# WHITE PAPER

HOW CONFIGURABLE IS THE AWAREX SYSTEM?

What can be changed by a marketing or operations team at an Operator without referring back to AwareX?

Rapid marketing updates and the ability to be agile in the market relys upon rapid changes and updates in the digital Omni-Client system. The abilty to do this without any additional cost and within the Operator own resources are key requirements.

The awareX product is built from the ground up with configurability as a core principle. Working with different Service Providers globally who have varying business processes, backend BSS systems, customer and digital maturity has given us a great understanding of how a configurable self service solution should function. As a refresher, here is a high level overview of the awareX digital Omni-Client solution.
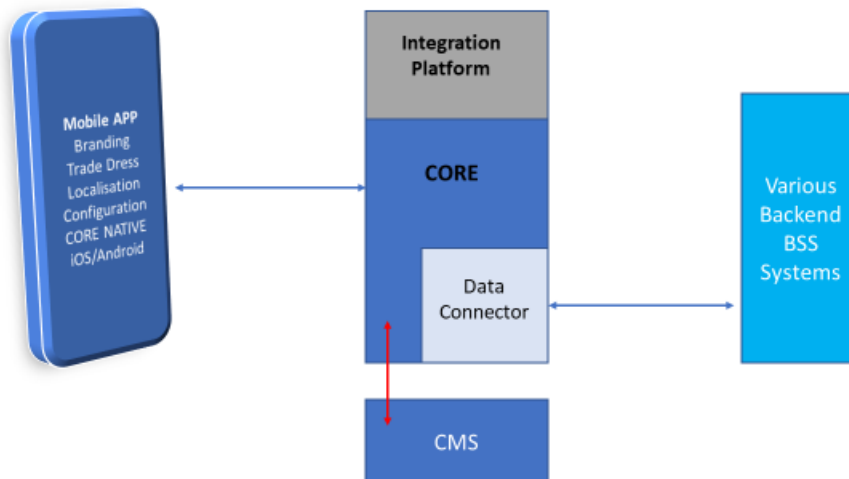
AwareX provides the following mechanisms to configure the product.

- Content Management System (CMS) Platform, which provides dynamic content to the mobile apps and web app
- Configuration, Dress and Localization options on the mobile app
- Configuration driven by the Integration Platform

awareX

WHAT IS THE CONTENT PLATFORM AND HOW CAN WE, AS THE CSP, USE IT DIRECTLY?

The awareX solution includes a Content Management System (CMS) as part of the digital Omni-Client Suite. The CMS drives content in the mobile app (Native iOS and Android) and customer service website and can be used by CSPs to change content without needing any software releases. Based on our experience working with telecom service providers globally, we have designed the content platform such that the following items can all be changed by the CSP business owner <u>without any new software releases</u>.

Home screen marketing banners – The marketing banners that the user sees on the App or Website home screen is an effective way to run marketing campaigns. These banners can be personalized and are context aware so that users can be shown different banners based on their subscription type (prepaid, postpaid, internet, tv, fixed line etc.), their network status and their phone type (android vs iOS).

FAQ – Frequently asked questions are part of the help screens and need to be updated regularly as products, offerings promotion and devices change and in response to ongoing customer questions. The questions and answers can be structured and formatted as required and new items added on an ad-hoc and on an as required basis to keep the App upto date at all times.

Teasers – AwareX supports teasers, these are images and messages that are displayed to first time customers or when a new version of the App is downloaded. They are designed to support a smooth and fun onboarding experience for new users. The content of teaser images can be updated by CSP business owners very easily from the content platform to reflect your latest marketing and promotions content.

NPS and Survey Questions – The ability to run Net Promoter Score and other ad hoc surveys using a range of scoring methods and graphic displays is fully supported. Marketing teams can control when surveys are run, what action in the Apps trigger the surveys and what questions are asked as part of the survey.

Store locations – Most CSP's have a large number of shops and stores. New ones open and close all the time so having flexibility to change them and ensure customers can always get directions to the closest store, along with store hours, descriptions and any promotions can be updated from the content platform.

LETS GET MORE SPECIFIC

Q; What would a CSP have to do to run a new marketing campaign to promote a newly launced Samsung phone?

A marketeer can simply follow these 3 steps in the CMS to add a new marketing campaign:-

1. Login to the Content Management System
2. Navigate to the Promotional Banners section, and upload a new creative (image) that is relevant to the new campaign
3. Optionally,
   - add a link to the new phone's store listing so that the user can click on the marketing banner and go directly to the store listing
   - Add a deeplink to a purchasing page.

Q; What kind of things can be configured or changed on the Mobile and Web Apps?

The native iOS and Android mobile application (and website) is constructed by starting with the Core product that contains all the pre-built features, and adding the following aspects to the core product:-

Configuration – There are several aspects of the application that are configuration driven. This includes turning on and off features from the master list of more than 100 functions such as support for Guest Top-up, selecting the type of authentication supported (user/password based, one time SMS code based, third party SSO login etc.) and so on. This allows each CSP to have an APP specifc to their business and customers needs.

Dress – We recognize that it is extremely important for a CSP self service application to reflect accurately the CSP's branding. We have a well defined set of options that allow a CSP to change fonts and the detailed color scheme used easily. In addition, all icons used in the app can be changed to reflect the CSP's iconography and match the color scheme.

Localization – All text displayed in the application can be changed to meet local language, CSP specific terminology and cultural requirements including support for multi bit characters.

- ✓ **Note that all of the above are not code changes, but rather configuration file changes and creative asset changes.**

Q; Do we need a new application version release in the App stores for any changes on the Apps?

No! Several features in the mobile application are data driven – This means that they are controlled by the information that is returned by the Integration Platform. For example, the bill history and the top-up history cards are driven by data that is returned by the Integration Platform, which means they are dynamic and adjust automatically creating grapics on the fly. We have of course seen scenarios where during initial launch, some of our wide range of features are not available due to back end BSS system limitations. However, as additional capabilities get added to the backend systems through time, we can

simply make some data connector changes to pull the additional data and then the mobile apps will automatically start displaying cards using the new capabilities.

Other examples where changes can be made on the Data Connector and then be reflected automatically in the mobile apps without the need for a new app release are:-

- A new credit balance type is now available from the backend and ready to be displayed to the end user
- The CSP wants to display add-ons grouped by recurring vs non recurring, in addition to voice/data/sms.
- The CSP wants to display add-ons sorted by monetary value instead of some other criteria

Q; We are changing our backend API's and migrating from SOAP to REST API's. Do we need to wait for a new product release from AwareX to make this work with the Apps?

Certainly not. As long as the the new API's are functionally similar to the old ones, only the data connectors in the Integration Platform will need to be updated. These changes can be made on the latest available AwareX Generally Available (GA) product and there is no need to wait till the next product release.

Q; We are going to go through a re-branding exercide shortly. How long do we need to wait to get the new branding changes into our Mobile Apps?

Re-branding changes can be done via color and iconography changes. These are examples which do require a new app release, but **not a new product release**. Rebranding can be done on top of the latest GA version.