



DIGITAL EXPERIENCE FOR COMMUNICATIONS

New Age Digital Customer Experience for Sales, Service & Billing

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WHITE PAPER V1.0

www.brt360.io

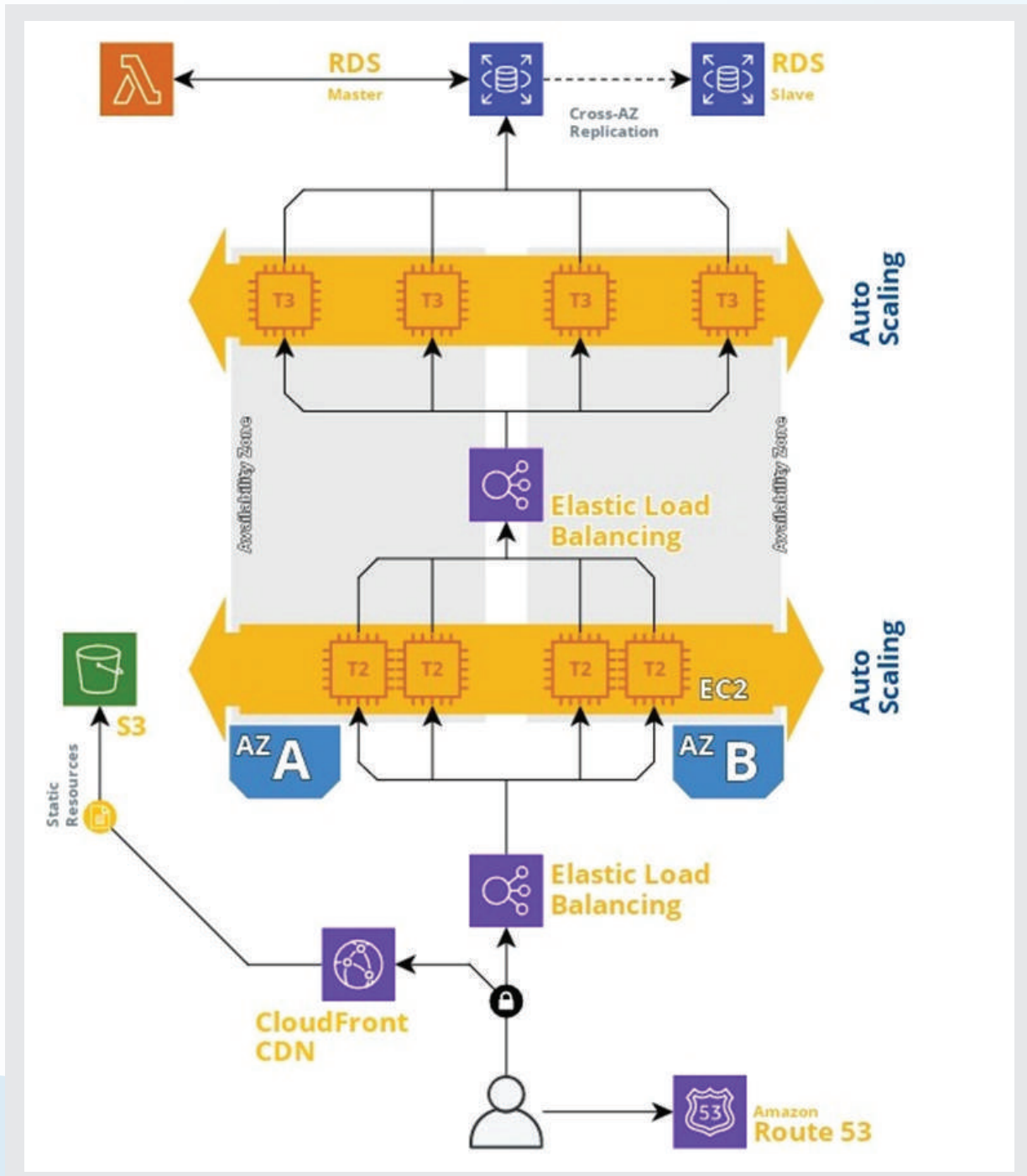


New Age Digital Customer Experience for Sales, Service & Billing

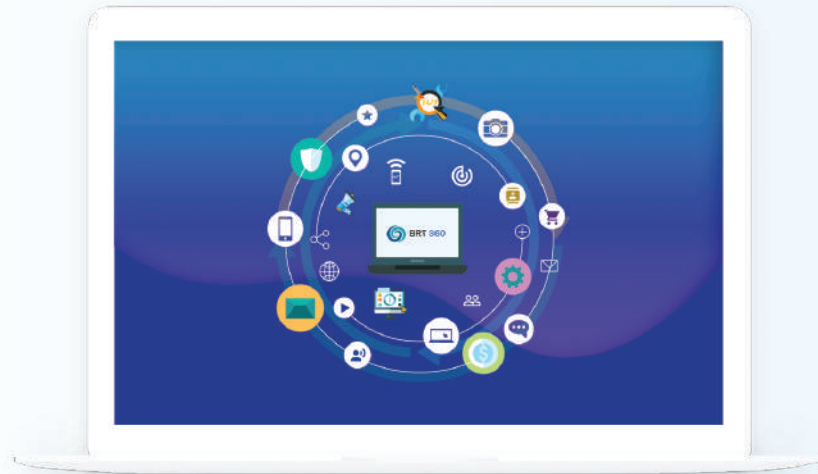
BRT360 is a SaaS based Multi-Tenant Digital Platform, delivering seamless Customer Experience across multiple channels for Sales, Service and Billing, thereby, enhancing better customer relationship leading to Monetization. BRT 360 has been built with a vision to create a single channel for all customer communications in an enterprise landscape with a simple UX and provides insight on various statistics using intelligent and probabilistic dashboards powered by Artificial intelligence, Faster Time to Deployment and a simple Integration strategy supporting both Web Services and REST APIs.



Architecture - Technical



Product Capability - Technical



BRT 360 is built using industry standards and hosted on cloud infrastructure - Amazon Web Service (AWS) and Google Cloud Platform (GCP). CX is deployed on simple storage service (S3) and served to users via Cloud Front distribution which enables frontend to be completely server less.

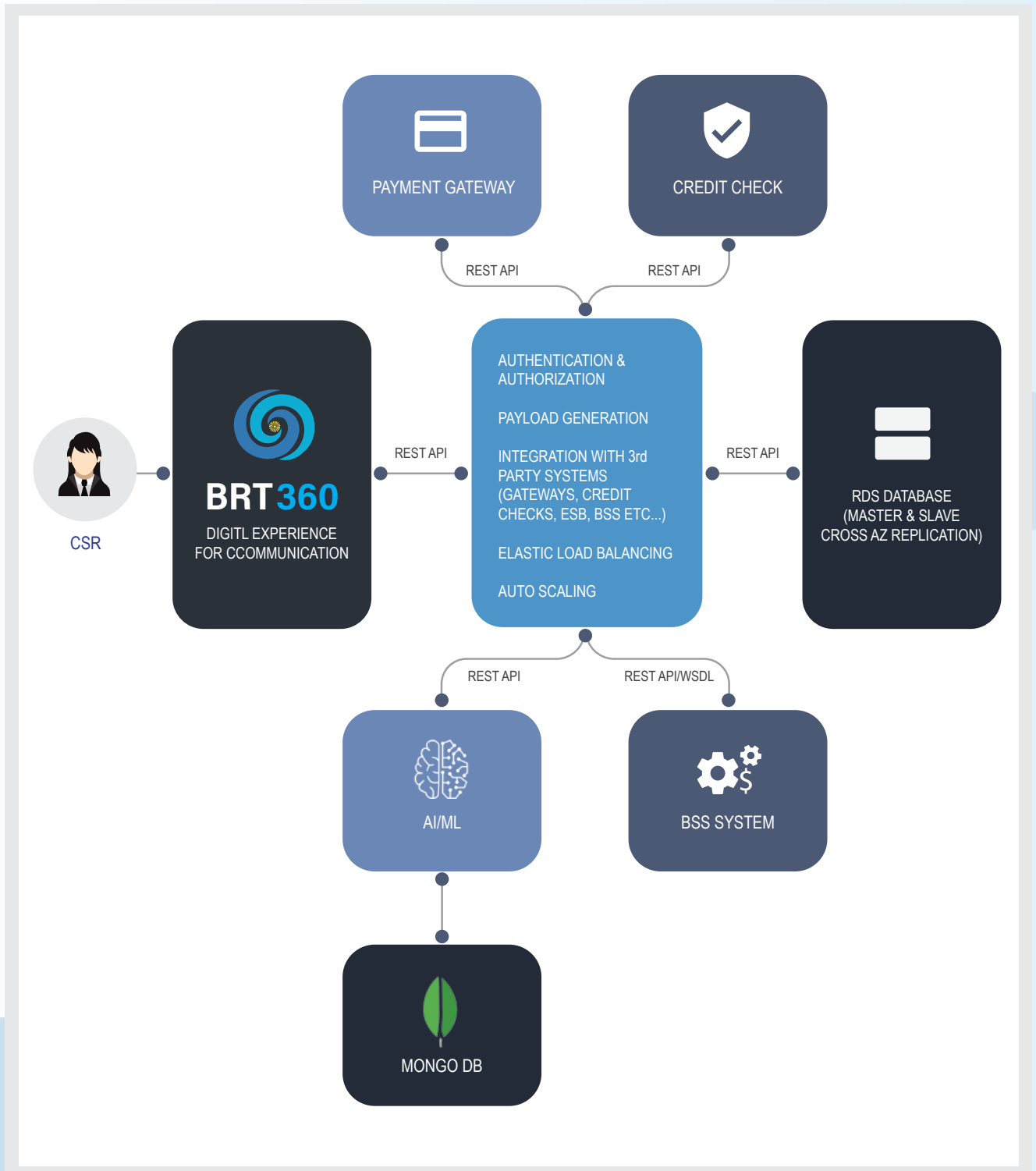
Multiple instances of “Elastic Cloud Computing” (EC2) are deployed on various availability zone (AZ) which prevents any un anticipated failures. EC2 is powered with extra memory and compute power with balances the load to rest of EC2 during latency or during concurrent user connections.

Amazon RDS ensures all the user data is securely transferred using the capability of master-slave architecture.

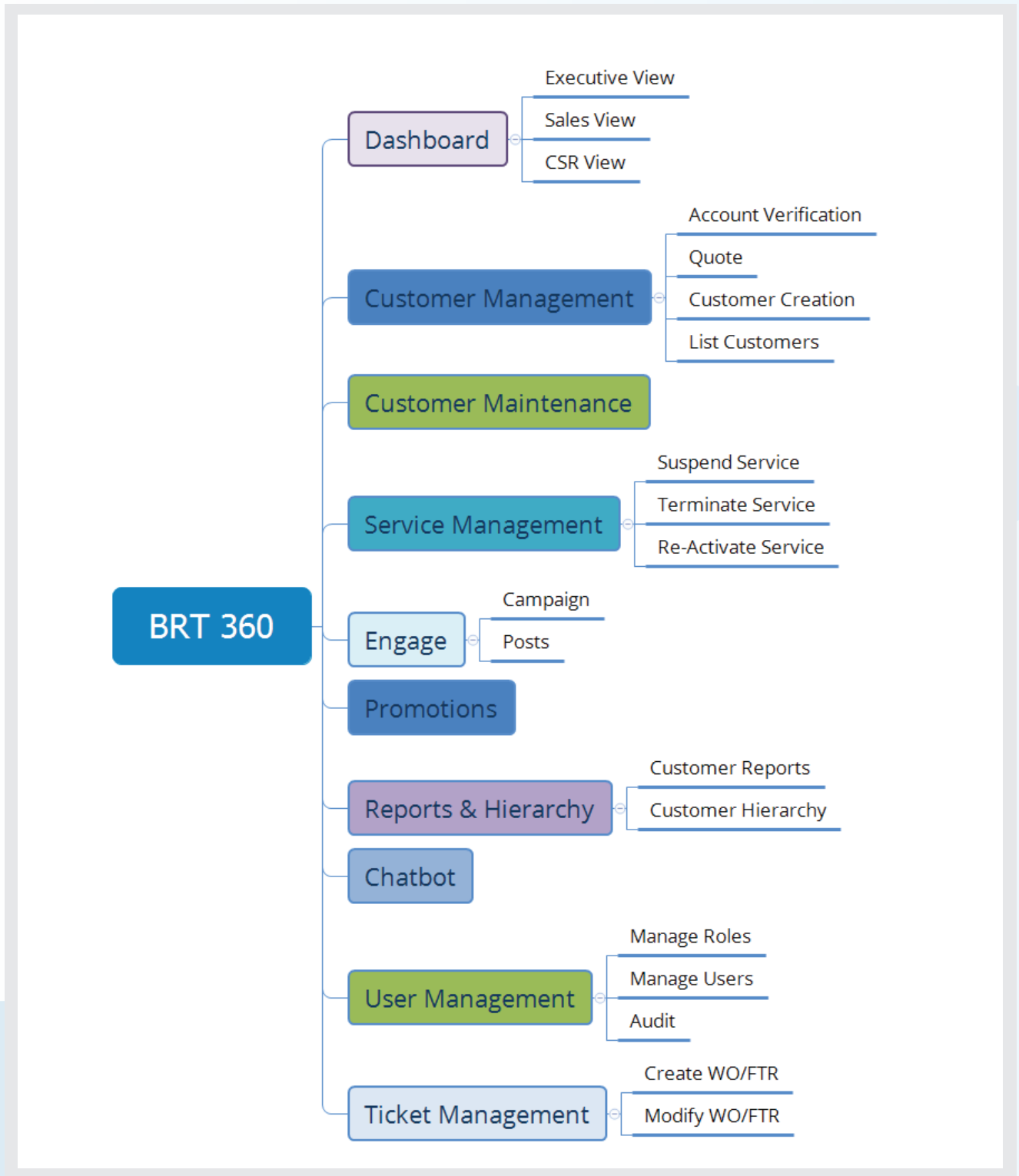
Artificial intelligence is used for forecasting user behaviors using complex ML algorithms . Application gathers data from down-stream systems and updates the dashboard on periodic intervals or during down-time.

Comodo SSL is used for all E2E connections. All the data on storage drive would be encrypted using AWS KMS service.

Architecture - Functional



Functionality



Dashboard

- Intelligent and probabilistic dashboards which provides graphical illustrations of user centric statistics.
- Generates statistics by forecasting, based on predictive analysis using Artificial intelligence
- Provides a holistic view on various user activities like, open tickets, active work-orders, leads, Opportunities etc....

Customer Management

- Provides personalized customer engagement right from
 - o Account Verification, where a system validates whether the customers as any previous engagement with the service provide to understand customer profile and check for any unbilled dues
 - o BRT 360 automated quote management which enables users to search, create and manage customer quotes and seamlessly revise the validity and offer extension it has the intelligence to generate/transform the quote to user friendly formats (ex. PDF) and email to the prospective customer
 - o Provides the core functionalities, Consumer/Business Account Management
 - o Integration with Billing, Provisioning, Payments Gateways
 - o Supports Multi-Currency account creation based on the geographical positioning
 - o Lists customers based on the user roles

Customer Maintenance

- BRT 360 integrates with BSS systems and enhances the customer maintenance with personalized views for Personnel, Billing, Bundle, Service and payment details
- Provides controlled user/role based update capabilities which directly modifies the BSS systems namely Personnel information, Upgrade/downgrade price offerings, Billing addresses, Billing day of the month, invoice delivery method and payment method
- Allows customers to create, track and manage adjustments, disputes, settlements and make & reverse payments.
- User can list and view customer usage details based on type of usage (voice, data & sms) and activity within date range
- Displays Order status in the tabular format

Service Management

- BRT 360 provides capability to suspend terminate and re-activate a suspended service for accounts
- BRT 360 as capability to integrates with BSS systems to validate whether any outstanding bill is pending before suspension work-flow is triggered
- Ensure all the data is captured during suspension and/or termination like reason, sub reason and any other important details (captured in the description section) which can later be used for audit purpose

Engage

- BRT 360 has capability to directly integrate with social mediums like Twitter & Instagram to post advertisements or campaign new offerings
- One Channel to post and campaign sales strategies
- Win More Customers
- Build Deeper and Profitable Customer Relationships

Promotions

- BRT 360 leverages/extends the AI capabilities to understand end user behavior by using advanced predictive analytics and promote value based price offerings
- Advanced rule engine is designed within BRT 360 which will understand customer usage behavior and identify best fit offerings which ensures personalized Customer engagement and ensure better customer satisfaction
- Derive optimized sales strategy

Chat-bot

- Chat-Bot feature to interact, support and scale business for effective customer relations
- Provides consolidated view of active chats, passive & completed chats

Reports & Hierarchy

- Customer Reports provides consumption behaviors based by leveraging the feeds from BSS system and illustrate it in the graphical manner
 - o Usage Consumption patterns during peak and off peak hours
 - o Frequency of upgrade and/or downgrade of price offerings
 - o Payment frequency to see if he/she is a onetime or late payee

Ticket Management

- BRT 360 offers capability to create, manage and tracked work order till closure
- All the activities performed during the life cycle of the work order is maintained

User Management

- BRT 360 uses role based user management
- User can Create, Update, Remove and list users
- Superadmin can Create, Update, Remove and list roles
- Audit feature which allows you to track changes made to data in BRT360 and tracks user activity over the system
- Analyze the history of a particular record
- View a summary of everything that changed
- Track when a user accessed BRT 360
- Comply with regulation standards
- Analyze user actions in order to improve business processes

License Model

BRT will be announcing it shortly...

Compliance & Security

BRT follows WCAG 2.0 and GDPR compliance as per the guideline provided and will be adhered to in the GA release.

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Roadmap

Phase 1 - Beta release

- * Consumer/ Business Management
- * Intelligent Role based Dashboards
- * Advanced Roles and Access Management

Phase 2

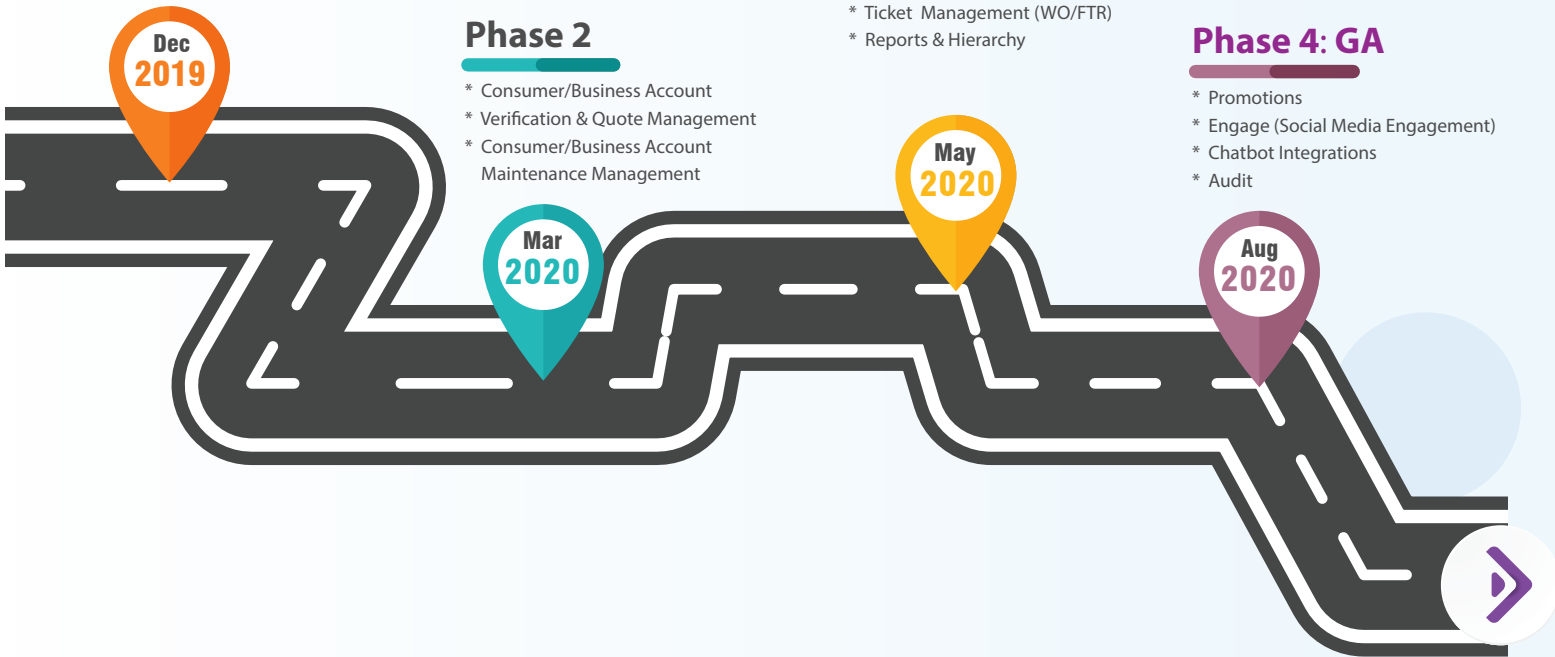
- * Consumer/Business Account
- * Verification & Quote Management
- * Consumer/Business Account Maintenance Management

Phase 3

- * Service Management
- * Ticket Management (WO/FTR)
- * Reports & Hierarchy

Phase 4: GA

- * Promotions
- * Engage (Social Media Engagement)
- * Chatbot Integrations
- * Audit



Phase 1 (Beta Release) – Functional Scope and Capabilities

- Consumer/Business Account Management
- Integration with Billing, Provisioning, Payments Gateways, etc.
- Intelligent Dashboards with Probabilistic Determination Capabilities
- Role-based dashboard that can be customized to match the needs and interests of users with that role and have control on data visibility
- Advanced Roles and Access Management
- List Accounts based on user
- SaaS Based Cloud Platform with Subscription Based Pricing
- Advanced Data Security with Tokenization
- Intelligent Load Balancing
- Distributed Files Storage Systems

Phase 2

- Consumer/Business Account Maintenance
- Consumer/Business Account Verification & Quote Management
- Integrate with Billing systems to supports Bill suppression, Promise-to-Pay, handle Adjustments, Settlements & Disputes etc...
- Upgrade and downgrade end-user price offerings
- Introduce capability to generate interim bill, record payments and reverse payments from the interface
- Generates holistic view on the usages consumption based on date criteria

Phase 3

- Manage subscriber services by Suspension, Termination & Re-Activation
- Work Order life cycle, Create, Manage, Track & Accomplish
- Generate graphs to illustrate and understand subscribers' behavior via Usages, Bill Payments

Phase 4

- Promote best fit price offerings based on subscriber consumption patterns using Artificial Intelligence (AI/ML)
- Social Engagement using twitter & Instagram to reach wider audience
- Chat-Bot feature to interact to support and scale business for effective customer relations
- Audit feature which allows you to track changes made to data in BRT360 and tracks user activity over the system

Contact us

Reach us at info@brt360.io for any queries.

Our Presence



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