



# SOLUTION BRIEF

## MAVBIZ CARE FOR E-COMMERCE

The shift from brick and mortar shopping to online purchasing has led to new customer service needs. Mavenir can help enable e-commerce businesses to deliver an excellent customer experience.

### The Customer Service Challenge

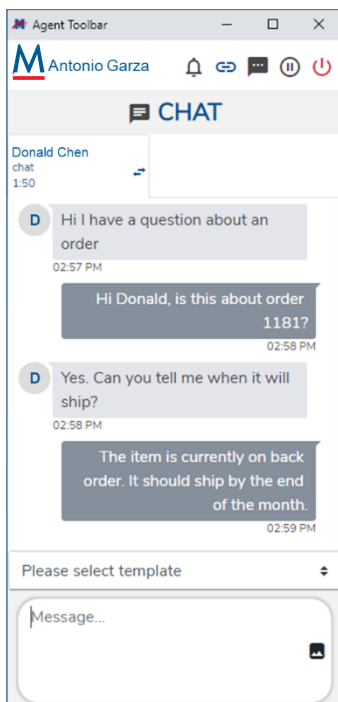
E-commerce businesses depend on their customer engagement platform for two things simultaneously: to drive new revenue and reduce interaction costs.

To drive revenue, they need the ability to service customers at any time, on any channel. This omnichannel experience should include social media; businesses need a simple way to understand what their customers are saying about them and quickly respond.

To minimize costs, they need to reduce the need for live representatives by offering automated solutions for common service issues and integrate their business tools to streamline interactions.

#### KEY BENEFITS

- Omnichannel so customers can interact in their preferred method
- Social media monitoring to track and quickly respond to customer feedback and reviews
- “Always-on” self-service tools
- API-rich to connect with a variety of applications including billing and order tracking
- Connect with CRM for faster interactions
- Prioritize incoming requests by severity or customer type



MAVbiz CARE is a cloud-hosted, omnichannel contact center platform ideal to meet the challenges facing e-commerce businesses.

As an omnichannel solution, MAVbiz CARE provides a single user interface for all communications: voice, text, email, web chat, and social media. Social media feedback on Twitter and are aware of all public feedback and respond promptly to negative reviews.

Advanced services such as chatbots can provide “always-on” customer service to reduce live staffing requirements. Through the API engine, businesses can enable self-service automations for simple, repetitive queries such as billing inquiries and order tracking.

The API engine can connect to a CRM to make interactions faster by eliminating the manual collection of customer information. The CRM integration can also allow custom routing to ensure higher priority customers are addressed faster.



## About Mavenir

Mavenir is building the future of networks and pioneering advanced technology, focusing on the vision of a single, software-based automated network that runs on any cloud. As the industry's only end-to-end, cloud-native network software provider, Mavenir is transforming the way the world connects, accelerating software network transformation for 250+ Communications Service Providers in over 120 countries, which serve more than 50% of the world's subscribers.

For more on Mavenir Solutions please visit our website at [www.mavenir.com](http://www.mavenir.com)