DIGITAL INTERACTION MANAGEMENT

Proactive Engagement Across Digital Channels, powered by AI
For Seamless, Personalized Customer Communication



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 ↗

TRANSFORM SOCIAL AND MESSAGING CHANNELS INTO AN EXTENSION OF YOUR CUSTOMER SERVICE

Evolving digital channels are increasingly important touchpoints for customer interactions, challenging companies to deliver effective issue resolutions beyond their own care channels.
Etiya Digital Interaction Management (DIM) enables your team to manage care requests and provide fast and seamless services on your customers' preferred channel.



ONE INTEGRATED HUB. MULTIPLE DIGITAL CHANNELS. SMARTER CONVERSATIONS.

Etiya's AI-powered Digital Interaction Management **supports customer service teams with effective social listening and proactive channel management.**

It provides unified multi-channel message management for customer messages, digital monitoring, listening and keyword identification.

OPTIMIZED FOR BUSINESS EFFICIENCY. DESIGNED FOR CUSTOMER CONVENIENCE.

Through this unified environment, care teams can **interact with customers in real-time, through their preferred channels**, enabling the resolution of issues before they could escalate.

Real-time data insights power timely and contextual responses, while **AI-driven automation** reduces manual efforts. **Faster turnaround times** enhance customer satisfaction and loyalty, ensuring long-term business growth.



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EXCEPTIONAL SERVICE EXPERIENCES
DRIVING LOYALTY AND GROWTH

MEANINGFUL COST OPTIMIZATION

Up to 40% Reduction in OpEx

Optimized agent tools and workflows deliver more productive customer service experiences, and reduce inbound calls to call center

ENHANCED CX AND BRAND PERCEPTION

Up to 35% CSAT improvement

Higher scores due to proactive engagement, sentiment analysis, and improved personalization

IMPROVED CUSTOMER RETENTION

15-25% Decrease in Churn Risk

Proactive engagements before issues escalate, faster issue resolutions for improved customer satisfaction

ENHANCED OPERATIONAL EFFICIENCY

60% Reduction in Average Handling Time

Reduced manual tasks through process automation and RPA

IMPROVED AGENT PRODUCTIVITY

90+% Reduction in First Response Time (FRT)

Automation and Agentic AI cut response times and deliver faster conversation closure

SIMPLIFIED CUSTOMER SERVICE PROCESSES

Integrated Task Assignments, Streamlined Coordination

Rule-based workflows, notifications, optimized processes, seamless collaboration among team members

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HOW ETIYA DIM WORKS?
SERVICE ACROSS DIGITAL CHANNELS AT SCALE

- Interaction Management
- Agent Management
- Post Planning
- Customer Relationship & Support
- Linguistic Intelligence
- Analytics & Insights

Etiya's Digital Interaction Management is a comprehensive framework with six components, designed to unify, streamline, and enhance digital customer interactions across multiple channels.

Multi-language support enhances CX, while built-in privacy, auditing and logging helps meet compliance, traceability and security requirements. It also provides full functionality on Mobile App.

INTERACTION MANAGEMENT

- Integrated communication across social media, email, chat and messaging apps
- Handle the routine instantly with AI; let humans to handle the rest. Experience seamless handoffs with NLP and Agentic Live Chat.
- Real time alerts, enhanced dialogue management tools with AI aids
- Language-aware automated template-based responses.

AGENT MANAGEMENT

- Efficiency through rule-based workflows and task assignments
- Audio notification to support prompt responses
- Customizable agent experience with easy-to-use interface
- Streamlined team communication and supervisor support requests

POST PLANNING

- Manage individual and bulk content distribution across multiple platforms
- Creation, customization, and scheduling of posts tailored to platform-specific audiences with AI aids.
- Policy-compliant bulk messages via WhatsApp to pre-defined groups
- Planning of scheduled posts over a calendar view.

CUSTOMER RELATIONSHIP & SUPPORT

- CRM integration for seamless customer data flow and consolidated digital engagements
- Data collection from social media interactions
- Ticket creation & tracking via unified live chat interface
- Real-time communication and issue resolution across messaging platforms

LINGUISTIC INTELLIGENCE

- Sentiment analysis, content categorization, language detection, spelling accuracy, mock/spam filtering
- Context-aware response generation with AI
- Natural, human-like interactions matching customer language and tone
- AI based dialogue summaries and response suggestions

ANALYTICS & PROACTIVE INSIGHTS

- Real-time dashboards, customizable reporting
- Team management: performance tracking with real-time agent reporting
- Customer feedback survey design and management, satisfaction score tracking
- Digital Twin community insights to focus on potential negative and positive influencers and hence empowerment of your brand

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THE TECHNICAL CORE
STANDARDS-BASED. AGILE. CLOUD-NATIVE.

Seamless Integration

Built on **ODA standards** and **using Open APIs,** now with an MCP Server for plug-and-play integration across agentic & automation ecosystems. With Single Sign-on authentication.

Agile Microservices

Flexibility to introduce new features or modify capabilities with industry-leading speed. Built for multi-tenancy, for scalability across multiple business units.

Cloud-Native Performance

Optimized for the cloud to deliver superior scalability and cost-effective maintenance, with on-premises flexibility.

AI-native

Adaptive, future-ready, and performance-driven. Care operations extended to digital channels, with embedded AI capabilities for truly personalized customer services.



WANT TO LEAD IN CUSTOMER EXPERIENCE ACROSS DIGITAL CHANNELS?

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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