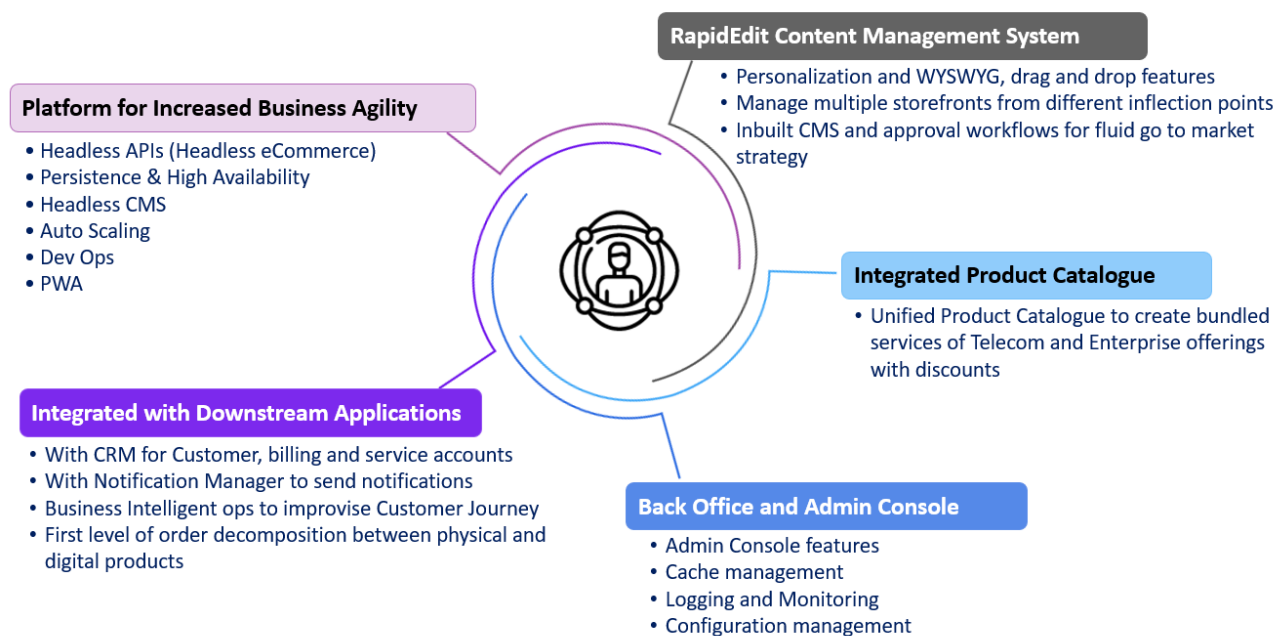# STL

Digital Engagement Platform
(dEP)

STL Digital Engagement Platform (dEP)

STL dEP (Digital Engagement Platform) is a next-gen engagement platform that covers wide spectrum of care and commerce needs of both consumer and enterprise segments. dEP helps reduce Customer Churn, improve Average Revenue Per User (ARPU) and maximize Customer Lifetime Value (CLV) by engaging more customers in a personalized way. It does so by delivering highly personalized and contextually relevant digital experiences across multiple touch-points, channels and devices. dEP helps operators cover large surface area of customer engagement right from discovery, acquisition, onboarding, monetization, 360° view and Self-care.

RapidEdit Content Management System
- Personalization and WYSWYG, drag and drop features
- Manage multiple storefronts from different inflection points
- Inbuilt CMS and approval workflows for fluid go to market strategy

Platform for Increased Business Agility
- Headless APIs (Headless eCommerce)
- Persistence & High Availability
- Headless CMS
- Auto Scaling
- Dev Ops
- PWA

Integrated Product Catalogue
- Unified Product Catalogue to create bundled services of Telecom and Enterprise offerings with discounts

Integrated with Downstream Applications
- With CRM for Customer, billing and service accounts
- With Notification Manager to send notifications
- Business Intelligent ops to improvise Customer Journey
- First level of order decomposition between physical and digital products

Back Office and Admin Console
- Admin Console features
- Cache management
- Logging and Monitoring
- Configuration management

Highlights

- Unified omnichannel experience: customers can start anywhere & finish anywhere across channels
- Personalisation, drag & drop and WYSIWYG features for real time Content Management
- Headless e-commerce architecture for easy integration, faster time to market and monetisation
- Customer Social Onboarding via Google & Facebook; Product content sharing on Social Media
- Integration with Unified Product Catalog (UPC) for faster time to market & smart pricing and taxation
- *TMForum-compliant* Open APIs
- Dropped-link management and Assisted Service Management (ASM) to reduce Cart Abandonment
- Customer 360° gives comprehensive customer view for effective self-care operations

Advantage dEP

dEP provides a cloud-native, enterprise-grade commerce platform that ensures faster go-to-market and seamless vertical integration. It improves operational efficiency by digitising end-to-end customer engagement processes and by automating the end back-office operations.
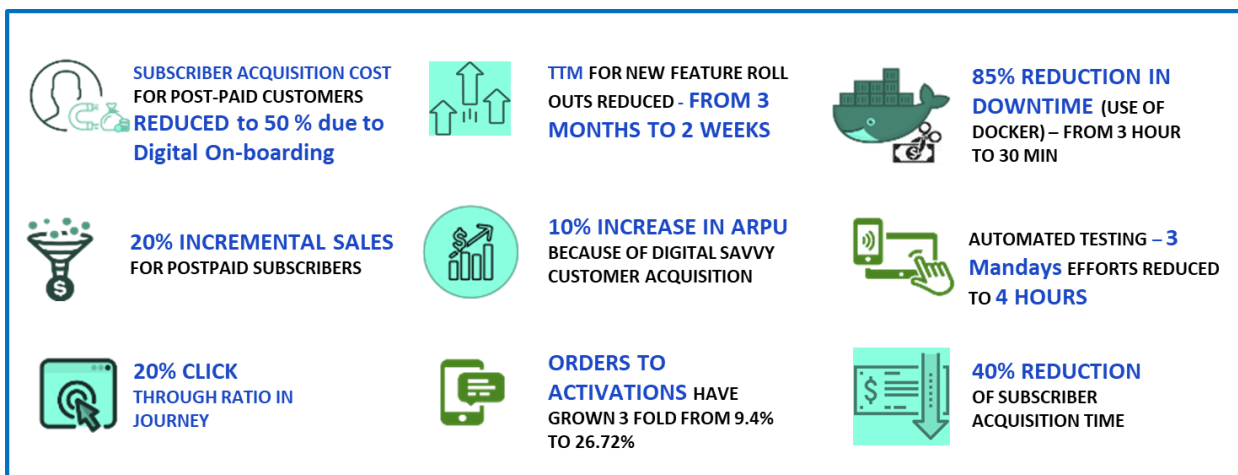
Enhanced Customer Experience

dEP enables CSPs to easily manage day-to-day operations that are very essential to create a wow factor to enhance customer experience. It provides an end-to-end, result-oriented and hassle-free customer journeys that create a positive customer experience and set the stone for a long-term relationship with the CSPs.

Superlative Personalization

Customer 360° view provides comprehensive knowledge about the customers' preferences, requirements and demands. dEP enables the CSPs achieve personalization at speed and scale across campaigns, messages and support. It enables CSPs to focus on each and every customer based on their requirements.

Reduced Service Requests

Digital Self Care and Guided Selling are dEP's personalisation in Customer Service and Support journeys. With these provisions the customers can easily manage their queries on their own. Together, it greatly reduces the number of service requests.

True Omnichannel Integration

With dEP, CSPs break the barrier between Physical and Digital channels along customer journeys. It offers seamless interactions across mobile, self-care app, web, self-care portal, IVR, call center channels. With so many options, the customers can stop and start their engagement anywhere anytime based on their convenience.

Accelerated Order Fulfillment

dEP Order Management supports first level Order Decomposition along with Order Tracking & History. This enables CSPs to distinguish and accelerate physical orders while digital orders are being fulfilled. In addition, it enables customer Buy Online and Pickup in Store (BOPIS) or other address via Google Maps.

Seamless Purchasing Experience

With Assisted Service Module (ASM) and Customer 360° view, customer support agents have complete customer view such as profile, interactions, history and hence can solve sales journey deadlocks instantly. It saves research and troubleshooting time drastically.

dEP Framework
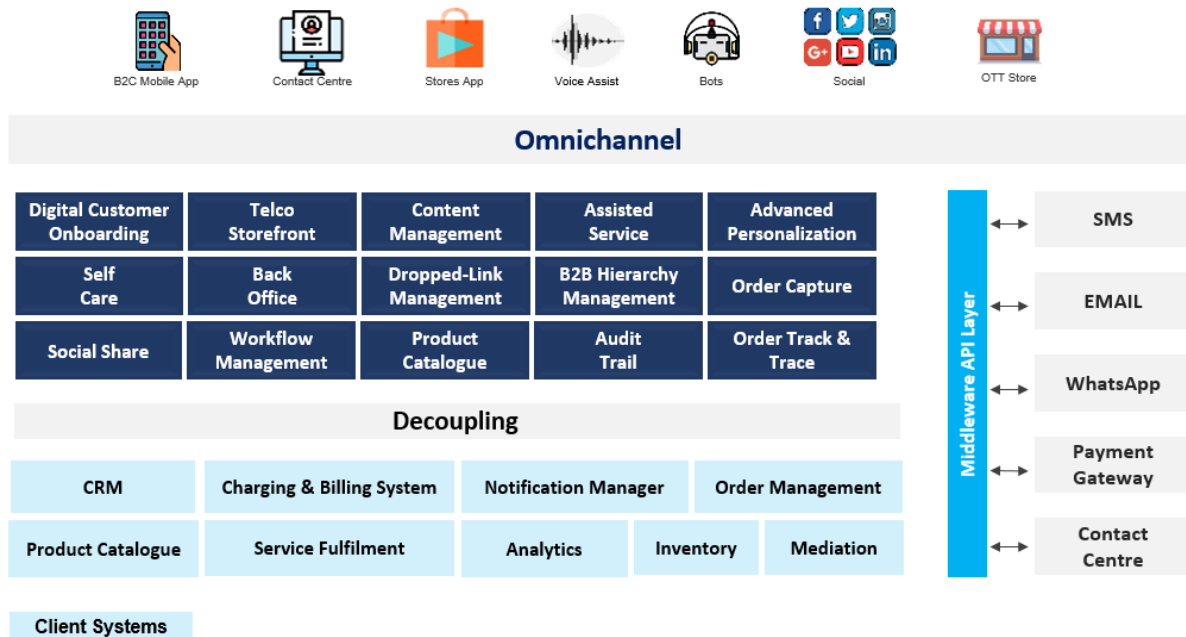
dEP (Digital Engagement Platform) is a next-gen engagement platform powered by DevOps, Analytics, Web-scale, Network Software (DAWN). Web-scale architecture provides an extreme level of agility and scalability for designing, deploying and managing cloud-native applications. Driven by cloud-native technologies, the web-scale uses open source software to containerise each part of the application, dynamically orchestrated for optimised scheduling and management of resources, and micro-services orientation for increasing the overall agility.

The cloud-native technologies offer resilience, manageability and observability to these loosely coupled systems. Powered by robust automation, it enables CSPs to make high-impact changes quickly and securely with a minimal effort, resulting in making the business bigger, smarter and irresistible. Some of the key modules which makes dEP a dependable platform in the market are **Digital Storefront** for B2C and B2B, **RapidEdit** Content Management System and **Backoffice** with Administrator Cockpit (HAC)
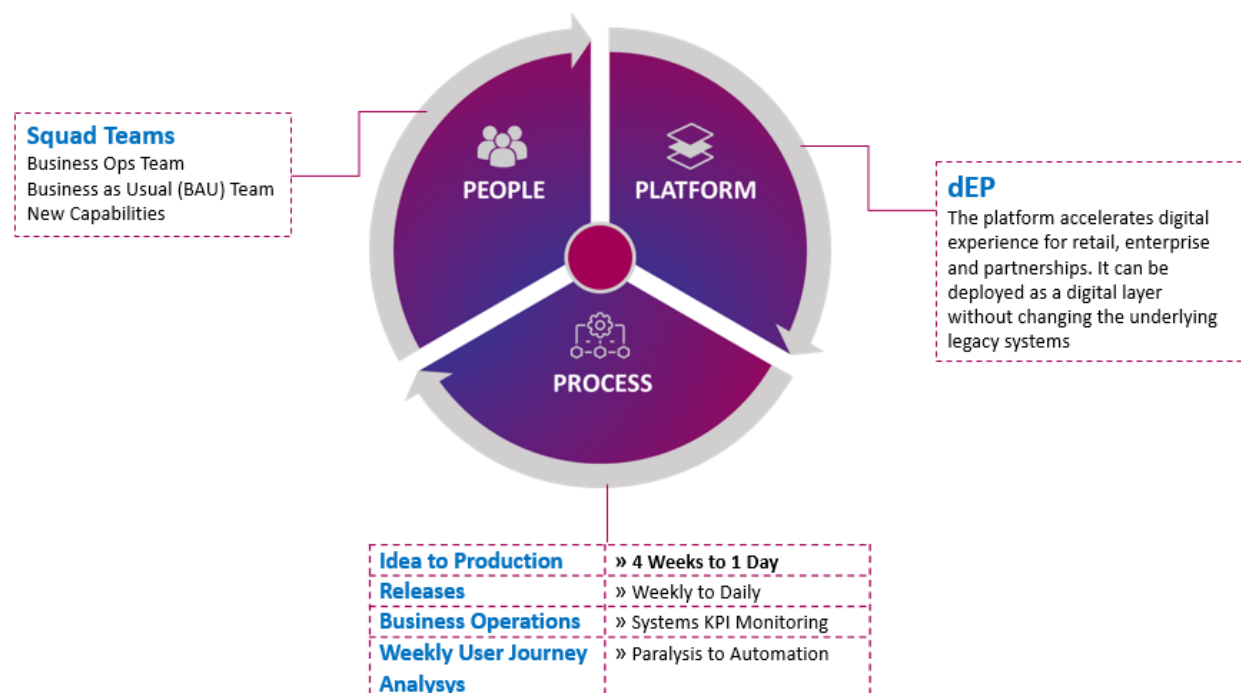

- **SUBSCRIBER ACQUISITION COST** FOR POST-PAID CUSTOMERS **REDUCED to 50 % due to Digital On-boarding**
- **TTM** FOR NEW FEATURE ROLL OUTS REDUCED - **FROM 3 MONTHS TO 2 WEEKS**
- **85% REDUCTION IN DOWNTIME** (USE OF DOCKER) – FROM 3 HOUR TO 30 MIN

- **20% INCREMENTAL SALES** FOR POSTPAID SUBSCRIBERS
- **10% INCREASE IN ARPU** BECAUSE OF DIGITAL SAVVY CUSTOMER ACQUISITION
- AUTOMATED TESTING – **3 Mandays** EFFORTS REDUCED TO **4 HOURS**

- **20% CLICK** THROUGH RATIO IN JOURNEY
- **ORDERS TO ACTIVATIONS** HAVE GROWN 3 FOLD FROM 9.4% TO 26.72%
- **40% REDUCTION** OF SUBSCRIBER ACQUISITION TIME

dEP's Business Impact: For One Of Top 10 Operators in the World

dEP for your Digital Reinvention Approaches

Digital Augmentation	Greenfield Strategy	Complete Transformation	Brownfield Strategy
• 3x increase in lead conversion • 40% reduction in Subscriber Acquisition Cost • Minimal disruption by supporting two-speed architecture • Overlay digital engagement, experience & analytics	• 80% reduction in time to market • 50% reduction in cost to serve • New Core Platform: Digital Engagement + Analytics + Digital BSS/OSS	• Best-of-suite Digital BSS/OSS to replace the legacy platform • Radically Simplified Engagement Platform • Improved NPS	• TWO-speed delivery model for fast forwarding digital reinvention • Incremental release and deployment model • Ensure Business Continuity

DevOps & Agile Driven Accelerated Delivery

Agile practices enable quick releases and active KPI monitoring

Squad Teams
Business Ops Team
Business as Usual (BAU) Team
New Capabilities

PEOPLE

PLATFORM

dEP
The platform accelerates digital experience for retail, enterprise and partnerships. It can be deployed as a digital layer without changing the underlying legacy systems

PROCESS

Idea to Production	» 4 Weeks to 1 Day
Releases	» Weekly to Daily
Business Operations	» Systems KPI Monitoring
Weekly User Journey Analysys	» Paralysis to Automation

dEP, tailored for off-the-shelf use cases, is apt for CSPs at any stage of digital reinvention. It helps the CSPs to take a proactive position in digital reinvention. It leverages the full potential of digital technologies to reshape customer's value proposition and redesign business operations in an efficient, effective and innovative way.

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.