

The logo for STU, consisting of the letters 'STU' in a bold, white, sans-serif font. A small green dot is positioned above the letter 'U'.

STU

DIGITAL SERVICE ENABLEMENT & MANAGEMENT

GEAR UP FOR HYPER PERSONALISED
DIGITAL EXPERIENCE



In this hyper-connected digital era, delivering a personalised experience is the key. Bringing in business agility and ensuring operational excellence enable highly personalised digital experience across all touchpoints.

STL DIGITAL SERVICE ENABLEMENT & MANAGEMENT SOLUTIONS

It digitises the end-to-end customer engagement processes including selling, monetisation and self-care. Spanning across multiple touch-points, channels and devices, it improves the operational efficiency by automating the end-to-end back-office operations.

RETAIL

- Seamless omni-channel enablement
- Self-service for digital customer engagement journeys
- 360° customer view and personalisation across channels
- Transparent, simplified and convergent charging and billing

ENTERPRISES

- Improved quality & effectiveness of business processes
- Faster time-to-market for product/service/technology upgrades or launches
- Enhanced campaign & loyalty management
- Highly-targeted customer engagement with omni-channel and AI capabilities

PARTNERS

- Digital on-boarding of partners
- Simplified integration of processes to offer new services
- Integrated operating model across Group & OpCos
- Cloud-ready & containerised deployments in private cloud with automated scale-out & scale-in

REDEFINE CUSTOMER ENGAGEMENT WITH HYPER-PERSONALISATION

Advanced Personalisation:

Multiple criteria-based triggers are used to make a contextually relevant offer or product recommendation to a customer

DevOps:

Make high-impact changes quickly and securely with a minimal effort

Digital self-care:

Offer a seamless digital experience that fully-integrate mobile into the commerce infrastructure

Digital Onboarding:

Optimise customer experience and reduce the lead to activation time

Omni-Commerce Module:

Enable new touch points and channels without lengthy and costly IT cycles

Web-scale:

Gain an extreme level of agility and scalability for designing, deploying and managing cloud-native applications

Actionable Intelligence:

Advanced data analytics capabilities for analysing performance, data and marketing Rols

Single View of Orders:

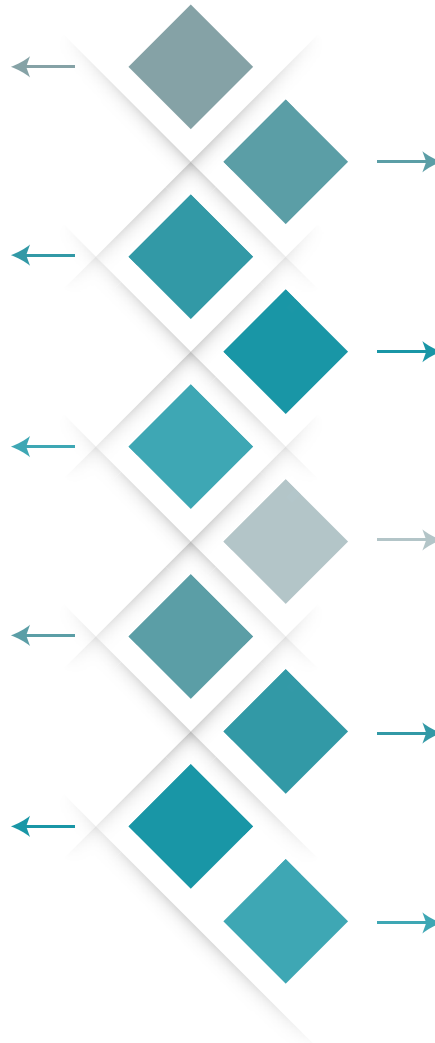
Support for both B2B and B2C commerce requirements for unified order management

Omni-Channel Module:

A fully-integrated omni-channel approach for online, mobile and in-store functionalities

Next-Gen Customer Service Management:

360-degree view of customers for quickly resolving customer requests and complaints



Sterlite Technologies Limited(STL) is a global leader in end-to-end data network solutions.

We design and deploy high-capacity converged fibre and wireless networks. With expertise ranging from optical fibre and cables, hyper-scale network design, and deployment and network software, we are the industry's leading integrated solutions provider for global data networks. We partner with global telecom companies, cloud companies, citizen networks and large enterprises to design, build and manage such cloud-native software-defined networks.

STL has innovation at its core. With intense focus on end-to-end network solutions development, we conduct fundamental research in next-generation network applications at our Centres of Excellence. STL has strong global presence with next-gen optical preform, fibre and cable manufacturing facilities in India, Italy, China and Brazil and two software-development centres.



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