



## CUSTOMER ENGAGEMENT AS A SERVICE MAVENIR ENGAGE

### Messaging and Its Role in Conversational Commerce

Messaging is a key component of business transformation and is a coveted tool to enable conversational commerce. In fact, companies that base their business model on conversational commerce or that embrace messaging within their commerce platform have seen massive growth in recent years.

[MarketScale](#), an online publisher and content creator focused on B2B, reported that 89% of consumers prefer text to phone calls. Similarly, [Gartner](#) recently predicted that 80% of customer service organizations will abandon mobile apps in favor of messaging by 2025.

- 89% of consumers want to interact with businesses via text.
- 80% of enterprises plan to abandon apps in favor of native messaging for customer services.



### The Role of CSPs in Conversational Commerce

Over the last few decades, Communication Service Providers (CSPs) have played a pivotal role in the growth of mobile messaging.

Today, CSPs are poised to provide more capabilities at the business layer—such as digital assistants— and integrate multiple channels. This allows businesses to implement chatbots and applications in one place and reach their customers across the different ecosystems (SMS/MMS, Google RCS, Apple Messages for Business, WhatsApp, Instagram, Viber, etc.).

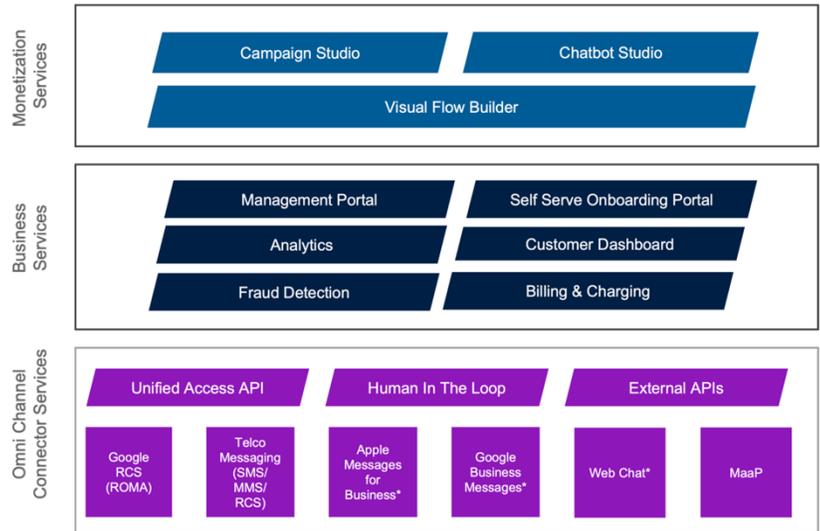
### Mavenir Engage – Omnichannel Customer Engagement

For CSPs looking for a swift execution, and a broader scope and reach, Mavenir Engage – an Omnichannel Customer Engagement Solution offered in the Software-as-a-Service (SaaS) model – enables CSPs to go to market faster with less risk and minimal upfront investments.

**Mavenir Engage** enables CSPs to improve the way businesses communicate with their customers by allowing brands to digitally engage consumers with rich, multimedia experiences designed to streamline the presentation of information, the collection of user answers, the evaluation of the channel performance, the customer user experience, and the enablement of business automation, among many improvements.

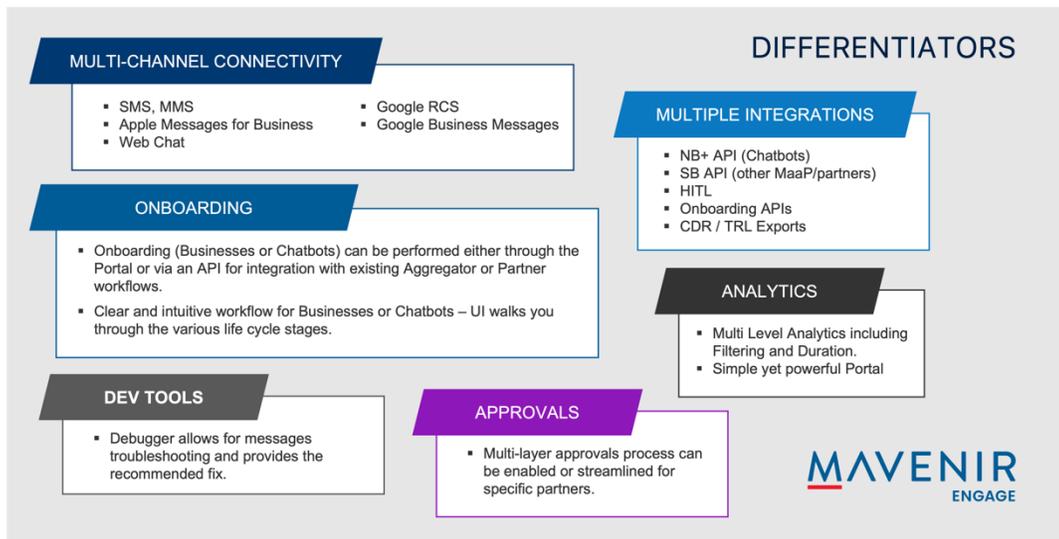


- > Mavenir Engage enables CSPs to preserve and enhance their messaging offers, entering new revenue territories.
- > Enables multiple use cases such as conversational commerce, multifactor authentication, customer service, bookings and reservations, mobile payments, and many more.
- > Mavenir Engage elevates CSPs to become multi-channel messaging service providers, adding value to brands of all sizes.



Mavenir Engage – Functional Architecture

A SaaS offering, Mavenir Engage is a dynamic service, continuously enhanced with new features and capabilities.



## 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)