

Zup Real Wave will transform your business and ensure agility to address customer demands.

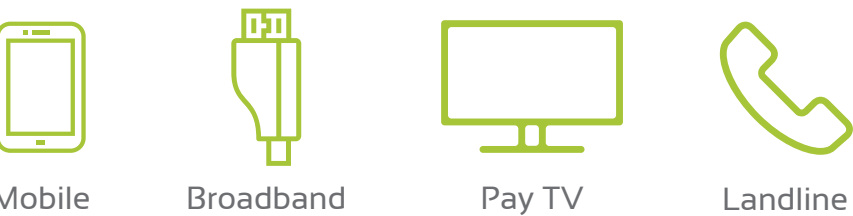
Core Platform



Lean and Agile architecture >>> Fast time to market

Telecom providers must re-invent themselves:

- > Delivering new customer experiences
- > Competing with disruptive players
- > Applying lean startup practices
- > Leveraging Big Data



zup.io



Telecom in the Digital Age

Digitize customer interactions to reduce operational costs and increase revenue.



Zup Real Wave: 100% Digital Telecom focused on three personas



The client journey



- Activation**
Download the App and register in seconds.
- Plans**
Pick a plan or build your own.
- Wallet**
Select the payment method and view purchase history.
- Dashboard**
Monitor consumption real time and purchase add-ons for you and your entire family.
- Advanced Features**
Synchronizing usage data with agenda; Adding and monitoring dependents; Tracking the portability process.
- Support**
Get in touch via smart chat anytime.



The representative journey

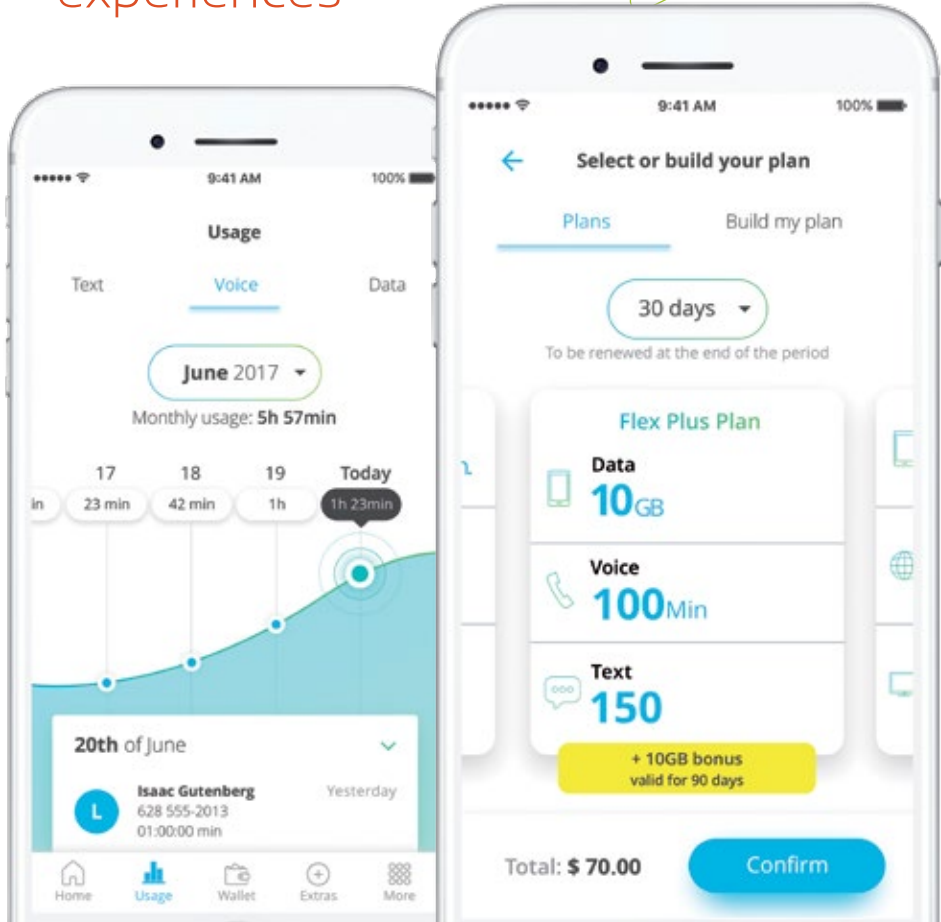
- Customer Information**
Access full profile, current offers and plans, payment, usage and historical data.
- Managing**
Handle customer inquiries effectively by monitoring tickets and ordering services.
- Upsell**
Recommend offers and leverage promotions to ensure unique support experiences.



The marketer journey

- Product & Catalog**
Create instant offers by yourself, no technical background is necessary.
- Profiles & Tags**
Segment your clients based on demographics, consumption, geolocation and more.
- Campaigns**
Communicate with your clients via push notification, email, or text.

Wows customers with awesome digital experiences



Empowers representatives to act as client "advisors"

Enables marketers to configure & launch segmented offers in record time

