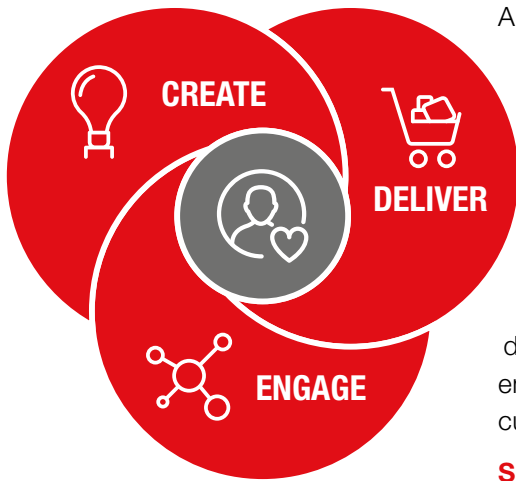


PRODUCT BRIEF



End-to-end customer care and billing for pay-media operators



Are you able to attract new subscribers with attractive, timely and flexible service bundles? Are you able to offer high quality customer care and billing to drive customer satisfaction in your subscriber base? Can you act with agility to tackle competitive threats?

All too often pay-media providers are being held back from reaching their business goals due to inflexible and disjointed business systems.

Hansen CCB is an integrated solution which streamlines operations across customer acquisition, retention, provisioning, invoicing and reporting, enabling digitally-driven customer experiences. As a proven, best-of-breed solution it enables you to focus on the core business, without being impeded by your customer care and billing systems.

Subscription and Revenue Management

Seamlessly monetise new and legacy products with support for multiple business models and pricing options.

Omni-channel Engagement and Customer Care

Improve customer satisfaction and reduce churn with digitally-driven engagement and support across channels and throughout the customer lifecycle.

Bill Management and Accounts Receivable

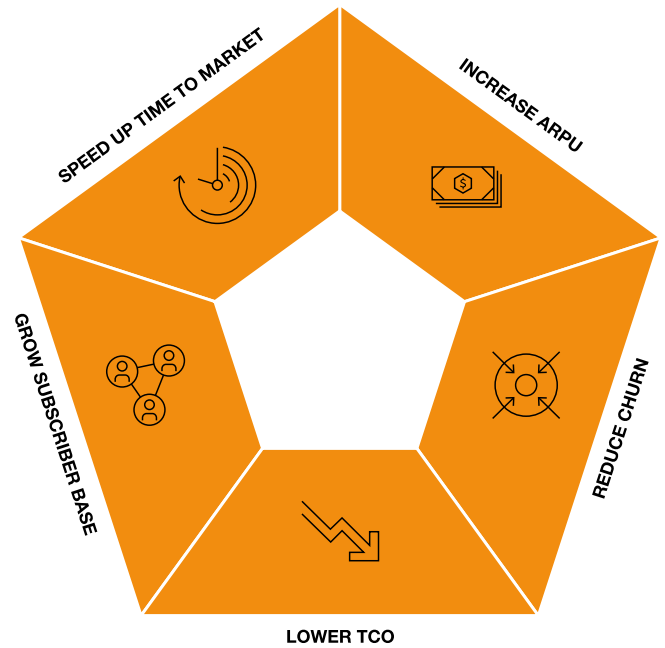
Deliver accurate bills and manage payments, with support for ERP and finance systems integration.



Hansen CCB empowers pay-media providers to meet new and increasingly sophisticated operational demands. It streamlines operations across subscriber acquisition, automating provisioning, invoicing, customer care and management reporting, with seamless integration that translates to a competitive edge in the market.

Over decades of supporting the pay-media industry, Hansen has evolved Hansen CCB to address your fundamental business objectives. It enables service providers to speed their time to market, increase ARPU, grow the customer base and reduce churn. It also reduces total cost of ownership through automation and by supporting diverse operations in one system.

The strength of Hansen CCB comes through its agility. With a configuration-driven approach, it supports a full range of prepaid and postpaid subscription models; enables flexible bundling options; offers a range of pay-per-view options; and supports the integration of over-the-top partner products. It also supports products and services beyond the pay-media segment to support multi-play offers including VoIP, broadband access and wireless.



BENEFITS

Grow Your Subscriber Base

Hansen CCB's configuration module empowers service providers to attract new customers by offering flexible and attractive products that better meet market demands.

Reduce Time-to-Market

Hansen CCB's ability to rapidly create, test and launch new products gives you the innovation agility necessary to succeed in a fiercely competitive market.

Increase ARPU

Drive additional revenue with bundled services, increased PPV/VOD sales, and multi-screen offerings, supported by campaign management and business intelligence tools.

Reduce Churn

Improve customer satisfaction with digitally-driven engagement to address pain points, and create intelligence-driven "win-back" and competitive response campaigns.

Operate Flexibility

Operate multi-company, multi-currency, multi-country services all in one system.

Reduce TCO

As an integrated, end-to-end solution which supports multiple deployment models, Hansen CCB enables pay-media providers to effectively manage the cost and complexity of their commerce software.



Hansen **Create-Deliver-Engage**™ for Communications Services Providers

Hansen**OM**™

Commercial and Technical Order Über-Orchestration and Fulfilment Management

Hansen**Portfolio**™

Installed Product, Service and Resource Inventory Management

Hansen**CCB**™

Convergent End-to-End Customer Care and Billing for CSPs

Hansen**CPQ**™

Cross-Market / Omni-Channel Quote and Order Capture

Hansen**Catalog**™

Commercial Product and Technical Service Catalog and Lifecycle Management

Hansen**Provision**™

Network Service and Device Activation

Create



Includes technical and commercial product management capabilities, enabling you to define and launch new propositions quickly and efficiently in order to meet market demand.

Sell



Integrated customer management tools enable pay-media providers to segment, profile and target both new and existing customers to grow the subscriber base and maximise ARPU.

Deliver



Includes order management and provisioning capabilities to ensure customers receive what they have bought seamlessly, driving customer satisfaction from the outset.

Bill



Accurately bill prepaid and postpaid customers for the products and services they have bought, with full revenue recognition and reporting capabilities.

Engage



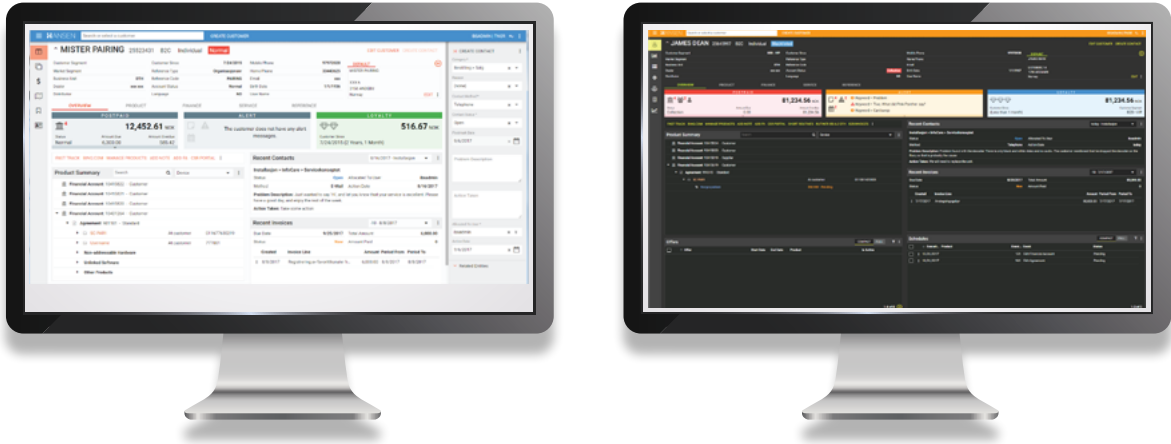
Deliver high-quality, omni-channel customer engagement throughout the customer lifecycle, including account and contract management, trouble ticketing and retention tools.

Analyze



Provides more than over 60 industry standard reports and a Pay-Media specific Business Intelligence module that gives you unprecedented insight into your operations.

END-TO-END CONVERGENT CUSTOMER CARE AND BILLING



HANSEN CCB – AS-A-SERVICE

Hansen CCB is built using the latest cloud-friendly technologies to support deployment on an “as-a-service” basis.

Hansen CCB-as-a-Service enables you to benefit from Hansen’s proven software capabilities in the pay-media market in a flexible way that enables you to optimise your total cost of ownership by taking advantage of the benefits of cloud-deployed software.

Hansen’s experts take on operational responsibility for your deployment, leaving you to focus on your core business. Supported by service level agreements, the solution reduces the cost and complexity of software deployment and maintenance while providing you with the flexibility to scale as needed to support business growth.

For customers where cloud-enabled deployments are not preferred, Hansen CCB can be deployed on-premise.

[Learn more at hansencx.com](http://hansencx.com)

Powered by Hansen



Hansen Technologies (ASX: HSN) is a leading global provider of software and services to the energy, water and communications industries. With its award-winning software portfolio, Hansen helps over 620 clients from over 30 offices worldwide to create, deliver and engage with their customers, to manage and analyze customer data, and control critical revenue management and customer support processes.

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