

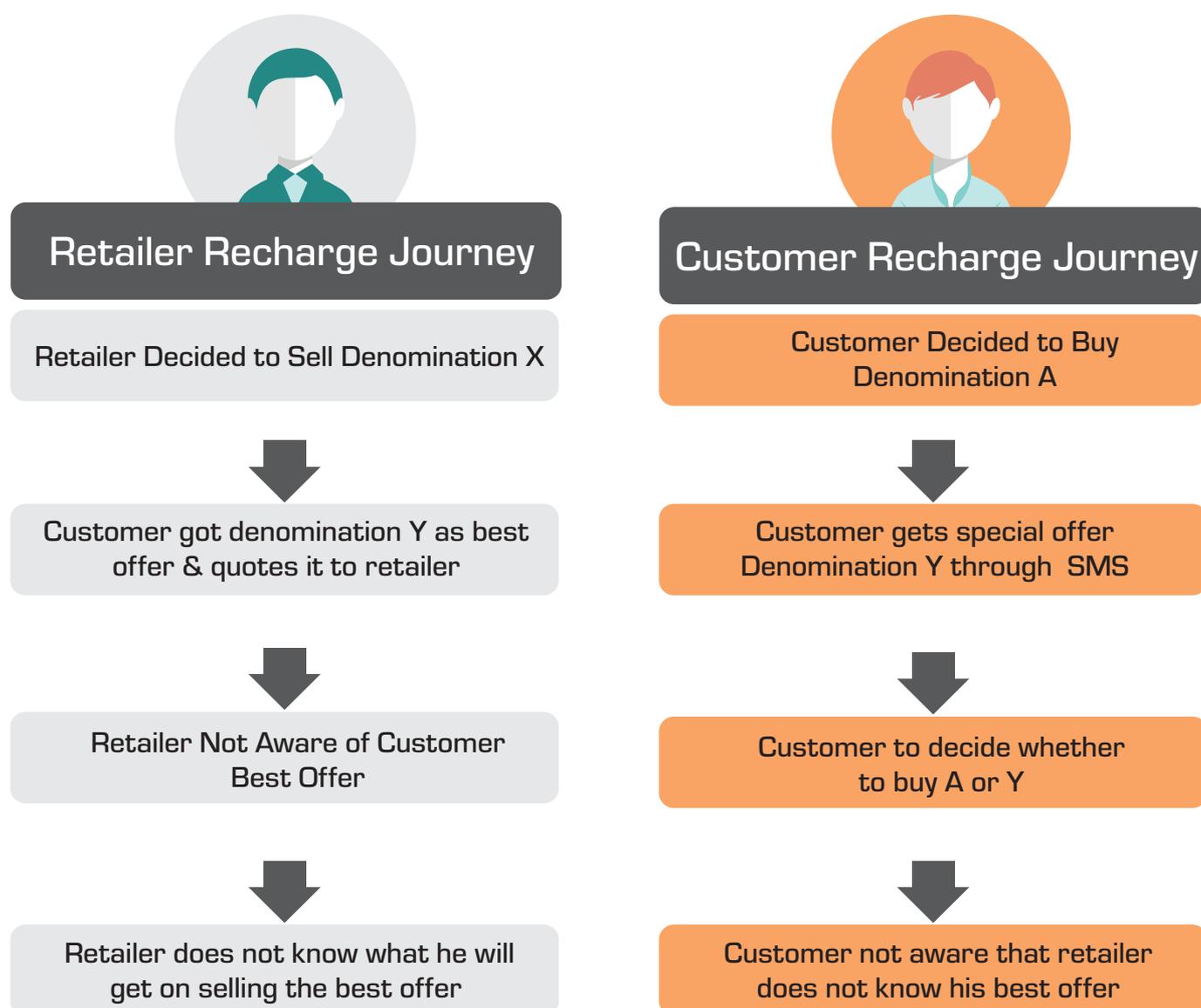
IRIS

*Incremental Revenue through
Incremental Sales*



Ensuring a unified and engaged prepaid recharge journey

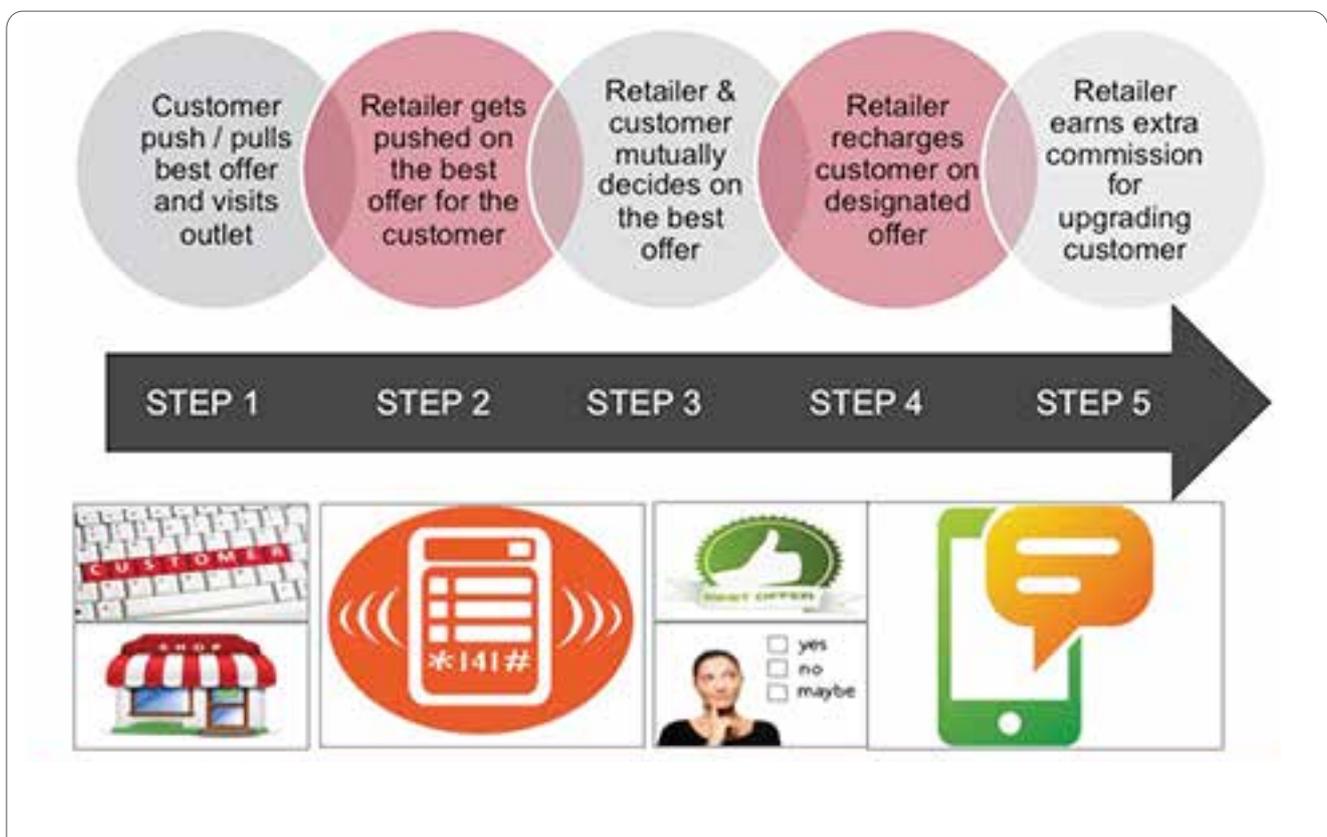
Currently, the prepaid recharge journeys for customers and retailers are disjointed. Interaction between the two is absent, which means that any degree of influence on decisions pertaining to purchasing and selling is minimal. As a result, the level of involvement and opportunities for revenue generation for the retailer are extremely low.



The need of the hour is a solution that ensures retailers and customers are aware of the best offer available. Consequently, retailers are able to influence a customer's purchase decision and upgrade existing recharge values. This translates into healthy bottomlines for the retailer.

To meet this requirement, Mahindra Comviva presents the Incremental Revenue for Incremental Sales (IRIS) platform. IRIS ensures that the retailer and customer recharge journeys are in sync. This is achieved by facilitating connectivity with the dormant retail force to engage in activities pertaining to usage and retention. This in turn is expected to increase engagement levels between the two parties. As a result, the retailer is able to avail of hefty commissions, the customer is able to leverage the best offer available and the operator obtains the maximum possible upgrade value. A win-win situation for all parties involved.

The prepaid recharge journey with IRIS



High involvement & high earning opportunity for retailer !!!

Key solution highlights



Electronic Recharge System

-enables recharges and settles commission amounts



Intelligent Network

-enables customer segmentation, chalk out a strategy and ensure offer fulfillment



Customer Database

-divides customers geographically



Sales and Distribution database

-understands and ensures bifurcation of the retailer ecosystem and settles commission amounts



Network Information

-understands utilization of voice and data on various sites



Contact Centre Information

-understands complaints, queries and requests for customer and retailer contact centres

Key benefits

Segmented customer offerings - multiple offers for all customer segments

U&R through retail

leverages the retail ecosystem to launch segmented campaigns and offer upgrades to subscribers

Channel Loyalty - this aspect is improved via continuous engagement

Channel KPIs - are managed and monitored

Channel databases - functions as a comprehensive database for retailers

Channel self-care - is available instantly

Channel communication - IRIS, an integrated platform, ensures instant communication to the channel

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