Product Portfolio
Overview

Leadingpoint

1. NetCell

NetCell is a 2G/3G/4G and 5G Monitoring and Troubleshooting product that offers network operators comprehensive visibility into Radio Access networks.

What does NetCell do?

1   **Network Performance Detection.** Detects service failures and network performance degradation in 2G/3G/4G/5G-NSA environments.

2   **Network Issue Diagnosis**. Identifies the root cause of issues related to 2G/3G/4G/5G-NSA networks.

3   **Valuable Access Insights .** Provides insights into the Radio Access clusters on an hourly, daily, and peak-hour basis for comprehensive network visibility.

4   **Configuration & Fault Tracking .** Tracks Network configurations (CM) and compares network element faults (FM) across various network elements.

5   **Performance Degradation Mitigation.** Identify and mitigates network performance degradation in 2G/3G/4G/5G-NSA environments.

6   **Network Optimize .** Optimizes network performance degradation in 2G/3G/4G/5G-NSA environments.

Key features

NetCell provides real-time network visibility, allowing you to monitor network KPIs, optimize performance, generate dashboards, and identify network failures.

1 **Customizable**
Customize network KPIs for multiple networks & vendors.

2 **Network Insights**
Track performance with self-optimizing features (SON) based on traffic, neighbors, etc.

3 **GIS Mapping**
Visualize network data across vendors & locations for better planning & decision-making.
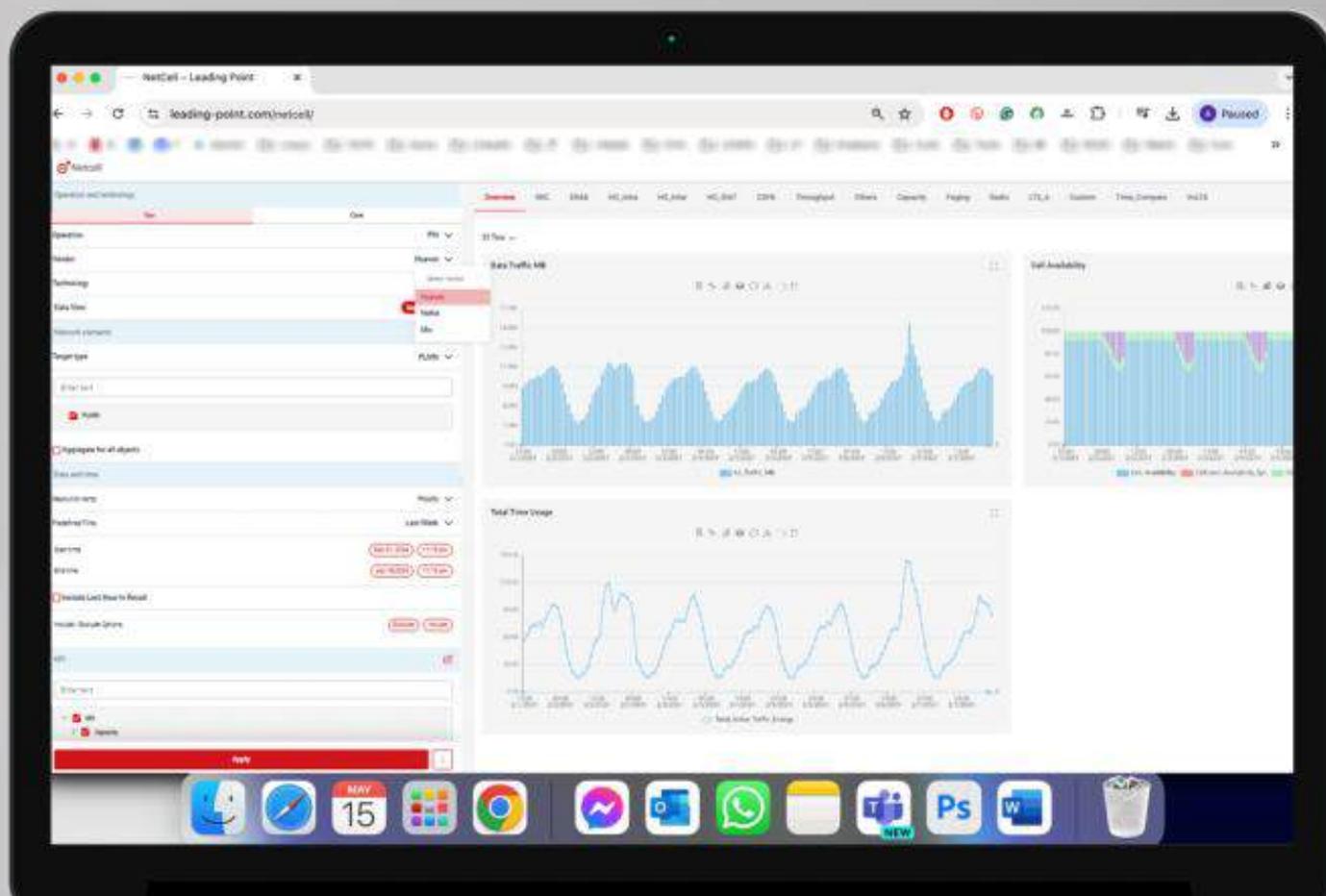
4 **Network Configuration Management**
Monitor, import & distribute network configurations.

5 **Improving Fault Management**
Track faults across technologies & vendors.

6 **Network Optimization**
Detect misconfigurations & optimize performance.

7 **Customizable Dashboards**
Pre-configured dashboards with KPIs for various network types (2G/3G/4G/5G) and parameters.

Key Benefits for Telecom Operators

Comprehensive Analysis: Provides in-depth insights with built-in troubleshooting tools for root cause analysis (RCA).

Versatility: Accommodates multiple technologies, spanning 2G, 3G, 4G, and 5G-NSA networks.

Vendor Agnostic: Supports major vendors (Huawei, Nokia, Ericsson) through 3GPP standards.

Streamlined Site Management: Simplifies new site setup and updates, tracks information changes easily.

Operational Efficiency: Optimizes OPEX by reducing the time and resources required for complex network monitoring and management tasks.

Faster Problem Resolution: Lowers Mean Time to X (MTTx) with correlated troubleshooting, expediting issue resolution.

2. SalesPoint

For enterprises facing the complexities of managing diverse sales channels, our comprehensive SalesPoint solution is the answer. Designed for seamless deployment, it empowers businesses to manage, monitor, and control both direct and indirect sales channels effortlessly, even across multiple regions.

What does SalesPoint do?

1 **Sales Channel Management.**
Creating, managing, & overseeing both direct & indirect sales channels. **SalesPoint** offers flexible tools for creating & managing sales channels, allowing organizations to adapt to changing market conditions & client preferences.

2 **Optimized Territory Allocation**
Enhanced sales channel territory management. By leveraging geographic data & customer insights, businesses can allocate resources effectively & target their sales efforts more precisely.

3 **Accurate Commission Rewards**
Our platform guarantees accurate commission calculation, facilitating instant & precise rewards for sales efforts. Moreover, it enhances the efficient implementation of promotional tactics and offerings.

4 **Sales Process Oversight**
Monitor and maintain control over sales processes. Operators attain immediate insight into their sales operations, enabling them to observe performance, monitor progress, & pinpoint areas for enhancement.

5 **Actionable Sales Analytics**
Offers powerful analytics features, allowing companies to scrutinize sales performance metrics and gain invaluable insight into their overall operations. Empowered with data-driven insights, businesses can detect patterns and refine their sales strategies.

6 **Streamlined Visit Management**
Improved dealer and distributor visit management through scheduling tools, appointment tracking, and efficient resource management. Boost productivity, minimize costs, and elevate the overall performance of sales teams in one package.
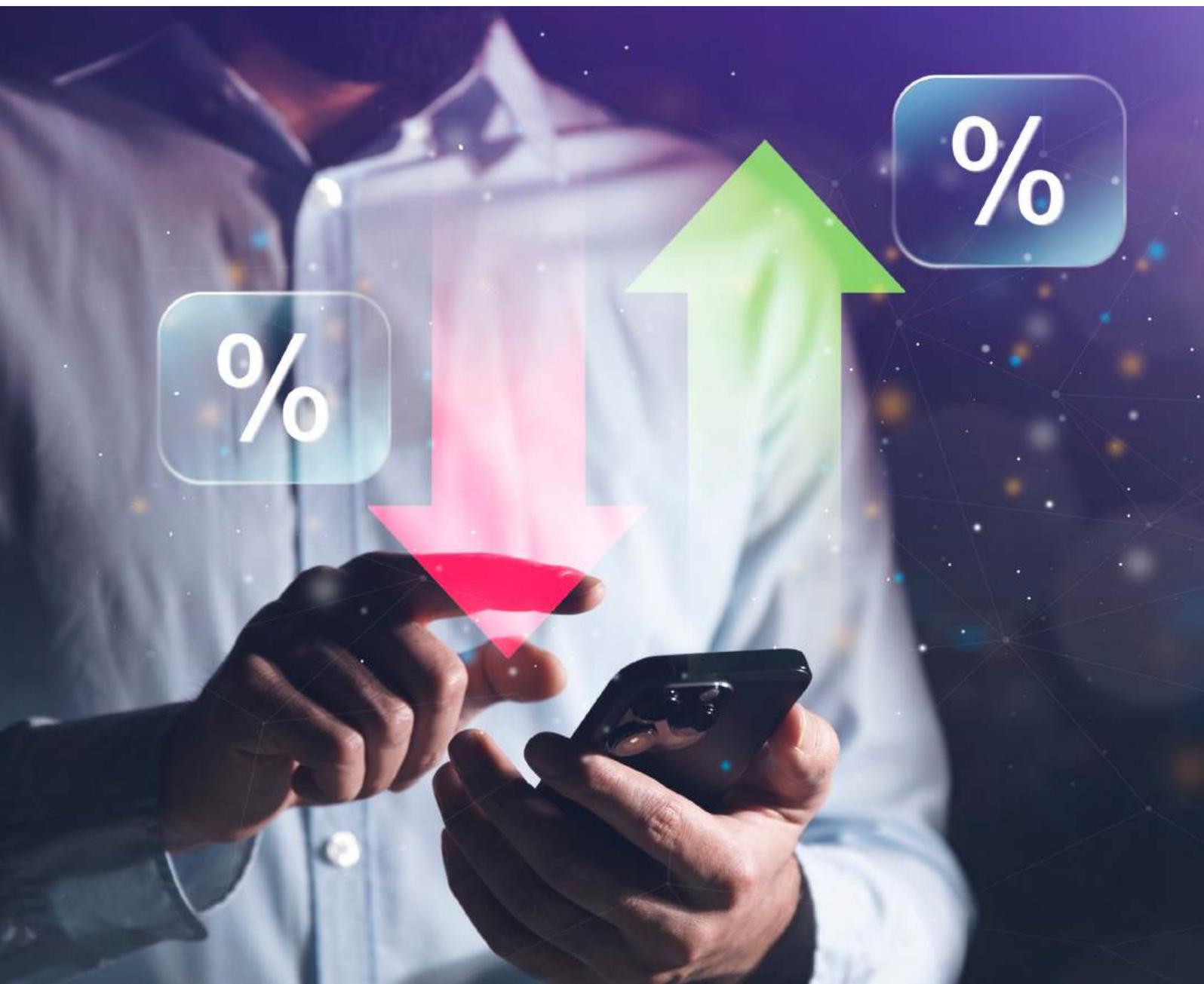
Key Features

SalesPoint offers a suite of features designed to automate workflows, deliver real-time insights, and provide a unified view of your sales data – all fully customizable to your specific needs.

1. **Smart S&D.** Optimizes your sales team's workflow, enabling them to dedicate more time to their core competency: boosting sales. We introduce automation into the sales cycle.

2. **Actionable Insights.** Empower your team with actionable insights through near-real-time analytics presented in the simplest format possible.

3. **Real Time Access to Data and KPIs.** Our solution ensures seamless and real-time access to data and KPIs across various sales channels, simplifying the decision-making process. Despite the challenge of sourcing data from diverse channels, our system efficiently collates and presents it.

4. **Tailored to Your Unique Business Environment.** Our highly customizable solutions are designed to meet the distinct requirements of each enterprise, effortlessly adapting to specific operational needs and business objectives.

5. **Easy Integration with Third-Party Systems. SalesPoint** seamlessly integrates with existing BSS Systems, enabling organizations to leverage their current infrastructure and data assets. By eliminating silos and promoting collaboration across departments, businesses can improve data consistency and proficiency, streamline workflows, and enhance overall operational efficiency.

6 **Automated Commission Management and Calculation. Salespoint** ensures streamlined commission management and calculation, coupled with seamless campaign oversight. Regardless of complexity, our platform guarantees accurate commission calculation, facilitating instant and precise rewards for sales efforts. Moreover, it enhances the efficient implementation of promotional tactics and offerings.

Benefits for Enterprises

1 Optimized Inventory Management: Enhance inventory control and streamline asset management for greater operational efficiency.

2 Accurate Commission Management: Implement advanced, automated commission calculations and payouts, ensuring precise and timely compensation across sales channels.

3 Streamlined Customer Acquisition: Simplify the customer acquisition process, reducing time-to-market and boosting conversion rates.

4 Proactive Fraud Prevention: Mitigate fraud risks proactively through data-driven monitoring and robust security measures.

5 Market Expansion: Expand market reach by leveraging strategic sales approaches tailored to new and emerging markets.

6 Seamless Partner Onboarding: Onboard dealers and distributors seamlessly with minimal effort, fully integrating them into sales networks in just a few clicks.

3. SendPoint

SendPoint is an advanced AI-powered customer engagement and communication product. It is a multi-channel communication platform, equipped with many innovative features, digital engagement, customer segmentation, and advanced analytical and automation capabilities.

What does SendPoint do?

- **Personalized Customer Engagement:** Revolutionize customer interactions by personalizing content, language, and delivery times across preferred channels.

- **Campaign Channel Expansion:** Expand the scope of customer campaigns with a variety of channels and customizable templates.

- **Centralized Content Management:** Centralize the management of content, customer contacts, and preferences across all consuming ecosystems.

- **Meta Integration:** Connect with your audience like never before by integrating your customer base with Meta Business and aligning your strategies with Meta's features.

- **Channel Performance Monitoring:** Monitor channel performance and track customer preferences to enhance notification reach and effectiveness.

Key Features

- **Notification builder:** Create and connect notifications to trigger events, assign targeted channels, craft multilingual copies for each channel, insert dynamic content, and manage delivery options.

- **Template builder:** Utilize a centralized template builder to enhance content reusability, supported by AI for content generation, verification, context validation, rephrasing, extracting preferred delivery times, and determining customer-preferred channels.

- **Dashboard and Reporting:** Monitor the performance of notifications, campaigns, and delivery channels through comprehensive dashboards and reporting tools.

- **Seamless Ecosystem Integration:** Facilitate integration with various technologies and enhance data retrieval capabilities for event-driven notifications that are independent of the systems triggering them.

- **Campaign management:** Manage campaign types, recipients, content parameters, delivery progress, and reporting, along with scheduling and channel throttling.

- **Meta business integration and management:** Embed Meta business tools for campaign creation, including template creation, submission for approvals, status inquiries, sender synchronization, event tracking, quota management, and comprehensive campaign reporting.

Benefits for Enterprises

- **Channel Performance Monitoring & Optimization:** Monitor notification channel performance and optimize efforts to maximize reach and impact across various channels.

- **Customer Engagement Tracking:** Track customer preferences for notification channels, delivery timings, and open rates to refine engagement strategies effectively.

- **Centralized Notification Management:** Manage all notification content from a single, centralized platform, ensuring consistency across all systems and touchpoints.

- **Event-Driven Notifications:** Decouple notifications from source systems, enabling precise control over triggers and delivery timing for each notification.

- **Enhanced Customer Experience:** Deliver tailored notifications based on customer preferences, optimizing engagement through targeted messaging.

- **Expanded Notification Reach:** Increase notification reach by integrating multiple channels, ensuring broader audience coverage and greater impact.

4. DeliveryPoint

DeliveryPoint is a comprehensive and innovative delivery management solution designed to streamline and optimize the last-mile delivery process for businesses. The platform caters to the needs of delivery drivers, dispatchers, and administrators, offering real-time tracking, automated routing, secure authentication, and comprehensive reporting capabilities.

What does DeliveryPoint do?

- **Delivery Management.** From driver registration and document verification to real-time order tracking and multi-stop route planning, **DeliveryPoint** ensures that every delivery is executed with precision and efficiency.

- **Order Tracking.** Ensure accurate and timely delivery of products and services through advanced tracking capabilities, keeping customers informed every step of the way.

- **Service Visits Coordination.** Streamline the coordination of technician visits and maintenance appointments, ensuring timely service and optimized resource allocation.

- **Service Quality Enhancement.** Improve overall service quality by integrating scheduling automation, real-time updates, and customer feedback, effectively reducing downtime and elevating customer satisfaction.
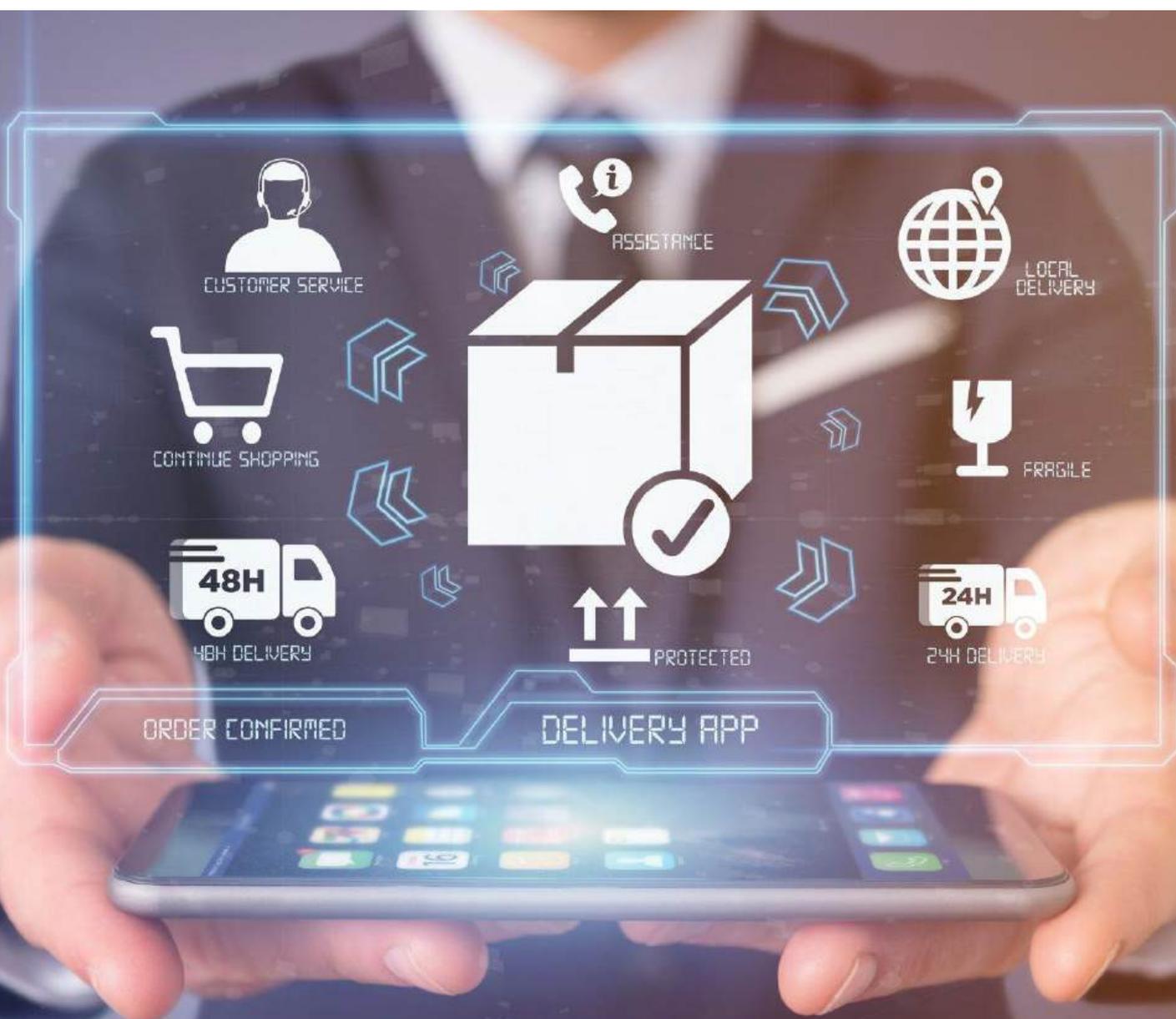
Key Features

- **Drivers Onboarding and Hiring.** Self-verification through ID scanning and facial recognition, secure user registration, and document submission.

- **Administrative Tools.** Robust roles and permissions management, order reassignment, cancellation and rescheduling capabilities, and efficiency insights dashboard.

- **Security and Compliance.** Advanced authentication protocols, document repository management with expiry alerts, and secure access to system features and data.

- **Real-time Order Tracking** Provide customers with real-time tracking information for their orders.

- **Auto Route Optimization.** Automatically optimize delivery routes to improve efficiency and reduce travel time.

Benefits for Enterprises

- **Enhanced Operational Efficiency:** Automate routing and leverage real-time tracking to streamline delivery processes, minimize downtime, and improve delivery times.

- **Improved Customer Experience:** Keep customers informed through timely notifications and seamless communication, driving higher satisfaction and loyalty.

- **Scalability: DeliveryPoint's** scalable architecture enables businesses to expand delivery operations without compromising performance or efficiency.

- **Optimized Visit Management:** Automate technician visit management to reduce downtime, enhance coordination, and improve overall service quality.

- **Data-Driven Insights:** Access robust reporting and analytics to gain valuable insights into operational performance and customer experience, enabling continuous improvement.

5. LoyaltyPoint

Offers personalized, real-time experiences that transcend conventional rewards, enhancing engagement and empowering users. With AI-driven technology, it ensures that every interaction is valuable and contributes to long-term satisfaction and loyalty.

What does LoyaltyPoint do?

- **Track Customer Preferences.** Leverage AI-driven analytics to continuously track customer preferences, enabling the creation of tailored rewards that foster long-term engagement.

- **Reward Flexibility.** Offer diverse reward options, including points-based systems, tiered benefits, and experiential rewards, ensuring a flexible and impactful loyalty program.

- **Sustained Engagement.** Keep customers actively engaged through instant alerts about their loyalty status and new reward opportunities.

- **Enhanced Program Experience.** Incorporate gamification elements like badges and leaderboards to boost engagement and encourage continued participation.

- **Data-Driven Optimization.** Utilize customer feedback and advanced analytics to refine loyalty strategies, effectively increasing overall customer lifetime value.

Key Features

- **AI-Powered Personalization.** Uses advanced algorithms to analyze customer data for personalized reward recommendations based on behavior and preferences.

- **Persona-Based Loyalty Programs.** Tailors loyalty initiatives to different customer segments, ensuring relevant rewards and incentives.

- **Integrated Customer Analytics & Reporting.** Combines loyalty program data with comprehensive analytics for real-time refinement of strategies and customer insights.

- **Interactive Gamification.** Includes challenges, badges, and leaderboards to foster competition and engagement among customers.

- **Multi-Option Reward Selection.** Provides users with a range of rewards, giving them flexibility and control over how they redeem their points or benefits.

- **Omnichannel Engagement.** Boosts interaction across multiple channels (referrals, health, sustainability), enhancing user loyalty and rewards.

Benefits for Enterprises

- **Enhanced Customer Retention:** Boost customer retention through personalized rewards, targeted incentives, and effective churn reduction strategies.

- **Revenue Growth:** Drive revenue growth by maximizing existing customer relationships through increased retention, engagement, and tailored service offerings, leveraging data for targeted promotions and upselling.

- **Increased Customer Engagement:** Strengthen brand affinity with diverse rewards, interactive gamification, and personalized interactions that keep customers actively engaged.

- **Personalized Marketing:** Utilize customer insights to run highly targeted marketing campaigns based on specific preferences, driving higher conversion rates.

- **Data-Driven Optimization:** Gain actionable insights by integrating customer feedback and analytics, enabling continuous refinement of loyalty programs and engagement strategies.

6. SelfPoint

SelfPoint is designed to provide users with a seamless, intuitive experience for managing their services. From the moment they download the app, users are guided through a streamlined onboarding process that includes secure document scanning, facial recognition, and NFC card reading for quick and efficient setup.

What does SelfPoint do?

- **Streamlined User Experience. SelfPoint** offers a seamless onboarding process with intuitive navigation, allowing users to effortlessly explore and utilize its comprehensive features.

- **Robust Authentication.** Implement versatile authentication methods, including email, social media, and multi-factor authentication, ensuring data security and user trust.

- **Unified Account Management.** Consolidate multiple service accounts into a single profile, manage subscriptions and add-ons, and access a comprehensive dashboard for secure bill viewing and payment.

- **Service Offerings.** Support the purchase of SIM cards, internet services, and devices through an integrated eShop, creating a unified customer journey.

- **Optimized User Experience.** Leverage real-time analytics, seamless system integration, and performance optimization to deliver a consistently high-quality user experience.

- **Global Reach & Accessibility. SelfPoint** features an intuitive interface and multi-language support to effectively serve a diverse, global user base.

Key Features

- **Customer Onboarding.** Streamlined onboarding process using OCR for document scanning, liveness and facial recognition, and NFC card reading for data extraction.

- **Account Management.** Add and manage multiple accounts under a single profile with detailed account information synchronized with CRM.

- **Purchase and Manage Value-Added Services.** Seamlessly purchase mobile SIM cards, internet services, devices, tablets, and accessories through integrated eShop functionality. Manage bills, payment methods, and auto-pay options from a single, user-friendly platform.

- **Customer Support and Interaction.** Contact customer support, chat with agents, raise and track support tickets, and use AI-driven features like chatbots and voice commands.

- **Gamification and Engagement.** Implement gamification elements (points, badges, leaderboards, challenges) with personalized challenges and rewards, including a Wheel of Fortune game for daily rewards.

Benefits for Enterprises

- **Personalized User Experience:** Tailored content and notifications based on user preferences, with gamification and loyalty programs to boost satisfaction.

- **Innovative Features for Enhanced Control:** Simplified login with header enrichment and social media authentication.

- **Comprehensive Analytics and Reporting:** Real-time analytics and reporting for understanding user behavior, with customizable dashboards and advanced user segmentation for targeted strategies.

- **Seamless Integration and Performance Optimization:** Seamless integration with existing systems for a consistent user experience, and optimized performance with efficient caching and data processing.

- **User-Friendly Design and Accessibility:** Intuitive interface with easy navigation, plus multi-language and localization support to cater to a diverse customer base.

- **Know Your Customer (KYC):** Implement robust KYC procedures to verify user identities efficiently and securely, ensuring compliance with regulatory standards and enhancing trust.

7. MarketPoint

MarketPoint is a versatile digital e-commerce platform offering a wide range of products and services. It provides businesses with an extensive selection, enabling them to expand their reach without the need for extensive physical infrastructure.

What does MarketPoint do?

- **E-commerce Platform.** A user-friendly digital marketplace that enhances the shopping experience for consumers by providing a centralized platform for product and service purchases.

- **Product Offerings.** Offers a diverse range of products tailored to meet diverse customer demands, ensuring a seamless shopping experience.

- **Streamlined Purchasing.** Simplifies the buying process by consolidating multiple products and services into one platform, featuring intuitive navigation and a seamless checkout experience.

- **Extended Market Reach.** Empowers businesses to reach a broader audience without the need for extensive physical infrastructure, enabling easy expansion of offerings.

Key Features

- **Product Management.** Supports various product types (simple, configurable, bundled), inventory management, and product attributes and categories.

- **Order Management.** Supports centralized order tracking, order status updates, invoicing and shipping, as well as returns and refunds management.

- **KYC.** Enables companies to identify their customers.

- **Custom Plans & Offers.** Empower customers to personalize product combinations, creating tailored deals with exclusive offers. Admin tools streamline setup, management, and performance tracking, ensuring optimal customer engagement.

- **Analytics & Reporting.** Generate comprehensive insights into sales performance, inventory management, and delivery timelines, empowering businesses to optimize operations and elevate customer satisfaction.

Benefits for Enterprises

- **Enhanced Customer Experience:** User-friendly interfaces and seamless checkout processes improve customer satisfaction by delivering personalized shopping experiences through customized plans and offers.

- **Operational Efficiency:** Integrated payment and shipping solutions streamline transactions, while automated order management and workflows reduce operational complexities.

Benefits for Enterprises

- **Scalability and Flexibility:** Extensive customization options adapt to evolving business needs, ensuring effective scalability and responsiveness to market demands.

- **Data-Driven Decision Making: MarketPoint** captures valuable data on customer behavior and preferences, enabling businesses to analyze insights, refine marketing strategies, and personalize interactions for more effective customer retention.

- **Increased Revenue Opportunities:** Flexible reward and redemption options encourage more frequent and higher spending. **MarketPoint** helps design tailored promotions that drive upgrades, targeted offers, and upselling opportunities to boost overall revenue.

- **Optimized Loyalty Programs: MarketPoint** simplifies the management of loyalty and rewards programs, allowing businesses to automate reward fulfillment, monitor campaign performance in real time, and minimize administrative overhead, accelerating time-to-market for new campaigns.

8. SocialPoint

SocialPoint is an advanced social media management and centralization platform designed to transform how businesses handle their digital presence. Through a single, unified interface, it converts social media interactions into actionable tasks, assigns them to the right teams, and tracks progress through SLAs—ensuring timely and efficient responses.

What does SocialPoint do?

- **Media Management.** Integrates all social media accounts into one centralized platform, enabling teams to plan, publish, and monitor content effortlessly across channels.

- **SLA Controls.** Transforms social interactions into actionable tasks, assigns them to the right teams, and tracks progress through SLA controls to ensure timely and consistent responses.

- **AI-Powered Features. :** Leverages AI to suggest relevant responses, understand context, and identify the right resources, enhancing responsiveness and maintaining an engaging digital presence.

- **Team Handling.** Empowers specialized teams to manage various platforms and topics efficiently by assigning tasks based on expertise, ensuring each interaction is handled by the most qualified personnel.

- **Engagement.** Facilitates meaningful engagement by enabling teams to respond effectively and create content tailored to specific needs. Managing diverse topics through a unified interface streamlines workflows and elevates content quality.

Key Features

- **Centralized Management.** Manage all social media accounts from a single, unified platform.

- **Advanced Scheduling.** Schedule posts for future dates and times, optimizing reach and engagement.

- **Comprehensive Analytics.** Track reach, interactions, and engagement metrics with detailed dashboards.

- **Task Management System.** Convert interactions into tasks, assign them, and monitor progress with SLA controls.

- **Enhanced Communication.** Utilize WhatsApp for two-way communication, managing campaigns and service interactions seamlessly.

- **AI-Powered Features.** Get smart suggestions, rephrase statements, understand context, and identify trends with AI.

- **Historical Data and Trends.** Access and analyze a complete history of posts and interactions to refine strategies.

Benefits for Enterprises

- **Efficiency:** Save time and effort by managing multiple social media accounts from a single platform and scheduling posts across various channels simultaneously.

- **Consistency:** Ensure unified messaging and a cohesive brand presence across all social media platforms.

- **Responsiveness:** Improve response times to customer inquiries with automated task management and SLA monitoring.

- **Insightful Analytics:** Gain valuable insights into social media performance and trends, informing strategic decisions and optimizing engagement.

- **Enhanced Collaboration:** Facilitate teamwork with efficient task assignment, monitoring, and AI-powered suggestions, enabling a proactive and responsive social media engagement.

9. SurveyPoint

SurveyPoint is an advanced AI-powered survey system designed to elevate your data collection and analysis. It is a comprehensive survey platform equipped with innovative features for dynamic survey creation, personalized respondent engagement, advanced analytics, and automation capabilities.

What does SurveyPoint do?

- **Tailored Surveys.** Create highly tailored surveys that ask the right questions to capture the insights you need.

- **AI-driven Analysis.** Utilize innovative AI to transform survey responses into deep, actionable insights for quicker, more informed decisions.

- **Centralized Data.** Centralize your content and customer data and personalize survey schedules and interactions to enhance respondent engagement and participation rates.

- **Analytics.** Access comprehensive analytics and detailed reports that focus on customer insights, providing a clear understanding of customer behavior and satisfaction for strategic decision-making.

- **Evaluating Customer.** Use KPIs to assess the effectiveness of customer interactions and satisfaction levels, driving improvements in service delivery and engagement.

Key Features

- **Advanced Survey Creation.** Easily design sophisticated surveys tailored to your needs using customizable templates and diverse question types.

- **AI Capabilities.** Leverage advanced AI for content generation, rephrasing, and automated survey translation into multiple languages.

- **Dashboard and Reporting.** Monitor survey performance in real-time with intuitive dashboards and customer-centric reports. Visual data representations and KPIs focused on customer satisfaction simplify complex insights.

- **Segmentation Tools.** Categorize respondents with powerful segmentation tools to create targeted surveys that address specific audience needs.

- **Multi-Channel Distribution.** Reach diverse audiences across various communication channels for broad engagement.

Benefits for Enterprises

- **Efficient Data Management:** Seamlessly integrate survey data with existing systems for real-time analysis and operational improvements.

- **Automated Processes:** Use AI for survey creation and management, reducing manual effort and optimizing resource allocation.

- **Multi-Channel Engagement:** Reach customers across various channels to maximize response rates and broaden outreach effectiveness.

- **Real-time Feedback Collection:** Gather immediate insights into service satisfaction and operational performance through real-time customer feedback.

- **Personalized Customer Interactions:** Tailor survey schedules and messages to enhance engagement and satisfaction based on customer preferences.

- **Cost Efficiency:** Streamline survey processes to reduce operational costs associated with data collection and analysis.

10. ViewPoint

ViewPoint is a comprehensive Digital CRM system designed for telecom companies. It centralizes customer, subscription, order, and call center management, enhancing service delivery and business growth. With intuitive UI, robust integration, and customizable features, **ViewPoint** empowers telecom operators to excel in a competitive market.

What does ViewPoint do?

- **Digital CRM System.** Specifically designed for the telecommunications industry, **ViewPoint** meets unique industry requirements.

- **Customer Management.** Efficiently manages customers, subscriptions, orders, and call center interactions from a single platform.

- **Enhanced Experience.** Enhances customer interactions and satisfaction through streamlined processes.

- **Comprehensive Data Tools.** Offers robust tools for customer data management, subscription tracking, order processing, and call center support.

- **Intuitive Interface.** An intuitive interface ensures easy navigation and usability for all users.

- **Seamless Integration.** Effortlessly integrates with existing systems, ensuring smooth data flow and operational efficiency.

Key Features

- **Customers & Subscriptions Management.** Gain a comprehensive view of each customer with our Customer 360 features, which include streamlined customer onboarding, bill payment, and voucher recharge. Efficiently manage payments, wallets, and documents, and facilitate smooth port-in and port-out transitions.

- **Order Management/fulfillment.** Track orders in real time and manage related documents systematically. Customize workflows to meet specific business needs, ensure quality checks, and handle delivery and payment processes efficiently.

- **Contact Center Management.** Enhance customer service by managing and tracking call interactions, resolving tickets and complaints, and ensuring compliance with service level agreements (SLA) through timely notifications. Leverage detailed reports and analytics for performance monitoring.

- **Notification Engine.** Segment customers effectively and manage campaigns with ease. Deliver automated notifications using predefined message templates and customizable placeholders. Communicate with customers through multiple channels for a broader reach and enhanced engagement.

Benefits for Telecom Operators

- **360° View of Customers:** Gain a complete understanding of each customer with a 360-degree view, enabling personalized interactions and superior customer service.

- **Top-Notch UI/UX:** Experience a user-friendly design that ensures seamless navigation and an engaging CRM experience.

- **Seamless Data Migration:** Transition smoothly from legacy systems with robust data migration capabilities, ensuring uninterrupted operations from day one.

- **Agile & Easy to Customize:** Adapt quickly to evolving business needs with an agile system that allows easy customization and configuration.

- **High Integration Capability:** Integrate effortlessly with other telecom systems, streamlining workflows and maximizing efficiency across the organization.

11. Voice Of Customer

Voice of Customer (VoC) is a sophisticated solution that combines advanced feedback management with AI-powered analytics, enabling a thorough understanding of customer sentiments and behaviors. VoC collects insights from various sources, including direct surveys, social media platforms, and other digital channels, enabling a thorough understanding of customer sentiments and behaviors.

What does VoC do?

- **Real-Time Feedback.** Real-time capture of customer feedback and interactions across diverse channels such as surveys, social media, and customer interactions.

- **Customer Metrics Analysis.** Analysis of key metrics, including CSAT, NPS, NES, and sentiment— to identify trends, customer motivations, and pain points.

- **Predictive Insights.** Utilization of predictive analytics to forecast customer behavior and preferences, enabling proactive strategies.

- **Actionable Strategies.** Facilitates actionable insights that inform strategic decision-making and drive business improvements.

- **Service Quality Improvement.** Enhancement of service quality and customer satisfaction through the implementation of actionable insights derived from customer feedback.

Key Features

- **Comprehensive and Real-Time Data Collection.** VoC excels in gathering and analyzing customer feedback from diverse sources and in real time across multiple channels, providing a continuous flow of insights that enhance satisfaction and foster loyalty by promptly addressing inquiries and suggestions.

- **Multi-Channel and Seamless Integration.** VoC consolidates feedback into a unified platform with seamless integration into existing systems, offering insights through multi-channel analysis that inform strategic decisions.

- **Advanced Metrics and AI-Powered Analytics.** Utilizing sophisticated algorithms and AI, VoC performs advanced analysis to uncover correlations, trends, and hidden patterns, providing deep insights into customer behaviors and metrics like satisfaction scores and churn rates.

- **Persona Identification and Predictive Analytics.** VoC creates detailed customer profiles based on behavior and demographics and leverages historical data with machine learning to predict trends and behaviors, enabling personalized strategies that enhance relationships, loyalty, and proactive market opportunities.

- **Customer Timeline and Interactive Dashboards.** The Customer Timeline feature aggregates data from various touchpoints into a unified timeline for detailed analysis, while intuitive dashboards and reporting tools provide real-time monitoring and actionable insights, facilitating quick and informed decision-making.

- **Customizable Solutions.** VoC offers flexible reporting and dashboard customization to align with specific business objectives and industry standards, ensuring relevant insights that drive operational efficiencies and customer satisfaction.

Benefits for Enterprises

- **Enhanced Customer Satisfaction and Loyalty:** VoC collects real-time feedback from multiple channels, enabling businesses to understand customer sentiments, address concerns promptly, and foster stronger relationships that drive loyalty.

- **Reduced Churn and Improved Retention:** With predictive analytics, VoC identifies at-risk customers early, allowing businesses to implement targeted retention strategies and reduce churn by proactively resolving issues.

- **Improved Service Quality and Efficiency:** Detailed feedback across various touchpoints helps pinpoint recurring issues and inefficiencies. This leads to enhanced service quality, smoother operations, and better overall customer experience.

- **Personalized Customer Experiences:** VoC enables data-driven personalization by building detailed customer profiles. Businesses can craft tailored marketing campaigns and service offerings that resonate with specific customer needs.

- **Strategic Decision Support:** Interactive dashboards and AI-powered insights provide actionable data visualizations and customer trend analysis, empowering decision-makers to align strategies with market demands.

- **Brand Reputation Management:** VoC enables early detection of potential issues, allowing businesses to address them before they escalate—protecting brand reputation and reinforcing customer trust.

12. WalletPoint

WalletPoint is an advanced eWallet management system designed to seamlessly integrate with existing banking and digital payment infrastructures. It enables users to perform a wide range of financial transactions, such as top-ups, remittances, and more, while ensuring full compliance with country-specific financial regulations, including KYC and bank account registration requirements.

What does WalletPoint do?

- **Digital Wallet Capabilities.** Enables users to create secure eWallets and perform transactions such as top-ups and money transfers with ease.

- **Seamless User Onboarding.** Simplifies the registration process through efficient and compliant KYC verification, ensuring quick and secure access.

- **System Integration.** Easily integrates with existing enterprise systems and platforms to support customer acquisition and seamless service delivery.

- **Secure Remittance Services.** Offers fast, reliable, and secure money transfer capabilities, ensuring compliance and user confidence in every transaction.

Key Features

- **Wallet Top-up.** Users can easily top up their eWallets through various methods.

- **Money Transfer.** Facilitates quick and secure money transfers to other users or bank accounts.

- **Customer Onboarding.** Provides a streamlined and thorough KYC verification process.

- **Backoffice Portal.** Offers comprehensive tools for managing and monitoring transactions and user activities.

- **Customer 360 View.** Delivers a complete view of customer interactions and transactions.

- **Analytics and Reporting.** Provides detailed analytics and reporting tools for better business insights.

- **Customer Apps.** User-friendly mobile applications for seamless financial management.

Benefits for Enterprises

- **Extended Value Chain:** Empowers businesses with tools to expand their service offerings and leverage their customer base to introduce and upsell digital financial products.

- **Enhanced Integration:** Designed for seamless integration with existing systems and ecosystems, reducing deployment time and ensuring high compatibility.

- **Improved Customer Experience:** Delivers a world-class user interface that simplifies financial transactions and enhances overall customer satisfaction.

- **Increased Revenue Streams:** Opens new revenue opportunities through innovative fintech services, enabling businesses to diversify and grow their income sources.

- **Compliance and Security:** Ensures that all transactions are secure and fully compliant with financial regulations, including KYC and account verification standards.

- **Scalability:** Built to scale alongside growing business needs, supporting a wide range of financial services and increasing transaction volumes effortlessly.

13. PeoplePoint

A comprehensive super app designed to optimize and enrich the entire employee journey. This advanced platform ensures employees have seamless access to a wide range of workplace services and benefits, anytime, anywhere.

What does PeoplePoint do?

- **Automation.** PeoplePoint automates various employee self-service tasks such as leave management, vehicle requests, and digital signatures, making it easy for employees to manage these tasks independently and efficiently.

- **HR Operations.** The app streamlines HR operations by providing features for accessing pay slips, filing medical claims, and reviewing performance results; thereby, reducing the complexity and time associated with traditional HR processes.

- **Communication.** Serves as a centralized platform for communication, ensuring employees receive real-time updates and announcements and have a space for collaboration, thus improving organizational communication.

- **Remote Access.** The app ensures employees can securely access workplace tools and services from anywhere, making it ideal for supporting remote work and employees on the move.

- **Optimization.** PeoplePoint optimizes workflow management with features like task tracking, travel request management, and meeting scheduling, helping employees stay organized and enhance their productivity.

- **Engaging.** With interactive features like gamification, wellness center bookings, and access to a personal growth hub, PeoplePoint engages employees and supports their overall well-being and professional development.

Key Features

- **Leaves Management.** Transform your leave management with our innovative system. Engineered for simplicity and effectiveness, it revolutionizes leave requests with automated workflows, intuitive alerts, and a user-friendly interface. Seamlessly navigate leave planning and approval, ensuring every step is effortless and stress-free.

- **Vehicle Request.** Seamless integration with ERP services via mobile. Now, employees can effortlessly manage vehicle requests, access details, and initiate new requests through a user-friendly interface. This feature streamlines the process, delivering simplicity and efficiency for handling all vehicle-related tasks within the ERP system.

- **Request for Letter.** Ease your request for official employment documentation with our Request for Letter feature. Say goodbye to manual requests as this feature offers a straightforward solution, ensuring timely access to important documents without any hassle. Simplify the process and save valuable time with our efficient solution.

- **Pay Slip.** Experience the convenience of our Pay Slip feature, designed to provide secure and streamlined access to your pay slip details. This service reflects our commitment to enhancing communication and access to essential resources for our employees. With the ability to view your pay slips anytime, anywhere, you can stay informed about your earnings effortlessly.

- **Medical Claim .** Our Medical Claim feature is engineered to streamline the process of filing medical claims for our users. With a focus on simplifying the submission process, this enhancement ensures that all necessary and accurate documentation is easily and efficiently provided. Experience hassle-free claim filing and swift processing with our user-friendly interface.

- **Petty Cash.** Petty Cash Claim feature simplifies the expense claiming process, significantly easing the procedure for both employees and administrators. Designed to enhance efficiency, this functionality streamlines the submission, processing, and management of petty cash claims, ensuring smoother financial operations within the organization.

- **Petty Cash Reimbursement.** The Petty Cash Reimbursement feature automates the replenishment of petty cash funds, ensuring seamless financial management. It automatically replenishes funds when the balance falls below a specified percentage and offers the flexibility for manual requests, optimizing both financial management and operational efficiency.

Benefits for Enterprises

- **Comprehensive Accessibility:** The People Point App centralizes all indispensable workplace tools and services within a unified platform, enhancing accessibility for employees. From HR-related tasks to collaborative tools, it serves as a centralized hub, empowering employees to efficiently fulfill their work responsibilities.

- **Enhanced Productivity:** Through the consolidation of tools and services, the app reduces the time spent navigating multiple platforms, enabling employees to dedicate more attention to their primary responsibilities. This streamlined approach fosters heightened productivity across the organization.

- **Increased Employee Engagement:** The dynamic and personalized user experience fosters a more engaging platform, encouraging active participation and interaction among employees.

- **Flexibility and Convenience:** With on-the-go accessibility, employees can conveniently access vital information and services from any location, fostering a flexible work environment that caters to the needs of a contemporary workforce.

- **Embrace Digital Transformation:** Embark on a journey into the era of digital transformation with a tailored user experience that mirrors the company's vision. Join a workforce that harnesses technology to elevate daily operations and redefine the work experience.

14. VisionPoint

VisionPoint is an AI-powered solution tailored to meet the emerging demands of modern businesses. This advanced tool is designed to enhance identity verification processes across various industries, offering a high level of accuracy, efficiency, and security.

What does VisionPoint do?

- **ID Scanning.** Scan a variety of ID documents, including passports and national IDs, with industry-leading accuracy.

- **Automated ID Verification. VisionPoint** automates the verification process by automatically detecting and processing ID images, reducing manual intervention, and ensuring efficiency.

- **AI-Driven Processing.** Utilization of artificial intelligence for efficient and accurate processing of identity verification tasks, enhancing speed and reliability.

- **Self-Verification.** Real-time assessment of user presence and activity to prevent identity spoofing and ensure the authenticity of identity verification attempts.

- **Second Verification.** Cross-referencing of identity information through multiple channels to validate the authenticity and accuracy of provided data.

- **Multi-Platform Support.** Support for Android, iOS, and web APIs, enabling seamless access and functionality across different devices and operating systems.

Key Features

Mobile & Web SDKs & Backend APIs

- **Comprehensive SDKs.** Available for both Android and iOS platforms, ensuring broad compatibility.

- **Effortless Integration.** Easily integrate **VisionPoint** into any application, simplifying the implementation process.

- **Advanced Capabilities.** Provides robust document detection, data extraction, and Optical Character Recognition (OCR) in both Arabic and English, enhancing the versatility and accuracy of mobile applications.

- **Secure Connectivity. VisionPoint** offers secure, user-friendly APIs that ensure seamless connectivity with your existing systems.

- **Multi-Language Support.** Supports document detection, data extraction, and OCR in both Arabic and English, catering to a diverse user base and expanding your global reach.

Benefits for Enterprises

1.   Streamlined Workflow: Effortlessly scans IDs and passports with exceptional accuracy, eliminating manual data entry and accelerating onboarding times.

2.   Improved User Experience: **VisionPoint** offers a user-friendly experience across Android, iOS, and web platforms, reducing friction and increasing customer satisfaction.

3.   Global Reach: **VisionPoint** supports scanning documents in both English and Arabic, allowing you to onboard customers from a wider demographic.

4.   Seamless Integration: **VisionPoint** seamlessly integrates with a wide range of existing systems and third-party applications, offering flexibility and interoperability to businesses.

15. Convo AI

ConvoAI is an intelligent, domain-specific AI chatbot platform transforming digital customer interactions. It delivers seamless, multilingual self-service across popular channels like WhatsApp, web chat, and social media. Leveraging advanced AI and real-time insights, ConvoAI enhances customer satisfaction, optimizes contact center efficiency, and provides 24/7 support.

What does Convo AI do?

- **Intelligent Customer Interactions.** Delivers accurate, domain-aware responses and manages conversations across multiple channels.

- **Real-Time Support & Analysis.** Provides 24/7 multilingual self-service and offers real-time sentiment and quality monitoring.

- **Efficient Agent Handoff.** Seamlessly routes complex issues to the right human agent with full conversation context.

- **Secure & Scalable Platform.** Operates on a secure, scalable architecture with flexible deployment options.

- **Actionable Performance Insights.** Offers unified dashboards for monitoring key metrics and optimizing service.

Key Features

- **Domain-Trained Language Models.** Deliver context-aware answers that incorporate sector terminology and dialect variations, increasing accuracy and compliance.

- **AI-Powered Language Models.** Delivers context-aware answers with industry-specific language and dialect understanding.

- **Seamless Omnichannel Experience.** A single platform for consistent engagement across all major digital channels.

- **Real-Time Analytics & Feedback.** Built-in sentiment analysis and automated quality scoring for continuous service optimization.

- **Intelligent Agent Assistance.** Skill-based routing and smooth handoff to live agents for complex inquiries.

- **Visual Dialogue Builder.** Intuitive drag-and-drop interface for business teams to design and deploy conversation flows without coding.

- **Voice & Text Interaction.** Supports both speech-to-text and text-to-speech for enhanced accessibility and voice channel integration.

- **Robust Security & Compliance.** Secure cloud infrastructure with optional offline deployment, OTP/2FA, and comprehensive audit logging.

- **Open Integration Ecosystem.** REST/Webhook APIs for seamless connectivity with CRM, billing, and other business systems.

- **Highly Scalable Architecture.** Designed for high-volume usage, supporting thousands of concurrent chats with automatic scaling.

- **Advanced Governance & Safeguards.** Features like redaction and toxicity filters ensure data privacy and adherence to organizational policies.

Benefits for Enterprises

1. Reduce Contact Center Costs: Automate routine inquiries to lower operational expenses significantly.

2. Improve Customer Satisfaction & Resolution: Enhance first-contact resolution and provide 24/7 multilingual support on preferred channels.

3. Increase Revenue Opportunities: Leverage AI for context-aware upsell and cross-sell recommendations.

4. Gain Data-Driven Service Optimization: Utilize real-time dashboards and analytics to continuously improve service delivery.
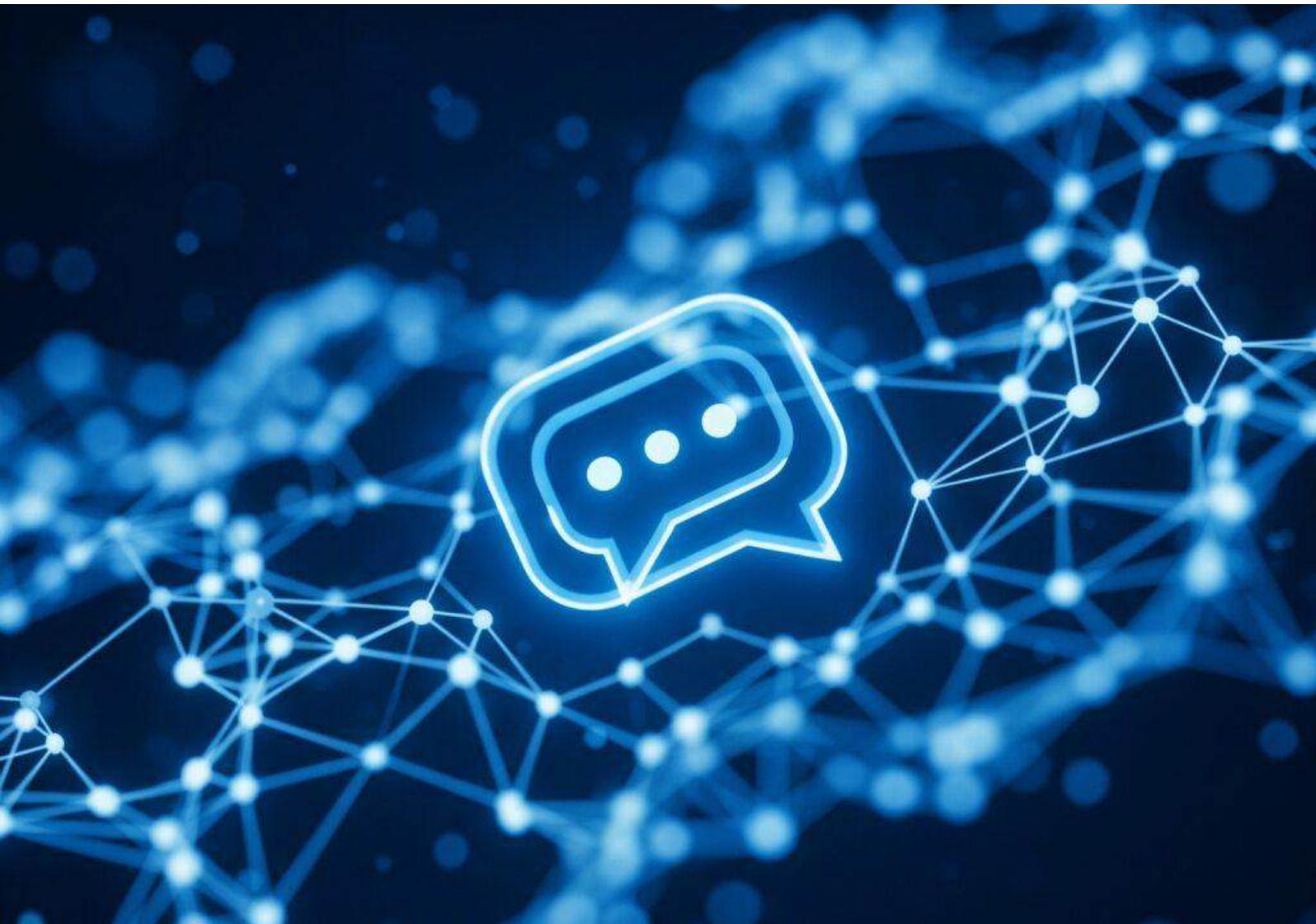
16. Catalog Point

CatalogPoint is a powerful and adaptable subscription management platform designed specifically for telecom operators. It provides centralized control over your product catalog, pricing strategies, and the entire subscription lifecycle. By empowering you to efficiently manage and automate offerings and customer subscriptions, **CatalogPoint** accelerates time-to-market, enables dynamic pricing, and ensures seamless integration with your existing telecom infrastructure. Deliver personalized, scalable services across all digital channels while enhancing customer experience and operational agility.

What does Catalog point do?

- **Centralized Catalog & Subscription Control.** Efficiently manage products, pricing, and subscription lifecycles in one platform.

- **Flexible Pricing & Packaging.** Support diverse pricing models, including one-time, recurring, and bundles.

- **Automated Subscription Lifecycle.** Streamline renewals, suspensions, and cancellations for efficient management.

- **Omnichannel Subscription Access.** Provide consistent access across digital channels, SMS, IVR, USSD, mobile, and web.

- **Self-Service Portals.** Offer intuitive admin and customer portals for easy management and access.

- **Real-Time Insights & Notifications.** Deliver timely notifications and comprehensive reporting for informed decisions.

Key Features

- **Domain-Trained Language Models.** Deliver context-aware responses that incorporate industry-specific terminology and dialect variations, increasing accuracy and compliance.

- **Unified Product Catalog Management.** Define, organize, and manage all your telecom offerings and products in one central location.

- **Versatile Subscription Engine.** Automate the entire subscription lifecycle, from creation to termination.

- **Dynamic Pricing Capabilities.** Implement flexible and customized pricing strategies to maximize revenue.

- **Integrated Promotion Engine.** Manage and execute targeted marketing campaigns and promotions effectively.

- **Comprehensive API Framework.** Enables seamless integration with existing BSS/OSS and other third-party systems.

- **Intuitive Self-Service Portals.** Empower both administrators and customers with easy-to-use management interfaces.

- **Advanced Loyalty Management.** Build and manage effective loyalty and reward programs to increase customer stickiness.

- **Multi-Channel Support.** Reach customers across all their preferred channels, including traditional telecom channels.

- **Intelligent Analytics & Reporting.** Gain real-time insights into subscription performance and customer behavior.

- **Robust Security & Governance.** Ensure data integrity and compliance with secure workflows and approval processes.

Benefits for Enterprises

1. Accelerate Time-to-Market & Maximize Revenue: Launch new digital services quickly, reducing time to market, and optimize pricing for increased revenue.

2. Enhance Customer Experience & Loyalty: Provide intuitive self-service and foster long-term relationships with integrated rewards programs.

3. Reduce Operational Overhead & Ensure Compliance: Automate processes to streamline operations while maintaining regulatory compliance.

4. Gain Real-Time Business Insights: Leverage advanced analytics and reporting for data-driven decision-making.

Contact Us

Contact our team of experts

Jordan Office

Wasfi At-Tall St., 90, P.O. Box 3053, Amman 11953, Jordan

+962 6 560 4808

+962 79 518 4010

contactus@leading-point.com

KSA Office

8479 Al Mashaf, 3713Ar Rabie Dist, 13316, Riyadh, KSA

+966 57 200 1008

contactus@leading-point.com

Oman Office

2749 23rd July St, Muscat 130, Oman

+968 77 050 750

contactus@leading-point.com

UAE Office

DD-14-116-007, WeWork Hub71, floor 14, Al Khatem Tower, Abu Dhabi, United Arab Emirates

+971 50 596 3477

contactus@leading-point.com

Qatar Office

Area 80, Building 6, Street 910, P.O. Box 11465, Doha, Qatar

+974 512 514 01

contactus@leading-point.com

www.leading-point.com