

DIGITAL BSS FOR DIGITAL BRANDS

Grow Beyond Core:
AI-driven, Cloud-native BSS for Digital Brands for Business Diversification

Gartner®

Etiya has been recognized in the
2025 Gartner® Magic Quadrant™ and Critical Capabilities Report
for AI in CSP Customer and Business Operations.

[Learn More](#) ↗

DIVERSIFY YOUR BUSINESS DISCOVER UNTAPPED GROWTH OPPORTUNITIES

Operating on a highly saturated market requires new business models to **achieve incremental growth**. Launching new digital brands to **address new target segments and specific demands** in a tailored way can drive differentiation that CSPs need in such a competitive environment.



FOR GREENFIELD DIGITAL BRANDS. EXPERIMENT AND DIVERSIFY.

Etiya Digital BSS for Digital Brands offers cutting-edge solutions for **fast deployments, rapid adaptation and quick value creation** for your business.

We deliver future-proof, cloud-native agility to reduce costs, offering **scalable, pay-as-you-grow SaaS or managed service options**, that enable continuous innovation with minimal upfront investment.

UNIQUE CX. VIRAL BUSINESS GROWTH. LIFETIME STRATEGIC PARTNERSHIP.

We provide you with all the appropriate tools to **make your brand unique**, and achieve **viral business growth** through excellent CX and AI-driven personalization.

We are more than just a technology provider—we are a **lifetime strategic partner**, **securing strategic outcomes** for your business from launch to evolution.



DISRUPT THE MARKET TRANSFORM YOUR BUSINESS

AGILITY & FAST VALUE CREATION

New Products and Offerings Configured within Minutes

Flexible, catalog-based product configuration for market agility and faster time-to-revenue.

ENHANCED OPERATIONAL EFFICIENCY

Up to 90% Reduced CSR Staff, Up to 50% Automated Ticketing

100% digital channels, extensive self-care, 24/7 availability with minimal service team. Automated workflows, standardized processes.

AI-DRIVEN ENGAGEMENTS FOR GROWTH

12-18% Increase in ARPU, 8-15% Uplift in CLV

Digital Twin-led predictions and hyper-personalization for better conversions; proactive retention, forecasting and simulations.

FUTURE-PROOF BASE FOR EXPANSION

Launch New Brands with Distinct Identities within Months

Multi-tenant design enabling rapid business diversification and unlocking new growth opportunities.

DIFFERENTIATING LOYALTY REDUCING CHURN

Up to 50% Lower Churn Propensity among Active Loyalty Program Participants

Unique loyalty, gamification and community building features for improved customer satisfaction, retention and viral growth.

ENHANCED CUSTOMER EXPERIENCE

Up to 40% Higher First Contact Resolution

Chatbot - Conversational Agent using RAG and LLM models for personalized, human-like interactions, improving CSAT & NPS scores.



Pierre Bonin

CIO of Videotron, Canada

OUR PARTNERS TOLD ABOUT US:



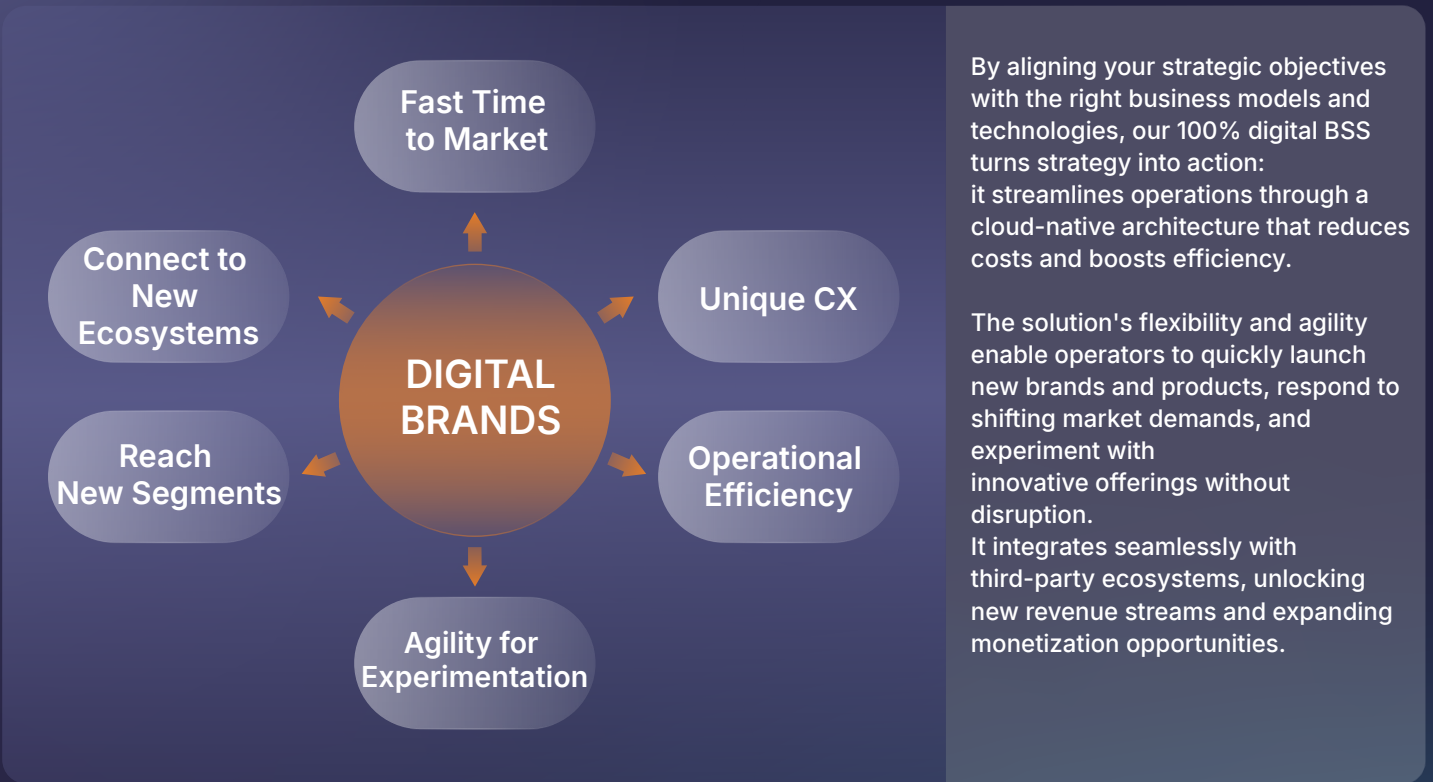
We initially selected Etiya based on its proven record for delivery, and its sophisticated AI platform. The relationship quickly evolved into a true partnership where our complementary expertise became the key to successfully develop and implement this ambitious project."

Project

Launch of Fizz, a greenfield digital brand for Videotron

HOW ETIYA DIGITAL BSS FOR DIGITAL BRANDS WORK

NEW BUSINESS MODEL FOR INCREMENTAL GROWTH



CORE BSS CAPABILITIES

- Unified management of customers, products, assets, and key telco sales, marketing, and service processes
- API-driven architecture enabling seamless system integration
- CI/CD and DevOps supporting rapid time to market
- Pay-as-you-grow model with reduced upfront CapEx
- Evergreen software with continuous updates



CX & PERSONALIZATION

- Customer-first design across products, journeys & interfaces
- AI-driven hyper-personalisation, context-aware offers and service interactions
- NBA recommendations, CLV maximization, churn scores
- Higher conversion, improved satisfaction, and reduced churn
- Automated onboarding, service management, and issue resolution



UNIQUE LOYALTY AND GAMIFICATION

- Interactive and experience-driven journeys driving emotional connection
- Multiple loyalty programs both with instant rewards and long-term engagement schemes
- Points, Coupons and Reward management with a flexible infrastructure
- Dynamic, personalized rewards to build brand loyalty and reduce churn
- Community features (gifting, sharing)

THE TECHNICAL CORE STANDARDS-BASED. CLOUD-NATIVE. AI-POWERED.

Etiya's Digital BSS for Digital Brands is a comprehensive BSS baseline offer, that can be extended into a full BSS technology stack; suitable for various needs, markets and customer segments.



Out-of-the-box BSS solution

Allows adapting to changing market requirements quickly, and go live with new brands within months. Essential BSS modules with **pre-defined customer journeys** based on telco best practices to accelerate launch, reduce operational effort and ensure seamless CX.



Multi-tenancy for Diversification

Multi-tenant design for launching and **managing multiple brands and propositions, utilizing operational synergies**, while keeping distinctive brand identities, and customer experiences, cutting costs, accelerating GTM, and innovation.



Modularity and Industry Standards

Built on **ODA standards** and **using Open APIs**. Designed to ensure easy integration and facilitate ecosystem partnership monetization. Now with an **MCP Server** for plug-and-play **integration across agentic and automation ecosystems**.



Cloud-Native Performance

Optimized for the cloud to deliver superior scalability, cost-effective maintenance and upgrades, **pay-as-you-grow models**. Partnership with **AWS and Microsoft Azure**. Also available as a **Managed Service model**.



AI-powered Intelligence

Industry-leading AI capabilities for **personalized customer service, and adaptive and performance-driven care operations**. Digital Twin of Customer & Agentic AI delivering insights and autonomy for efficiency and decision support.



Agile Microservices

Flexibility to introduce new features or modify capabilities with industry-leading speed. **Low-code/ no-code configuration and zero-touch operation** empowering business users and end-customers, offering faster innovation, operational efficiency, and improved CX.



READY TO UNLOCK NEW OPPORTUNITIES AND DISRUPT THE MARKET?

[Book a Demo](#)

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-standard, sustainable software solutions.

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