



THE NEXT GENERATION OMNICHANNEL MESSAGING
PLATFORM FOR CUSTOMER ENGAGEMENT

**MULTINATIONAL BANKING AND FINANCIAL
SERVICES CORPORATION LEVERAGES THE
LEADING NETSFERE OMNICHANNEL**

TO CONNECT WITH A GLOBAL CLIENT BASE,
BUILD TRUST AND PREVENT FRAUD.



OVERVIEW

Instant and reliable communication is crucial in today's rapidly changing Banking and Financial Industry. When one of the largest banks in Southeast Asia needed to expand their messaging infrastructure, they turned to NetSfere Omnichannel for help to scale their mobile messaging communication and provide a more reliable and secure service to their clients.

HIGHLIGHTS:

- Deepen customer trust with instant and contextual communication
- Consistent and reliable mobile messaging service across multiple countries
- Compliant with local regulation and country-specific guidelines
- Lower messaging technology costs
- Increase business efficiency

THE PROBLEM

A market-leading, multinational bank offering a broad range of financial services (from commercial banking to wealth management to consumer services) leverages mobile to make banking more convenient and secure for their clients. With a global client base, the bank heavily relies on mobile messaging for real-time and reliable client engagement. The bank had a messaging infrastructure to send OTP for account registration and verification, notifications and alerts of banking activities, account inquiries, surveys, and more. However, as their market and client base expanded, they needed the ability to scale their messaging infrastructure to meet an increasing customer demand which posed such challenges:

- Finding a technically superior A2P messaging platform that could scale with a growing client base.
- Reaching all clients on a global scale.
- Achieving fast and reliable message delivery consistently across multiple regions.
- Securing the bank's and client's data and protecting against unauthorized use.
- Ensuring the bank communication is compliant with country-specific regulations and requirements.

The bank's existing messaging infrastructure was inadequate for the rigors of its expanding market. The bank urgently needed a partner who could provide a service that would overcome their challenges while optimizing costs.



THE SOLUTION

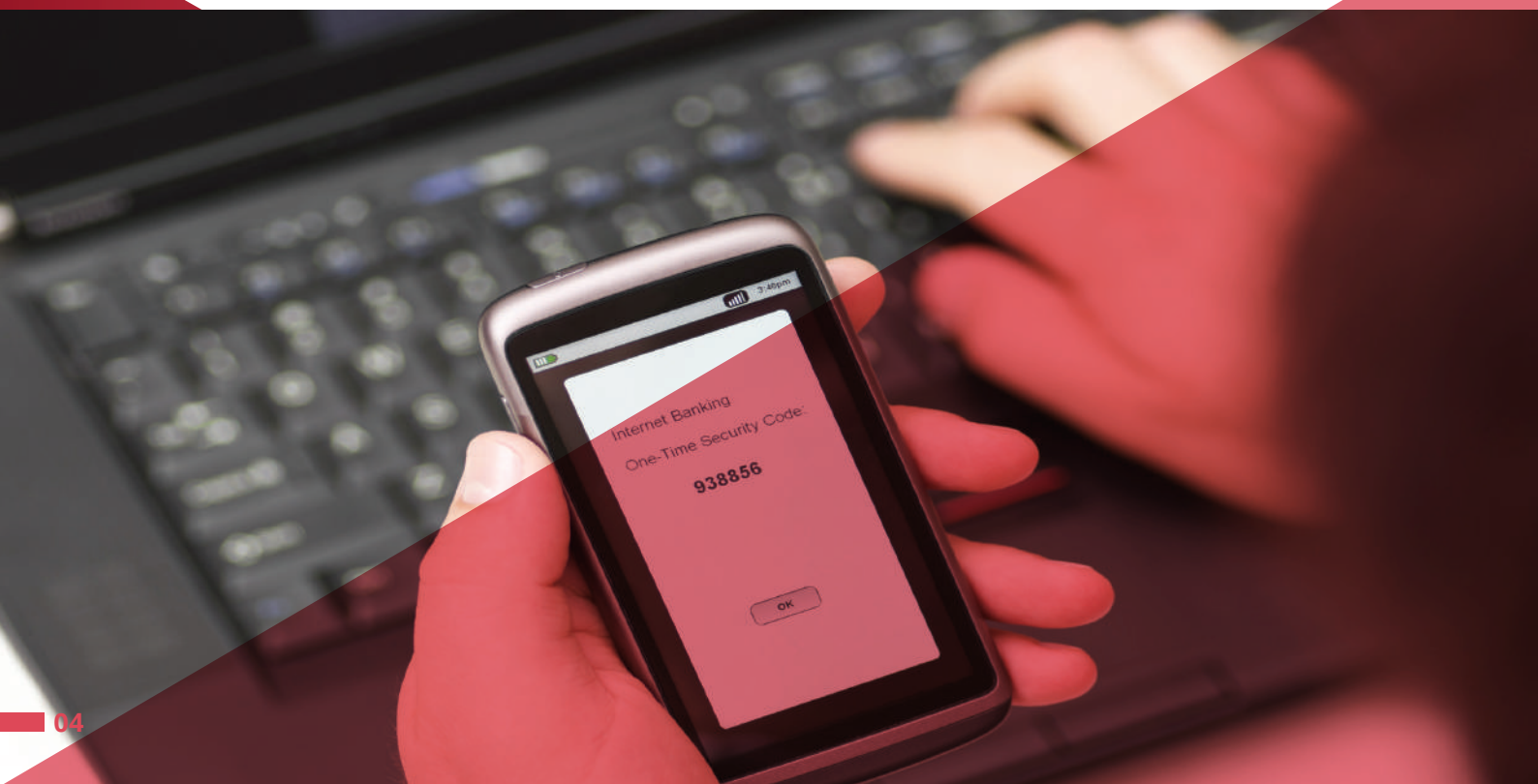
After a rigorous RFP selection process, the bank selected NetSfere's Omnichannel based on its robust, feature-rich solution for financial organizations. Backed by Infinite Convergence's proven track record in delivering end-to-end, next generation mobile messaging solutions to global carriers and enterprises, enabling more than 500 million users and processing over a trillion messages annually, the NetSfere Omnichannel outfitted the bank's requirements with a comprehensive messaging service which allowed the organization to better engage with their clients in a reliable, secured, and cost-effective way.

Fully Managed Cloud-based Platform and Service

Infinite Convergence's fully managed cloud-based platform and service model provided the bank with a complete messaging service from technical solution to operational support. The NetSfere Omnichannel team seamlessly deployed the system and managed day-to-day operation including end-to-end connectivity, routing, message delivery, monitoring, and support. Infinite Convergence's best-in-class proactive monitoring helped avoid issues to maintain a highly available and reliable service, leading to better customer experience. Moreover, the Operation and Support team provides 24x7 world-class support, readily available to answer any question and resolve any issue immediately. Infinite Convergence's fully managed platform and service delivered on the bank's messaging requirements while optimizing the operation cost.

Proven A2P Messaging Platform

As a proven messaging service with a track record of performance in Tier-1 mobile operator networks, enterprises, and service providers globally, the NetSfere Omnichannel offered the bank with a reliable and scalable service to grow their messaging technology alongside their businesses. In addition, the NetSfere Omnichannel which was built on the unique patented technology offered a highly flexible, carrier-grade, feature-rich, multi-channel platform, addressing the challenges of the bank's messaging communication today and in the future.



Global Coverage, Reachability

With extensive coverage through 800 cellular service providers in 180 countries, the bank can access 6.8 billion mobile devices, ensuring instant reachability to its client anywhere in the world. Utilizing the experiences in delivering SMS globally for large financial institutions, government and enterprises, the NetSfere Omnichannel team managed the SMS terminations to provide the best experience for the bank's clients in the most cost efficient way.

Fast, Reliable Message Delivery

The NetSfere Omnichannel offered a feature-rich platform with range of key capabilities to enable high message deliverability with no compromise on cost-effectiveness. Its Intelligent Routing proactively manages routes through re-routing and fallback to deliver the speed and reliability that are fitted for time-sensitive banking communication. Additionally, the NetSfere Omnichannel's built-in Number Validation framework continuously identifies invalid phone numbers before delivering messages in order to reduce the delivery cost and increase open rates. With assured message speed and delivery success rate, high open rates, and cost optimization, the organization could fully focus on its core banking services with no worries on its SMS deliverability.

Security and Compliance

The NetSfere Omnichannel is architected for time-sensitive messaging communication from the ground up with security and compliance safeguards, providing the bank with an assurance of data protection and communication in-line with local regulatory and country-specific requirements.

Future Proof

In addition to SMS service, the bank also had access to the complete capabilities of NetSfere Omnichannel which is also a future-proof omnichannel messaging platform that is continually being enhanced with a market-leading and innovative roadmap.

Infinite Convergence helped the bank evolve their messaging infrastructure to meet the demand of their growing business. By delivering a superior, feature-rich, future-proof solution, the NetSfere Omnichannel enabled the bank not only to scale effortlessly, but to continue expanding their customer engagement through other mobile messaging channels.



The Results

The implementation of NetSfere Omnichannel solution quickly upgraded the bank's mobile messaging infrastructure and resulted in several important wins for the organization:

- + Enhanced customer experience and trust with real-time and reliable updates
- + Assured message speed and delivery success rate across regions
- + Improved compliance with local regulatory and country specific requirements
- + Reduced cost and unlimited scalability for future growth and expansion
- + Attained business efficiency through NetSfere Omnichannel Messaging Platform

Today, Infinite Convergence works closely with the bank to evaluate and expand its customer engagement through additional mobile channels. With their trust, Infinite Convergence has been able to assist the bank in adding value and build long-lasting relationship with their clients.

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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