



**HanseCom**  
Member of the INIT Group



## Abo-Online for Private Customers

24/7 real-time subscription self-service



- Order and manage subscriptions as a self-service
- Seamless integration with your IT landscape
- Simple, context-driven user guidance
- Optimized smartphone and tablet support
- All entries and changes become effective in real time
- Configurable according to your requirements and your corporate design
- Customers can print preliminary cards and issue mobile subscriptions on the smartphone
- Can be combined with any sales backend system

### Top Convenience and Flexibility for Your Customers

The 'Abo-Online' subscription service enables your customers to order and process subscriptions around the clock. All customer and product data is synchronized in real time with your sales backend system, so subscription requests or changes will take immediate effect. Your customers can even directly print out preliminary subscription cards or have their new or changed subscription issued as a mobile ticket on their smartphone.

This makes the entire subscription process extremely convenient and flexible for your customers. Your benefits: Launch an attractive and modern offer that provides your customers with top service while at the same time reducing the workload of your service center and back-office staff. As an added advantage, you gain subscription data that is always up to date.

# Subscription Self-Management – Anytime, Anywhere

Abo-Online delivers all the features your customers need to manage the subscription on their own. This includes functions such as changing the product or payer, extending subscriptions, reporting loss, depositing legal representatives, canceling subscriptions, revoking cancellations, and much more. Moreover, your customers can delete their customer account at any time if they no longer wish to use Abo-Online.



## Simple and intuitive operation

Abo-Online seamlessly integrates with your website and has a responsive design. This means that Abo-Online is optimized for use on mobile devices such as tablets and cell phones. Abo-Online offers your customers an interface that is easy to use thanks to a clear, intuitive and context-driven design. Your customers are only shown the information and input fields that are useful and relevant to the respective processing step. Depending on previous entries, new fields will be shown or those not required will be hidden when selecting the appropriate subscription, for example. Your customers are automatically guided to the suitable subscription one step at a time.

## Security and full transparency for you and your customers

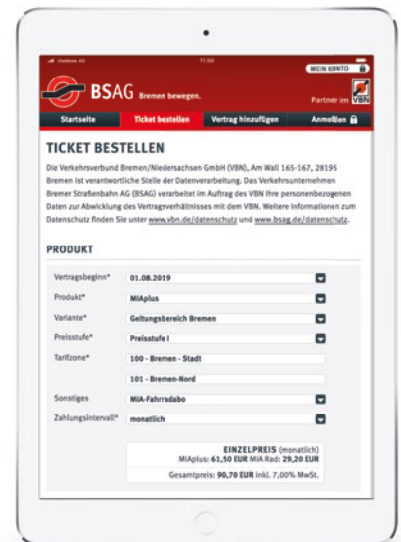
Abo-Online connects directly with your sales backend system by means of web services. Personal data is thus stored directly and securely in the backend. Data is synchronized automatically with your sales backend system in real time. As a result, entries and changes made by your customers take direct effect based on the rules you have defined. This gives you and your customers full transparency and access to up-to-date subscription data at all times.

## Optimized for your processes and CD

You can adapt the Abo-Online user interface to your company-specific requirements and corporate design. You can even configure the display and behavior of elements in the frontend: For example, you can set up forms, confirmation pages, e-mail templates, users and roles or contract functions according to your individual rates, processes and rules. In the standard version, Abo-Online is available in German and English, but any other language can be added.

## Connect the software to your sales backend system

Abo-Online is optimized for interfacing with the PT customer management and sales backend system from HanseCom. However, you can use web services to connect Abo-Online with any third-party system.



## Reference



“Integrating Abo-Online with our ‘My BSAG’ application allowed us to improve our customer service. Our customers can purchase and manage yearly passes online, such as changing their address or selecting a new fare zone.”

Katrin Weingarten, Center Manager Marketing and Sales, Bremer Straßenbahn AG