

# A PERSONALIZED OMNICHANNEL SUITE FOR A **BETTER** **CUSTOMER EXPERIENCE**

## Centered around ICE Framework

### ● Insights

Understand your audience better with channel analytics and cohorts

### ● Conversational UX

Enable AI-driven smart conversations across channels

### ● Engagement

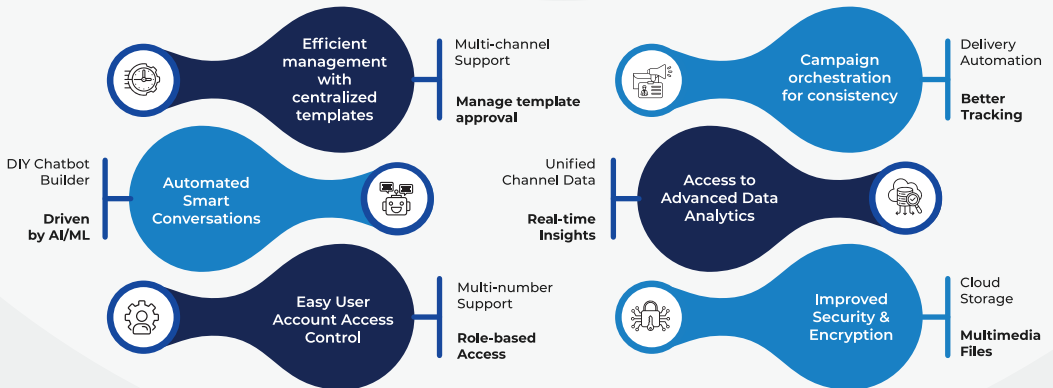
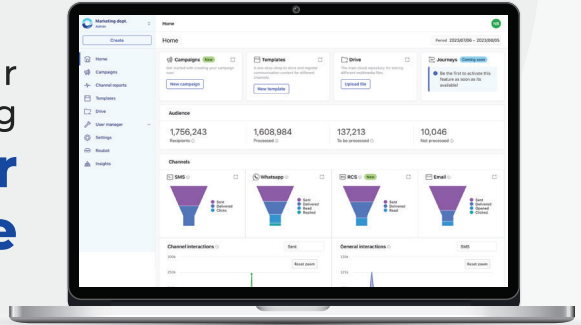
Drive omnichannel campaigns from a single platform



An innovation by



# Discover your Swiss Knife for elevating **Customer Experience**



## How does it benefit your business?

Understand your customers  
and their preferences



Deliver a **delightful experience**  
across all touchpoints of  
the life cycle



Eliminate siloes in your  
communication channels  
and **get better ROI**

Orchestrate  
**omnichannel campaigns**  
from a single platform



Leverage **AI-enabled  
Conversational capabilities**  
across channels



Win the **Customer  
Engagement Game!**

# Why Omnichannel Experiences Matter?

## 89%

increase in repeat purchases due to **Positive CX**

Source: Iterable | Salesforce Research | epsilon.com

## 62%

of customers **prefer brand engagement** via multiple digital channels

Source: Salesforce Research

## 92%

shoppers are influenced by **personalized communication**

Source: Salesforce Research

## Deliver Delight Across the Customer Lifecycle:

BFSI

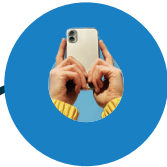
Ecommerce

Retail

Travel

Healthcare

Hospitality



### PROMOTIONS

- Send exclusive offers, discounts, & catalog-based product discovery
- Convey customized promotional offers, run campaigns to attract customers across channels

### ONBOARDING

- Leverage messaging channels for smooth onboarding & KYC processes
- Enable customer FAQ redressal forum and other concerns frictionlessly



### ENGAGEMENT

- Send seasonal offers via coupons, alerts, reminders & confirmations
- Identify Upsell-cross sell opportunities, and seek feedback across channels

### SUPPORT

- Provide swift chatbot support with seamless live agent transfer
- Maintain customer loyalty by promptly resolving complaints or sending referral codes, vouchers etc



OCEAN Platform



## About Route Mobile:

Route Mobile Limited ("RML") is a leading CPaaS provider that caters to enterprises, over-the-top (OTT) players, and mobile network operators (MNO). Established in 2004, we have a global presence in over 20 countries and serve more than 3000 customers worldwide. One of our unique strengths is our network of 1000+ connected operators, allowing us to provide SMS termination in any part of the world with the best routing.

We add value at multiple touchpoints across the Omnichannel CxPaaS value chain, addressing unique industry use cases for our clients. RML is headquartered in Mumbai, India, with a global presence in Asia Pacific, the Middle East, Africa, Europe, and the Americas.

### Key Highlights:

<b>280+</b> Direct Connections	<b>126 Bn Billable</b> Transactions	<b>GDPR</b> Compliant
<b>19</b> Data Centres & <b>6 SMSCs</b>	Featured as a Key Vendor in <b>4 Gartner Hype Cycle</b> <b>Reports 2023</b>	
Identified as an <b>Established</b> <b>Leader in Juniper's CPaaS</b> Competitor Leaderboard (2022-2027)	Ranked as <b>Tier 1 Vendors</b> in <b>A2P SMS Messaging</b> as per <b>ROCCO's</b> Consulting report seven times (2016-2023)	

**Garner Customer Love  
through Omnichannel CX**

**Consult an Expert.**

[www.telesign.com](http://www.telesign.com)

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