



Self-service & Transaction Processing

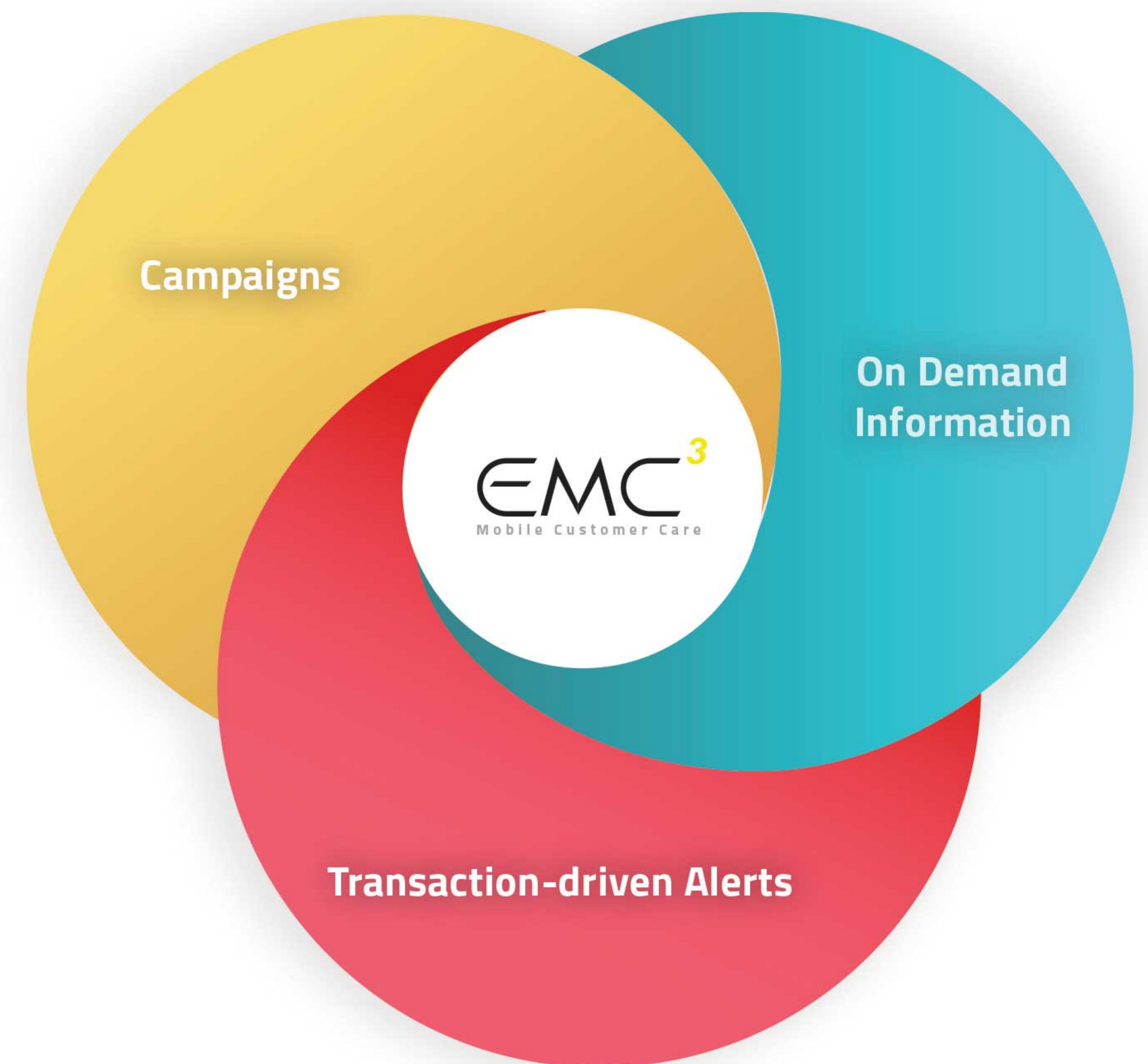
Avanza Solutions provides a range of Self-service and Transaction Processing solutions that enable you to provide the best customer experience efficiently and consistently.



Avanza's Enterprise Customer Care Center (EMC³) is a dynamic solution that gives customer-centric organizations the ability to contact their customers anytime, anywhere conveniently through mobile using SMS. Designed specifically to meet user requirements, EMC³ provides a full-featured transaction set that enables organizations to service and notify customers 24/7. EMC³ is the most lightweight solution to complement your core systems, channels, and ERP systems for SMS-based campaigns and pull/push message-based customer interactions.

Highlights

- ◆ Pull/Push message-based customer interactions
- ◆ Highly configurable & adaptable
- ◆ Lightweight Solution
- ◆ Manage effective and efficient multilateral communication with new/existing customers, internally and externally, using a single solution
- ◆ Enable 'n' number of existing systems and devices to utilize SMS communication channel freely
- ◆ Audit tracking and escalations of failed communication
- ◆ Instant notifications to customers
- ◆ Marketing & Notification Campaigns
- ◆ Automation of services such as account information, utility bill payment, etc.



Features

- ◆ Complies with all SMS gateways
- ◆ Central Message Center to monitor and review SMS communication
- ◆ Contact & Distribution Lists Management
- ◆ Auto-retries in case of delivery failure
- ◆ Inbuilt service-subscription module
- ◆ Flexible Integration layer to interact with any type of external and internal system
- ◆ Email-to-SMS and SMS-to-Email conversion provision
- ◆ Ready-made MS Outlook Plug-in
- ◆ Campaign Creation and Management
- ◆ Bulk SMS Push Service
- ◆ SMS Web Service – for any external system to utilize SMS service
- ◆ Rule-based engine to sense events for SMS dispatches



**Always
Connected**