

Deep  
Connect

**Real-Time Subscriber  
Engagement Platform**  
For ISPs and Telecom Operators



## What is DeepConnect?

ISPs and Telecom Operators are finding it difficult to reach out to Subscribers even for important communications like Payments, Upgrades and Promotions. Subscribers are no longer seeing or responding to ISPs Email, SMS and alerts messages. Tele-calling is becoming increasingly unviable and at the same time intrusive to subscribers.

**DeepConnect is a Real-time Subscriber Engagement Platform that enables ISPs & Telcos to**



Reach out and effectively communicate with subscribers through Real-time In-Browser messages and landing pages



Precisely targeted campaigns with 10 to 15 times more conversions than traditional methods like SMS, Email & Tele calling.



Establish a Deep & Engaging relationship with Subscribers resulting in Increasing ARPU, Reducing Churn and Saving Cost

## DeepConnect In-Browser Messages

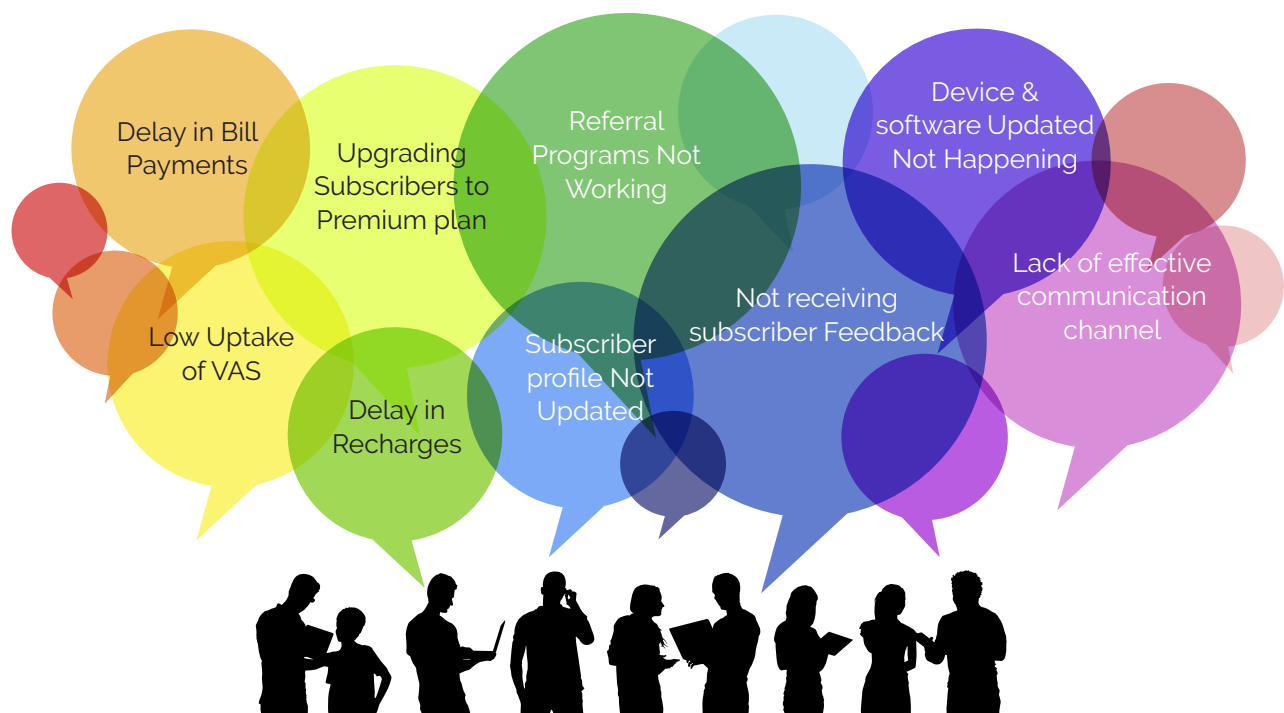
DeepConnect messages are shown in real-time across various devices like Laptop/Mobile etc. when subscribers browse the websites.

## Benefits of DeepConnect:

Precise targeting of subscribers in Real-time with Right message to the right subscriber in a non-intrusive manner provides immense benefits both to the ISPs as well as the Subscribers

- 10 to 15 times more effective than other Communication methods
- Proven 85% engagement of active subscribers
- Substantial reduction in support, mktg. and communication costs
- Increased on-time bill payments and recharges
- Increased Service Uptake and reduced time to market
- Reach out to Multiple Devices across a single Wi-Fi connection
- Integration with ISP systems for Automated campaigns
- Build Loyalty and reduce Subscriber Churn

## What Challenges does DeepConnect address?



## Use Cases



### Billing and Payment Alerts

- Payment Due Date Alerts
- Late Payment Alerts
- Recharge Reminders
- E-Bill Activation Reminders



### Upsell and Cross-Sell Promos

- Plan Upgrades
- Speed Upgrades
- Upsell Value Added Services
- Content Subscription (Ex: Netflix/Amazon Prime etc)
- Premium service Promotions
- App Promotion / Downloads



### Subscriber Retention/Reducing Churn

- Reward / Loyalty Programs
- Trial Offers / Try and Buy New Services
- Alerts on Reaching Data Limit
- Personalized Offers/ Discount
- Feedback / Surveys



### Subscriber Acquisition

- Refer a Friend
- Cross Sell Promotion
- New Service Launch Offers



### Add Value to Subscribers

- Welcome Message to New Subscribers
- 3rd Party/Partner Promotions
- Customer Education Messages
- Security Alerts / Best Practice Recommendations



### Service / Statutory Compliance

- Policy Changes / Terms of Service Updates
- Profile Updation
- Statutory Compliance Alerts
- Maintenance/Downtime Alerts
- OTA Updation

## About Akmin

Akmin Technologies Pvt. Ltd., is a leading provider of niche & high value software for Telecom Operators, ISPs and Hosting companies since 1998. Akmin serves over 1250 service providers and tens of millions of subscribers worldwide. Akmin is managed by a set of committed professionals with high business ethics, professional integrity and value systems.

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