ETIYA DIM

DIGITAL INTERACTION MANAGEMENT

AI-native Digital Interaction Management that unifies customer conversations, social listening, and digital engagement across every channel.

Deliver faster, contextual, and AI-assisted support experiences with real-time analytics, intelligent automation, and seamless omnichannel orchestration.

TELECOM



ETIYA

SOLUTION BRIEF

CHALLENGES YOU SOLVE

FRAGMENTED DIGITAL CHANNELS

Disconnected customer interactions across social, chat, email, and messaging platforms.

HIGH MANUAL WORKLOAD

Agents spend too much time handling repetitive interactions and routing requests.

LIMITED CUSTOMER INSIGHT

Lack of real-time sentiment, engagement, and behavioural intelligence.

SLOW RESPONSE TIMES

Inefficient workflows impact customer satisfaction and retention.

KEY CAPABILITIES

OMNICHANNEL INTERACTION MANAGEMENT

Unified communication across social media, email, chat, and messaging apps.

AI-POWERED AUTOMATION

AI chatbots, sentiment analysis, conversation summaries, and intelligent categorisation.

REAL-TIME ANALYTICS & INSIGHTS

Live dashboards, reporting, performance tracking, and customer surveys.

AGENT MANAGEMENT & WORKFLOWS

Task assignment, collaboration tools, notifications, and workload management.

CRM & CUSTOMER DATA INTEGRATION

Integrated customer profiles and real-time contextual engagement.

CLOUD-NATIVE MICROSERVICES

ODA-aligned, Open API-enabled, scalable cloud-native architecture.

WHY ETIYA DIM

- AI-POWERED DIGITAL CUSTOMER ENGAGEMENT PLATFORM
- TM FORUM ODA-ALIGNED & OPEN API ENABLED
- SUPPORTS SOCIAL, CHAT, EMAIL & MESSAGING CHANNELS
- REAL-TIME SENTIMENT ANALYSIS & SOCIAL LISTENING
- CLOUD-NATIVE DEPLOYMENT WITH MICROSERVICES ARCHITECTURE
- PRE-INTEGRATED WITH ETIYA CUSTOMER SERVICE SUITE

BUSINESS IMPACT

1. CUSTOMER EXPERIENCE

- 30–35% improvement in CSAT
- Increased customer retention
- Reduced churn through proactive engagement

2. AGENT PRODUCTIVITY & OPERATIONAL EFFICIENCY

- 60% reduction in average handling time
- 60% less manual work
- Faster digital interaction resolution

3. AUTOMATION & AGENTIC AI IMPACT

- 90%+ first response time reduction
- 50% faster conversation closure
- AI-generated summaries and routing

4. BUSINESS IMPACT & COST OPTIMISATION

- Up to 40% reduction in OpEx
- 15–25% decrease in churn risk
- 60% faster time to value

5.PLATFORM ADOPTION METRICS

- 99.9% SaaS availability
- 50% faster integration cycles
- Rapid deployment and scalability



ABOUT ETIYA

Etiya is a leading software company providing customer experience-focused, AI-driven Digital Transformation with its award-winning product portfolio, and 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.

GLOBAL COMPANY ● 1500+ EMPLOYEES IN 7 COUNTRIES ●

© 2026 Etiya. All rights reserved.