

CUSTOMER CARE & BILLING SOLUTION FOR PAY MEDIA OPERATORS.

MARKET CHALLENGES

Are you concerned that constant changes within the global Pay TV market are making it harder than ever to keep pace with your customer base? Is your current system limiting your options to meet market needs and your ability to retain and increase overall market share?

Sometimes monolithic, antiquated billing systems hold you back from reaching business goals due to inflexibility and lack of interoperability with other backend processes and systems. Is it time to consider alternatives to help future proof your business?

MEET YOUR BUSINESS OBJECTIVES

Grow Subscriber Base

ICX provides you with flexible packaging and bundling options that allow you to better target your customer base and new markets.

Speed up Time to Market

Add new products and services quickly, streamline processes and workflows, and integrate easily with the ICX pre-build IF (Integration Framework).

Increase ARPU (Average Revenue per Unit)

Drive additional revenue with bundled services, increased PPV/VOD sales, and multi-screen offerings. Measure ROI with powerful Business Intelligence capability.

Reduce Churn

Develop targeted win-back campaigns, manage multiple payment models: prepaid, postpaid, vouchers, installment plans. Monitor real-time churn using BI.

Lower TCO (Total Cost of Ownership)

Automate processes and reduce edge systems. Operate multi-company, multi-currency, multi-country services all in one system.

PROVEN SOLUTION

Hansen's end-to-end customer care and billing solution, ICX, enables operators to react to market trends quickly in a very cost effective way. Hansen CX's vast experience serving the Pay Media market (DTH, DTT, Cable, MSO, and Multi-screen operators) for nearly 20 years, provides a true best-of-breed solution for billing and customer care.

Hansen's flexible ICX solution is currently ensuring more than 30 Pay TV operators can successfully meet their customers needs. And with an average tenure of 11 years, supporting over 40 million subscribers in over 70 countries, you can be sure that you are working with a solutions provider that knows how to help you successfully meet your business goals.



FUNCTIONALITY THAT ADDRESSES THE PAY MEDIA MARKET.

DEFINE

- Segmentation
- Infrastructure
- Product Catalog
- Pricing
- Pay Per View

SELL

- Offer Detail
- Customer Address Management
- Contact Management & Product Capture

DELIVER

- Logistics Management
- Provisioning CA
- Distributor Work Order Management
- Device

BILL

- Finance
- Billing
- Invoicing
- Payment
- Arrears
- Rating

SUPPORT

- B2B Operations
- Queue
- Correspondence
- Workflow Management
- Document Storage Integration

ANALYZE

- Reporting
- Business Intelligence
- Data Analytics
- KPI Tracking

Define

Use geography and demographics to segment, profile, and target your customer base. Separate operational units using attributes like country, business unit and type. Define relationship between hierarchical business units.

Sell

Design and execute a range of targeted campaigns to maximize you market share and ROI. Manage, update and record detailed customer information including contact history, preferences, payment details and contracts.

Deliver

ICX has predefined integration connectors for most major Conditional Access systems and DRM's, supports Simulcrypt, and will control provision of service on any device that has been enabled. Use logistics management to track shipping orders, work orders, and inventory.

Bill

ICX includes robust Finance, Billing, and Rating options to give your operations maximum flexibility. ICX supports any number of billing cycles, payment models including both postpaid and multiple prepaid options, and both BFF (Balance Brought Forward) and OI (Open Invoicing) invoicing methods.

Support

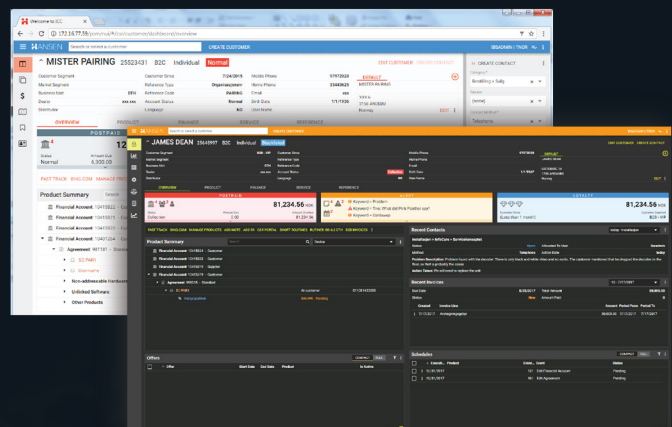
Improve your customer service support using the ICX trouble ticket management and workflow with automatic escalation processes available. Handle both residential and commercial customers smoothly; communicate and store all correspondence.

Analyze

ICX provides over 60 industry standard reports and a Pay-Media specific Business Intelligence module that gives you unprecedented insight into your operation using pre-built KPI and intuitive dashboards.

State-of-the-Art Architecture

ICX is an n-tiered, service oriented, event-driven application running on an Oracle RDMS. The system has open API's and a powerful Integration Framework that is designed to reduce the time, cost, and effort of integrating systems. Most customers host the software on-premise but the solution is cloud optimized, with as-a-service models in the pipeline.



About HansenCX

Employing over 1000 experts, Hansen's proven and scalable solutions as well as its innovative and flexible offerings, enable more than 600 clients to deliver cost-effective end-to-end business initiatives to improve their customers' experience. HansenCX has offices in Australia, USA, New Zealand, China, Denmark, Germany, Argentina, South Africa, Norway, Finland, Netherlands, Sweden, Switzerland and the United Kingdom servicing customers in over 80 countries around the world.