

Overview

Netxcell's M-Merchandising typically involves customer acquisition, introduction to products, cross and up selling of products, lapsed customer win back by capturing, analyzing and re applying the customer metrics from all of these phases.

Netxcell's M-Merchandising platform achieves this with a combination of separate modules that embodies each of the above mentioned phases. It comprises of:-

- An xml based java application run time that executes and applies the business rules to the CLM process
- Access and delivery channel module that gives diverse selection of I/O channels like USSD, SMS, OBD/IBD/IVR, Web / WAP, for presenting the products and services to the customers
- A network abstraction module that makes the integration with billing and provisioning interfaces flexible.
- A graphical pack creation and management module that allows the enterprises and service providers to easily create multiple benefit and price combinations.
- A flexible web based MIS interface for creating highly customized reports.
- A business intelligence module that captures and applies the learning from the customer usage behavior to the introduction and cross and up selling of products.

The M-merchandising platform also allows for further exploitation of sachets of various product offerings that has already fuelled the unprecedented growth of the commodities market like shampoo, tooth paste etc. The Netxcell platform draws heavily from an already successful and widely deployed subscriber life cycle management product that has contributed to growth of cellular service providers by easing out the pain ahead of their subscribers that are pre paid, with very little balance and recharge denominations and helped the service providers in managing the complexity of measuring usage of services and billing them in an efficient, realtime and transparent ways

Features

- Flexible, rules based, graphical environment for creating business logic
- Interactivity and multiplicity of access and delivery channels
- Flexible, graphical interface for creating packs of benefits, with different validities, renewal options, parking logics etc.
- Common for all enterprise product offerings
- Multiple billing options with integration to IN systems or payment gateways connecting directly with the end customers netbanking accounts or credit card accounts.
- Supports diameter based real time billing
- Can be deployed in pull or push based models
- Provides flexible web based MIS creation and delivery framework allowing easy customization of MIS reports and scheduling delivery of the same via web interface, email and sms alerts
- Provides graphical service and hardware level monitoring modules for ease of operations and troubleshooting.
- Roadmap for completely customizable reports available in real time: Q3 2011
- Roadmap for rules based customer usage analysis and subsequent information / delivery / discovery personalization: Q4 2011.
- Can readily interface with supply chain management systems for creating efficient delivery channels and developing the echo system

Benefits

- Accurate billing mechanism
- Enhances ARPU of pre-paid customers
- Efficient tracking of errors by status flags
- Comprehensive reports and logs
- Highly configurable and traceable