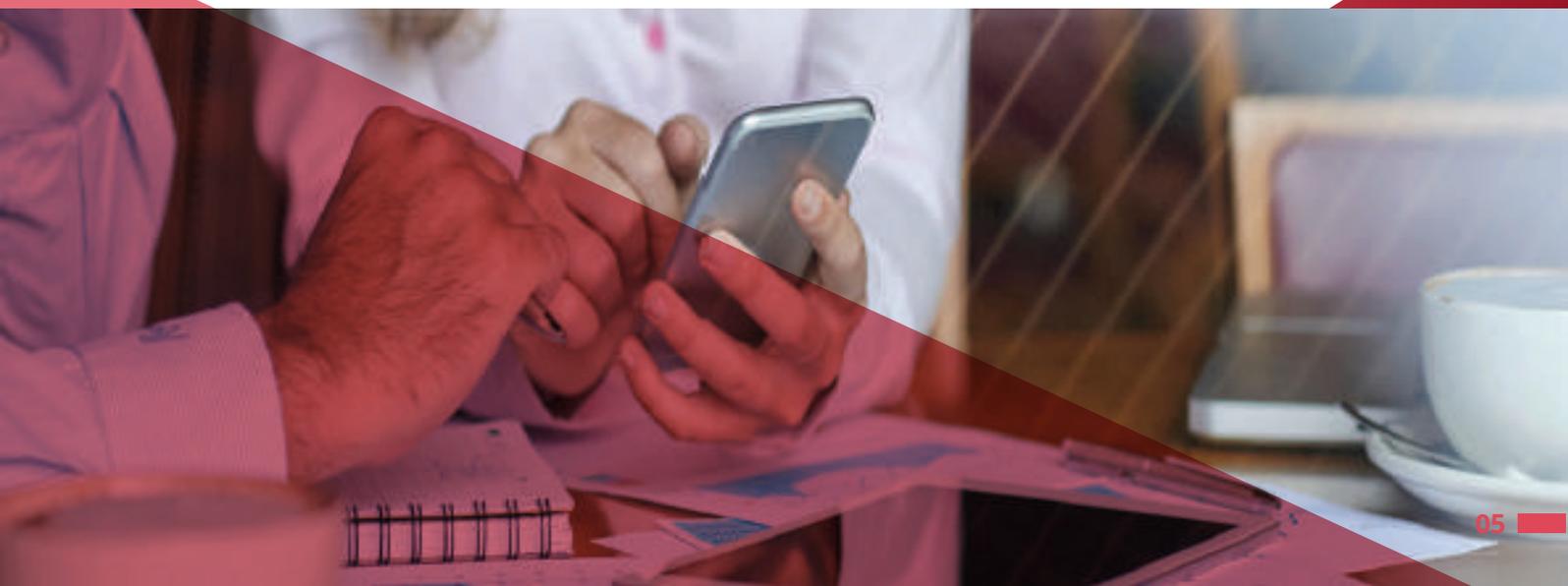
The Content Management System (CMS) provides enterprises an easy-to-use, collaborative system for creating, editing, and managing customized messaging content across different messaging channels. The CMS's user-friendly editor also provided an optimized method for the institution's content team to create and manage content without having to be tech-savvy and allowed for easy integration of content within their internal workflows. Today, the institution is able to manage 1000's of templates across all channels using the CMS.

Reliable, Scalable, Feature-Rich Platform

The NetSfere Omnichannel's carrier grade platform is deployed in a geographic redundant architecture model which ensures a highly scalable and reliable service, enabling the institution to meet their growing business needs. The platform also provided more than 99.99% service availability. The high availability, reliability and scalability of the platform provided the financial institution an assurance and peace of mind against meeting all of their messaging requirements. The platform's built-in analytics & reporting component enabled the institution to generate on-demand reports to measure the customer engagement and business efficiency.

Compliance and Security

The NetSfere Omnichannel platform's built-in Do Not Disturb component provides opt-in and opt-out and time of day management per individual countries. This ensured that the financial institution was compliant with all the local and country specific telecom requirements and guidelines. Role Based Access Controls (RBAC) and strict encryption standards for data storage strengthened the institution's internal compliance capabilities and provided an assurance of data protection in-line with the region and country specific guidelines.



The Results

The integration of NetSfere Omnichannel quickly upgraded the financial institutions' existing messaging infrastructure into a state-of-art solution and resulted in several important accomplishments for the organization:

- + Fully managed platform and service with unlimited scalability for future growth and expansion
- + Global access to customers based on their preferred channel of communication and language
- + Enhanced customer engagement and satisfaction
- + Improved compliance with local and country specific telecom guidelines
- + Enhanced methods of measuring business effectiveness and increasing operational efficiency
- + Integration of thousands of internal workflows with different communication channels via a simplified Content Management System
- + Optimized cost of operations

Going forward, Infinite Convergence will continue to work closely with the financial institution to further enhance their messaging capabilities and increase their customer satisfaction. By integrating the latest messaging technologies, the financial institution is well positioned to become an innovative financial leader in the digital world.

About Infinite Convergence

Infinite Convergence Solutions, Inc. provides next-generation messaging and mobility solutions to carriers and enterprises globally, including a NetSfere Omnichannel suite, secure messaging through its standalone service NetSfere Enterprise (www.netsfere.com) and SMS, MMS and RCS solutions. The company's technology supports more than 500 million subscribers and over a trillion messages on an annual basis. Infinite Convergence Solutions has offices in the United States, Germany, UK, India and Singapore.

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