

Telecom in the Digital Age



Digitize customer interactions to reduce operational costs and increase revenue.

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



Customer Profile



Smart Offers



Flexible Subscription



Multiple Payment



Segmented Campaigns

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



Mobile



Broadband



Cable TV



Fixed

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



The client journey



Activation

Download the App and register in seconds.



Wallet

Select the payment method and view purchase history.



Advanced Features

Synchronizing usage data with agenda; Adding and monitoring dependents; Tracking the portability process.



Plans

Pick a plan or build your own.



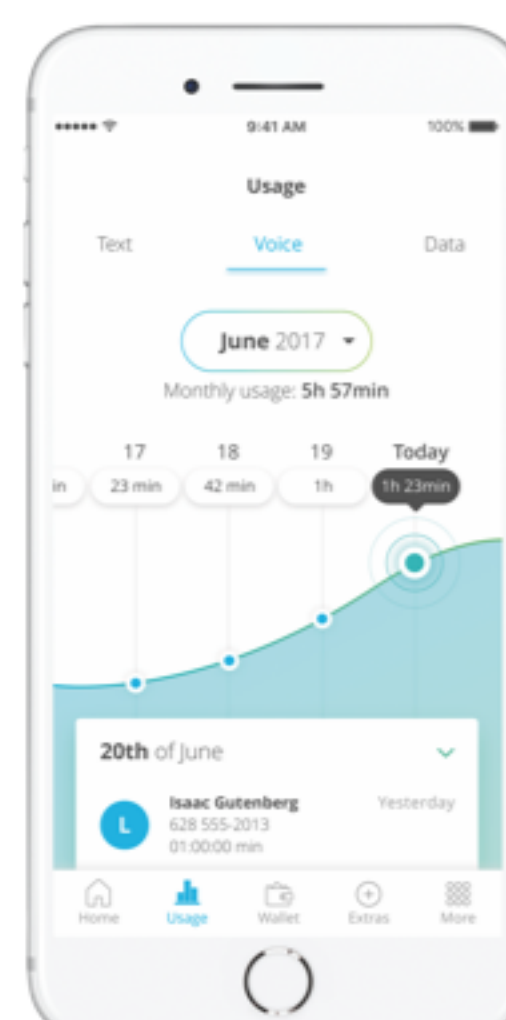
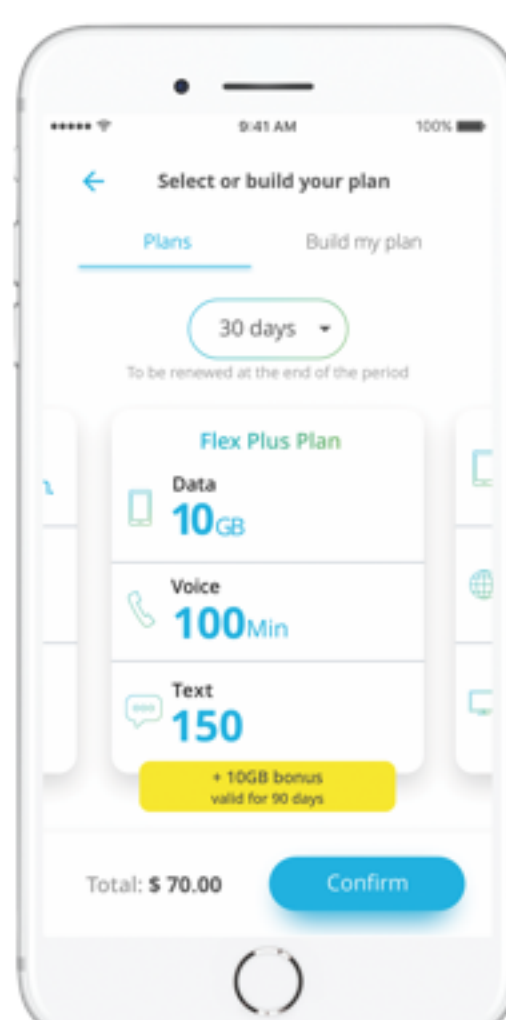
Dashboard

Monitor consumption real time and purchase add-ons for you and your entire family.



Support

Get in touch via smart chat anytime.



Wows customers with awesome digital experiences



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.



Empowers representatives to act as client "advisors"



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.



Enables marketers to configure & launch segmented offers in record time