MAVENIR™

SOLUTION BRIEF
MAVENIR ENGAGE FOR HEALTHCARE

Conversational commerce is shifting to messaging. Mavenir can help enable healthcare businesses to deliver an excellent customer experience.

The Customer Service Challenge

In the first few months following the availability of vaccines for COVID-19 and juggling associated social distancing measures, businesses of all sizes were forced to carefully orchestrate an influx of medical visits while facilitating a safe environment. Businesses at the forefront of digital transformation were prepared; many others have had to implement an online presence as fast as possible to avoid losing revenue.

To grow their business, they need the ability to service customers at any time, on their preferred channel. In fact, 89%[1] of consumers want to interact with a business via digital channels. This omnichannel experience should include messaging in a trusted and secure environment- the customers native mobile messaging application.

> **KEY BENEFITS**
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> - Omnichannel so customers can interact in their preferred medium
> - "Always-on" self-service tools
> - Contact Center integration to prioritize incoming requests by severity or customer type
> - Native mobile messaging in Google Messages and Apple Messages
> - CRM integration to speed up office visits and reduce paperwork
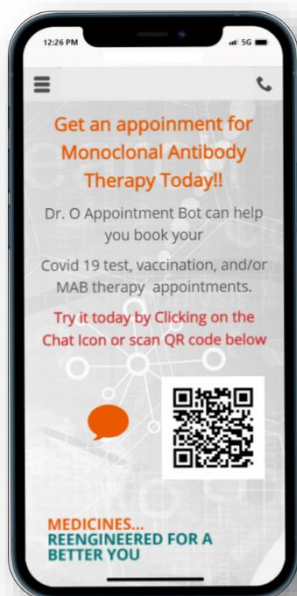
To minimize costs, they also need to optimize staff efficiency by offering automated solutions for common service issues and integrate their business tools to streamline interactions.

Mavenir Engage combines a multi-channel messaging as a platform (MaaP) layer which includes RCS, Apple Messages for Business, Google Business Messages, SMS and MMS, templated chatbots, interactive flow builder, campaign manager, advanced analytics, and SpamShield—with built-in contact center capabilities to deliver a rich and flexible, message-based customer engagement offering.

Advanced services such as chatbots can provide "always-on" customer service to reduce live staffing requirements and enable self-service automations for simple, repetitive queries such as appointments and patient pre-visit paperwork. Customers can interact with businesses in an enriched but familiar interface.

                    ¹Marketscale, 2019   1

The API engine in the contact center 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 with emergencies 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