



Try to imagine the following scenario: being lost, literally “trapped” within vast quantities of multi formatted data (database, xls, cdr, edr, etc.), regardless of topology (residing locally or across the network), and having to make sense out of all this. That’s a problem, but also a challenge like no other.

mAnalytics is a web-based platform that has the power to sort data out and make sense out of it. It does this effectively and with great flexibility.

mAnalytics is an essential tool, which enables your company to take the forecasting and proactive “steps” needed, in order to boost business and decrease capital or operational expenses. This is possible by analyzing customer behavior, customer trends and all other information. This alone may mean nothing, but combined with other attributes could mean a lot.

Recent studies have proved that organizations applying analytics outperform their peers.

Solutions

Reporter

Monitoring customer behavior during a campaign requires the use of a state-of-the-art platform, the mSensis’ Reporter platform.

Solution contributes to the creation and control of generated reports that help track down real-time conversion activity. This precious feedback gives you the opportunity to measure the weak and strong points of your mobile strategy, in order for you to make all changes necessary to redefine and manage it effectively.

This deep insight into the customer’s engagement facilitates your planning the next moves in the mobile marketplace, thereby gaining or retaining competitive advantage.

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agile technology to energize your business



Overview of mSensis' Platform

mSensis offers a multipurpose platform whose aim is to effectively implement business logic and therefore satisfy not only operators' business ideas, but also customers' exclusive needs.

Services offered through the platform are characterized by the unique features of modularity and reutilization. Our platform can support multiple devices and deliver results through numerous communication channels contributing to a convenient and flexible end-user approach: Web, SMS, MMS, USSD, IVR and Mobile Application.

The mSensis' Platform provides the following wide range of smart services: mMarketing, mCare, mFinancials, mMessaging, mNetworking and mAnalytics.

Key Benefits to Customers

- > Proactive methodology to minimize subscriber churn to other networks.
- > Real-time monitoring and reporting, which will provide the necessary feedback and corrective actions in order to achieve excellent performance.
- > Customization of services and promotions adding value to your business.
- > Customer loyalty leading to revenue increase.

Partnership

In an effort to keep up with the competitive and rapidly evolving marketplace, a company with a strategic goal to achieve a growing market share has to create "win-win" partnerships within its program.

The benefits are multiple for all shareholders:

- > The combination of their know-how and expertise takes the offered solution to another level, in order to achieve maximum performance and excellent results.
- > This value added and state-of-the-art service opens up new possibilities, that could lead members to markets they had not even considered before.
- > The creation of powerful and robust solutions raises the bar of competition within each industry, helping new products to prevail among others.
- > End customer is provided with upper quality solutions.