



Press Release

TELENOR PARTNERS WITH PITB's Plan9 & PlanX Company VIVID TECHNOLOGIES

Lahore, December 6, 2016

Telenor has partnered with Vivid Technologies, which was incubated at Plan9 and then accelerated at PlanX, both projects of Punjab Information Technology Board (PITB) to transform its customer services by providing Visual IVR services. Vivid is enabling an enhanced telephony customer service through upgraded technology in terms of visual navigation. It is a major step forward for companies that have an appetite for better customer services.

Conventionally people are required to dial helplines, wait for instructions and then they are connected with an operator after waiting on hold extensively. When given the option, people skip the IVR; rendering the use of the conventional system, redundant.

With the induction of this new service people can now swipe through options and dial a number that directs their complaint to the right area without unnecessary delays. This improves the quality of engagement and customer service for Telenor via eradication of waiting time.

Vivid Technologies is a mid-stage company with a presence in the UK and headquarters in the USA. Since opening shop 2 years ago, they have raised funding from countries as widespread as the UK, USA and Japan from companies like Sunbridge Ventures, Telefonica and Microsoft UK. The local team in Pakistan was the one that helped triumph this partnership, the team comprises of; Kashif Naeem Director Business Development, Hussain Iftikhar Project Manager and Shoaib Gondal Principle Architect & Platform lead. Under this partnership, Vivid seeks to reduce enterprise call center costs by 26%, Improve customer satisfaction by 65%, Help reduce incoming call traffic by 30-35% making it cost effective, engaging and interactive, Save customer time by 10 fold, 60 seconds of first generation IVR versus 6 seconds of quick glance on the visual IVR to consume the information or carry out an action and to Optimize staffing efficiency by 12%.

Since Telenor has a big inclination towards innovation in the market, the customer's pain point was incentive enough for them to look for better solutions. Telenor is now leading the wave with mobile agriculture, fin-tech, female empowerment and becoming more customer centric. By enabling and empowering the customers to make their lives easier marks the difference between Telenor and their competitors.



Irfan Wahab Khan CEO Telenor, Pakistan

Vivid's digital IVR gave us an opportunity to remove the friction and get up close with our customers in a unique way, said Mr. Irfan Wahab Khan - CEO Telenor, Pakistan.

Integrating the technology with their contact centers Vivid will be introducing this entire setup for Telenor customers through their 345 helpline by Q1 2017. The deal was finalized in November 2016 and as part of the deal, Vivid will be further moving to other Telenor business units in APAC region (Myanmar, Bangladesh and so on).

Mr. Kashif Naeem, Director Business Development at Vivid said that we believed that the telephone needed to take a step forward to change in a way that empowers the customers and make their lives easier. The whole idea is to improve that fabric of connectivity between the customer and customer services and to make both of their lives easier. This partnership is a stepping stone towards greater things for Vivid.”

What's truly amazing is that with such little runway, Vivid have come a long way in terms of developing all of their relationships and onboarding customers. With other customers like Telefonica and support from Microsoft too. They will be looking to close their second round of investment in 2017. This amalgamated effort of corporate, telecom and information sectors is a fine example of firms becoming more and more concerned about their customers and the satisfaction derived from their products and services.