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**Are you ready for Black
Friday?**



Be there at all the relevant online shopping touchpoints

- Search online
- Visit website
- View product
- Chat with service
- Shop live
- Use digital assistant
- Open account
- Subscribe to newsletter
- Add to cart
- Cart abandonment messages
- Assist with delivery
- Manage returns
- Receive promos
- Back in stock notifications
- Customer feedback

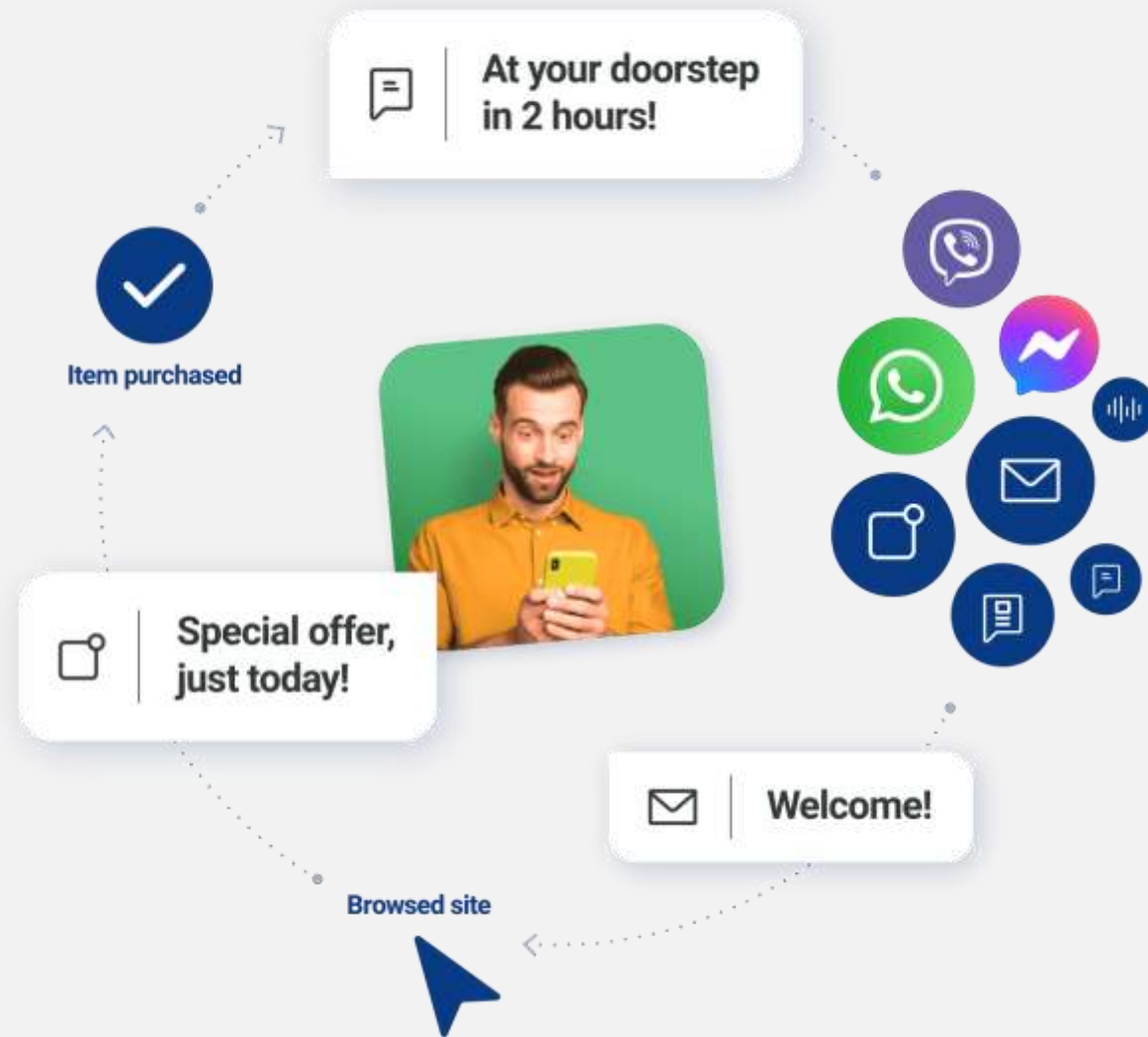
AWARENESS

CONSIDERATION

CONVERSION

SERVICE

LOYALTY →



This Black Friday, use every channel to conquer the peak

STREAMLINE CUSTOMER QUERIES

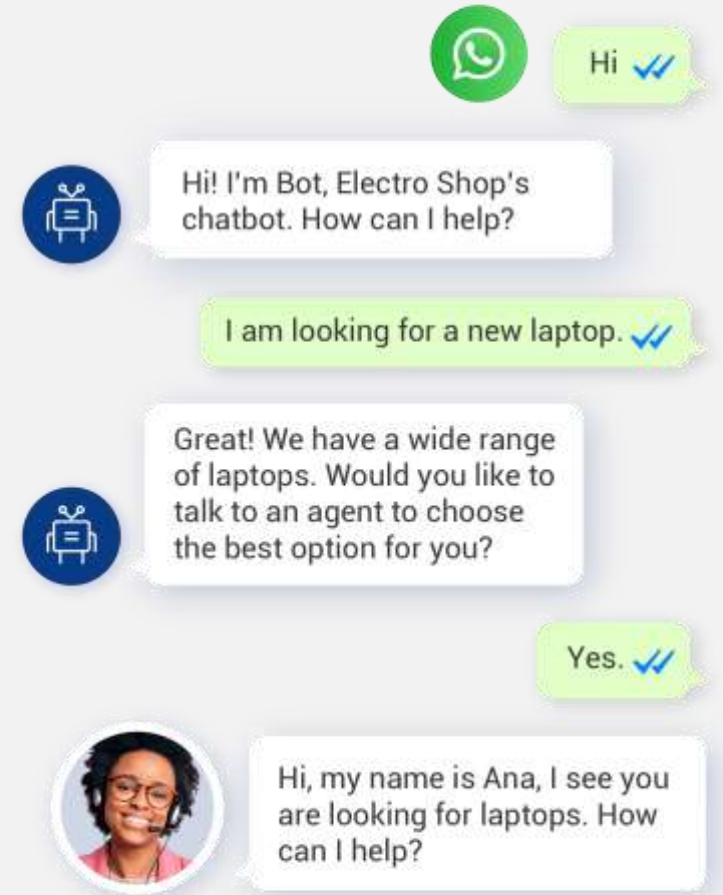
Activate a sales chatbot on your website or mobile app, combine with live agent assistance

- Offer a simple, rule and intent based conversational AI chatbot over your preferred channels
- Lower your response times by having a chatbot answer FAQs
- Create a virtual assistant that truly helps customers, capable of having real conversations and finishing transactions
- Offer a richer experience by providing agent take over

90%

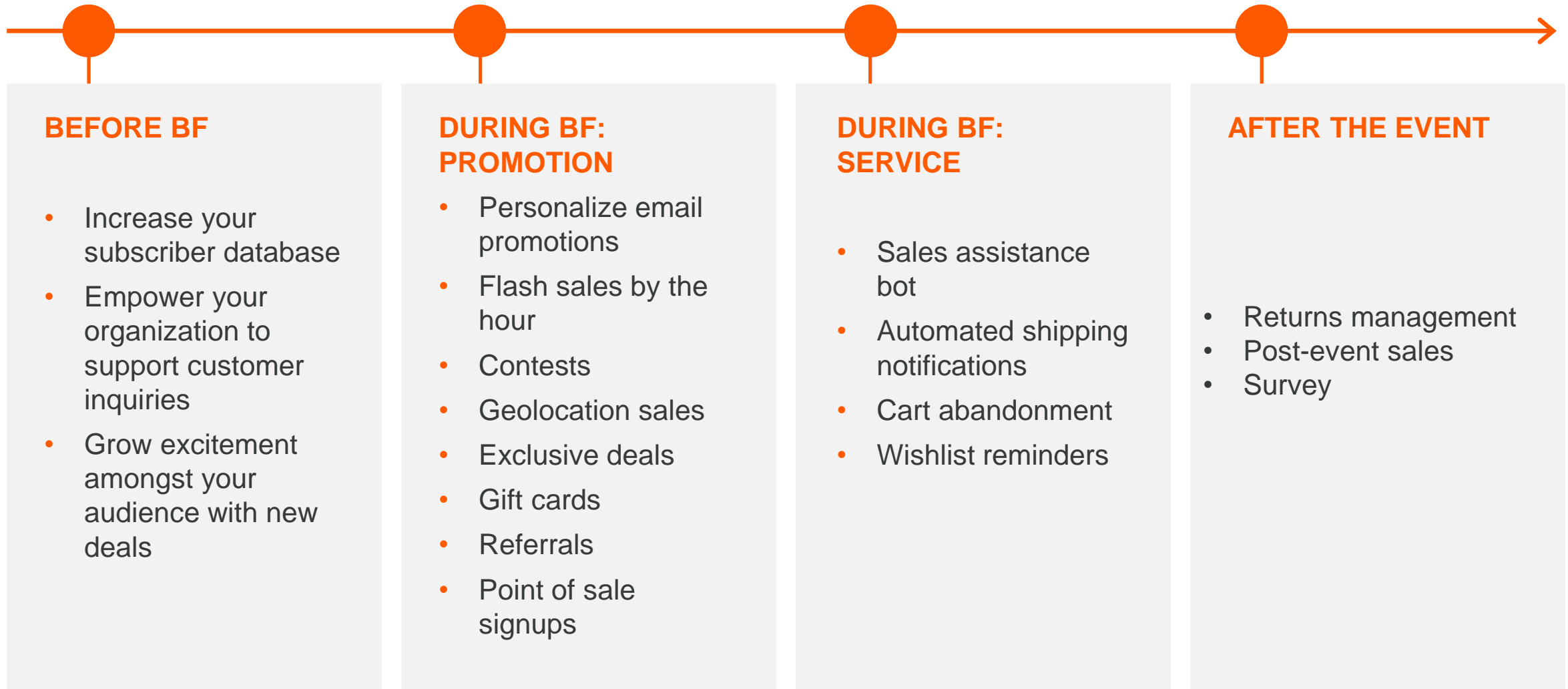
of business report faster complaint resolution with chatbots

Source MIT Technology Review





Key use cases for building loyalty from Black Friday





Our global presence



- Global **CPaaS Leader**
- **Widest reach** of connectivity **on the planet**
- Only player with global reach of **>200 countries**
- **#1** Global Communication Channels Vendor
- **Largest global** MNO network

65+

Offices across the globe

2.5k+

Employees globally

9.5k+

Unique Active B2B Customers

1200+

Engineers

600+

Direct operator connections



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THANK YOU

