

# OPTIMIZE INTERACTIONS, MINIMIZE COSTS: THE FUTURE OF CUSTOMER ENGAGEMENT

Transform customer interactions with NAGRA Insight Negotiation Agent—an Autonomous Customer Care Agent powered by controlled Generative AI and digital twin technology. This advanced solution goes beyond typical chatbots, integrating voice capabilities to answer billing inquiries and deliver highly personalized service offerings to customers, all aimed at optimizing revenues and minimizing churn for the operator.

This brings massive impact, as bill explanation typically represents 60% of customer service calls for operators. By leveraging digital twin technology to simulate customer scenarios, we streamline bill explanations, boosting revenues and reducing churn, thus empowering operators to thrive in a competitive market. Elevate your customer interactions and unlock new levels of success with the NAGRA Insight Negotiation Agent.

## SOLUTION BENEFITS

- ✓ **Autonomous Efficiency:** While other solutions merely assist human agents, NAGRA Insight Negotiation Agent operates autonomously, streamlining processes and delivering unparalleled efficiency.
- ✓ **Understand Your Subscribers:** Our digital twin technology draws on the subscriber's full history of engagement to establish what exactly they want and what exactly they consider – or do not consider – valuable, right from their first engagement.
- ✓ **Match Their Bill to Their Wallet:** The negotiation agent, based on the behavioral intelligence from the subscriber's digital twin, will establish how the subscriber will respond to price changes, and communicate new offers within the scope set by your business.
- ✓ **Resolve the Data Complexity Challenge:** The more complex the data, the better. Our agent can deal with the most complex use cases and offer outcomes that are mutually beneficial for both you and your customers.

## Unlock Revenue Potential and Reduce Churn with Our Autonomous Customer Care Agent

### Subscriber Profiles

Subscriber profiles that include bill, product and switching history.

### Brand Alignment

A tone of voice aligned with the brand—for example, proposing service changes rather than discounts or downgrades.

### Focus On Objectives

Use cases that cover the key negotiation options to optimize revenue and minimize churn.

### Provide a 24/7 Service

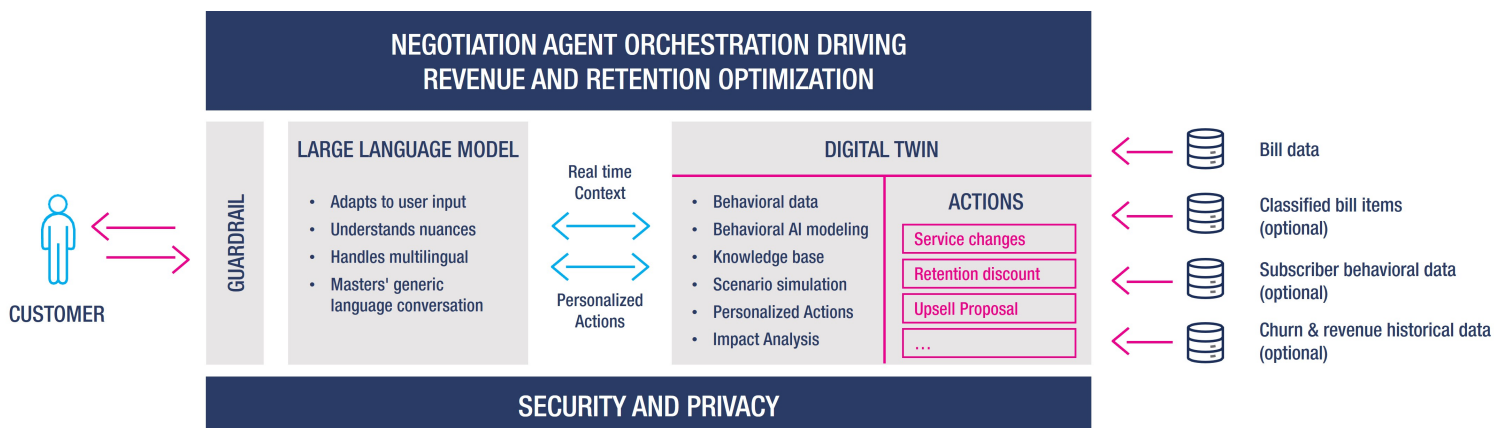
Offer a high-quality, on-tap support service across all communication channels around the clock.

### Mitigate Staffing Challenges

Keep your talent focused and engaged on complex consumer cases by outsourcing routine queries to the AI-driven virtual negotiator.

# TRANSFORM CUSTOMER INTERACTIONS, BOOST SATISFACTION, AND DRIVE REVENUE GROWTH

Designed from the ground up to meet the needs of telecommunications companies, the Negotiation Agent uses a natural language understanding (NLU) technology to process what the customer wants.



GLOBAL PAY-TV LEADER, \$1B REVENUES, LONG-TERM STABILITY

## WHO WE ARE

### SUCCESSFUL PROJECTS

**500+**  
TV Providers  
Globally

Focused on helping solution providers increase monetization and consumer reach through comprehensive security solutions.

### SATISFIED CLIENTS

**500m**  
Secured Devices  
Served Daily

Customer-focused. Delivering solutions as a service to optimize time to market and reduce operational overheads.

### CUSTOMER PROTECTION

**4000+**  
Patent Portfolio

Robust IP protection with over 500 patents attributable to a wide range of innovative technology solutions.

## FULLY CHARGED AND READY

Consumers are the central focus of all NAGRA Kudelski solutions. Working worldwide with major pay-TV and streaming service providers, we continually incorporate learnings and investment to ensure our solutions are fit-for-purpose to face the demands of today's consumers.

From turnkey applications to custom application development, NAGRA Kudelski is here to support your business needs.

[Contact us](#) to learn more.



NAGRA Kudelski is the world leader in the development and delivery of state-of-the-art technologies to secure the revenues of content owners and service providers for digital television and interactive applications across all network types.

