

ETIYA DIGITAL INTERACTION MANAGEMENT



Exceed
Everyday

Digital channels are constantly evolving, and becoming a complex and increasingly important place of interactions with customers. The target market and the needs of the audience of individual digital channels are changing over time, and the types of requests and the services needed by customers in each of them can also vary. This poses a significant challenge to companies aiming to provide fast and effective solutions, and seamless experiences across digital channels to their customer base. Digital customer service and support technologies need to enable companies not just to collect data from digital channels, but also to analyze such data, provide advanced reporting capabilities and allow customer service teams to interact with customers in real-time through their preferred channel.

WHAT IS ETIYA DIGITAL INTERACTION MANAGEMENT (DIM)?

Etiya's Digital Interaction Management is an AI-powered platform, that enables customer service and support teams to engage with customers through their preferred digital communication channels with effective social listening and proactive channel management.

WHY CHOOSE ETIYA DIM?

For companies who want to ease and enrich their digital customer interactions, Etiya's Digital Interaction Management provides a competitive and critical capability for seamless communication with customers across diverse digital channels.

By aggregating, classifying, and analyzing data in real-time, it streamlines response processes, reduces manual effort, and enhances customer satisfaction by 30-40% through faster turnaround times. With intelligent automation, a unified workspace, and actionable insights, telcos can maximize operational efficiency, reduce costs, and adapt seamlessly to evolving digital trends, ensuring superior customer experiences and long-term business growth.

Leveraging a Digital Interaction Management and Support System, organizations can meet the growing expectations of digital-savvy customers by providing convenient, personalized, and efficient interactions across various digital channels.

HOW ETIYA DIM WORKS?

Etiya Digital Interaction Management is an all-in-one platform designed to unify, streamline, and enhance digital customer interactions across multiple channels. It operates through six components:

- **Interaction Management:** Integrates and streamlines customer communications across social media, email, chat, and messaging apps, with AI chatbots handling routine queries, delivering instant responses and freeing agents for complex tasks. Offers personalized engagement through access to historical data, availability of customized templates, and document sharing. Advanced filtering and search boost efficiency, while live chat integration ensures a seamless, branded experience, together with real-time alerts, rich media, and secure access control.
- **Agent Management:** Enhances team collaboration and efficiency with role-based workflows, task assignments, and real-time audio notifications to ensure smooth coordination and prevent overlaps. Agents can communicate, request support, and stay updated for consistent and reliable service delivery. A customizable interface, flexible work status settings and tracked break times support personalization, workload management and performance monitoring, creating an organized, engaging, and efficient agent experience.



- **Post Planning:** Enables users to efficiently manage individual and bulk content distribution across multiple platforms. It supports the creation, customization, and scheduling of individual posts - text, images, and videos - tailored to platform-specific audiences and optimized for engagement on channels like Twitter and Facebook. It also supports sending scheduled, policy-compliant bulk messages via WhatsApp to predefined groups, enabling timely and targeted outreach at scale.
- **Customer Relationship and Support Management:** Integrates with CRM systems to ensure seamless customer data flow and consolidate digital engagements. By collecting and managing customer data from various social media interactions, it provides deeper insights for more precise alignment with customers' needs, enhancing overall CX. It supports efficient ticket creation and tracking via a unified live chat interface, enabling real-time, bi-directional communication and structured issue resolution across multiple messaging platforms.
- **Linguistic Intelligence:** Leverages AI to perform sentiment analysis, categorize content, detect language, ensure spelling accuracy, filter inappropriate content, and summarize interactions.
- **Analytics & Insight:** Provides real-time dashboards, customizable reporting, performance tracking, and onboarding survey tools to analyze both customer data and internal team performance.

ETIYA DIM FEATURES

- ▶ Unified multi-channel message management to send/receive/track customer messages
- ▶ Digital monitoring and listening, keyword identification
- ▶ Sentiment analysis
- ▶ Sharing text, image, document or multimedia within interactions
- ▶ Customizable user interface with profile/theme options and dark mode
- ▶ Real-time chat support and AI chatbot integration
- ▶ Full platform functionality on Mobile App
- ▶ Rule-based task assignments, workflows and collaboration tools
- ▶ Advanced filtering by time, user, category, sentiment, content type
- ▶ Mock & profanity filtering, spam detection
- ▶ AI-powered sentiment analysis and category tagging with NLP and linguistic intelligence
- ▶ Personalized and contextual engagement tracking, analytics through comprehensive dashboards
- ▶ Rule-based, real-time audio notifications for tasks
- ▶ Real-time team performance monitoring and reporting for agents & teams
- ▶ AI-generated conversation summaries
- ▶ Channel-based customer surveys with real-time analytics
- ▶ CRM integration with detailed customer profiles
- ▶ Multi-Language support
- ▶ Built-in privacy features and GDPR compliance
- ▶ Auditing and logging for compliance, traceability and security
- ▶ Supports Facebook, X, Instagram, LinkedIn, WhatsApp Business, E-Mail, RSS, News, AppStore, HMS (Huawei Store), Google Play, LiveChat, Teams, Discord, Şikayetvar, and more.

ETIYA DIM TECHNICAL DETAILS

Etiya DIM is built in line with ODA standards, and uses Open APIs, therefore it integrates easily with other Etiya products or with operators' own IT modules. Its microservices-based architecture ensures agility and flexibility to introduce or modify features and capabilities quickly. It is cloud-native for better scalability, cost-effective operation and maintenance; but it can also be deployed on-premises.

AI IN ETIYA DIM

Etiya DIM leverages integrated AI technologies to manage routine queries, provide instant answers, and refer complex issues to human representatives. Automation simplifies processes and improves response times.

AI-powered algorithms analyze text for sentiment, allowing businesses to measure customer satisfaction and proactively address concerns.

Artificial intelligence aggregates notifications from multiple channels in a single environment to boost customer care efficiency.

An AI-supported summary reporting system allows weekly analysis of data from digital channels. Percentage distributions and trend analysis of complaints coming from channels are provided according to types of complaints most frequently received (e.g. product quality, distribution problems, technical support).

BENEFITS AND KEY BUSINESS OUTCOMES OF ETIYA DIM

- **Data-Driven Insights:** Real-time monitoring, AI analytics, and customizable reports support decision-making.
- **Enhanced Customer Experience:** Delivers faster, more personalized, and consistent service across channels, collects first-hand customer feedback and insights, improves NPS.
- **Improved Brand Perception:** Consistent tone, safe communication, and responsive service improve customer satisfaction, build trust and loyalty.
- **Scalable Communication:** AI chatbots and multilingual support ensure scalable, global customer engagement.
- **Stronger Collaboration:** Integrated task assignment and internal messaging streamline team coordination.
- **Flexible and Engaging Agent Experience:** User-friendly interface and customizable work modes increase employee satisfaction and productivity.
- **Improved Operational Efficiency:** Decreases inbound calls to Call Center, and saves OpEx. Improves customer service productivity through centralized workflows, automated notifications, and advanced filtering reduce task duplication.

CUSTOMER SERVICE EXCELLENCE WITH A COMPREHENSIVE PRODUCT SUITE

Etiya offers a comprehensive set of software applications that enable telecom companies to create an all-digital customer experience, with the personalization and flexibility demanded by customers.

Etiya's Digital Interaction Management is seamlessly integrated with other Etiya products in the Customer Service Suite (together with Customer Service Management and Chatbot - Conversational Agent), offering a more holistic approach to customer service capabilities.



ABOUT ETIYA

Etiya is a leading software company providing customer experience-focused, AI-driven Digital Transformation with its **award-winning product portfolio**, and also disruptive BSS solutions for Digital Brands from launch to evolution.

Etiya aims to be a trusted long-term partner for service providers offering strategic enablers and industry standards compliant, sustainable software solutions. Its microservices-based architecture, DevOps methodology, and AI-driven portfolio provide a competitive advantage to its customers by bringing agility and flexibility into their business, and enabling market differentiation.

Çifte Havuzlar mah. Eski Londra Asfaltı Cd. A2 Blok
151/B No: 101 Y.T.Ü Davutpaşa Kampüsü Teknopark
Esenler İstanbul
Türkiye

contact@etiya.com
www.etiya.com

