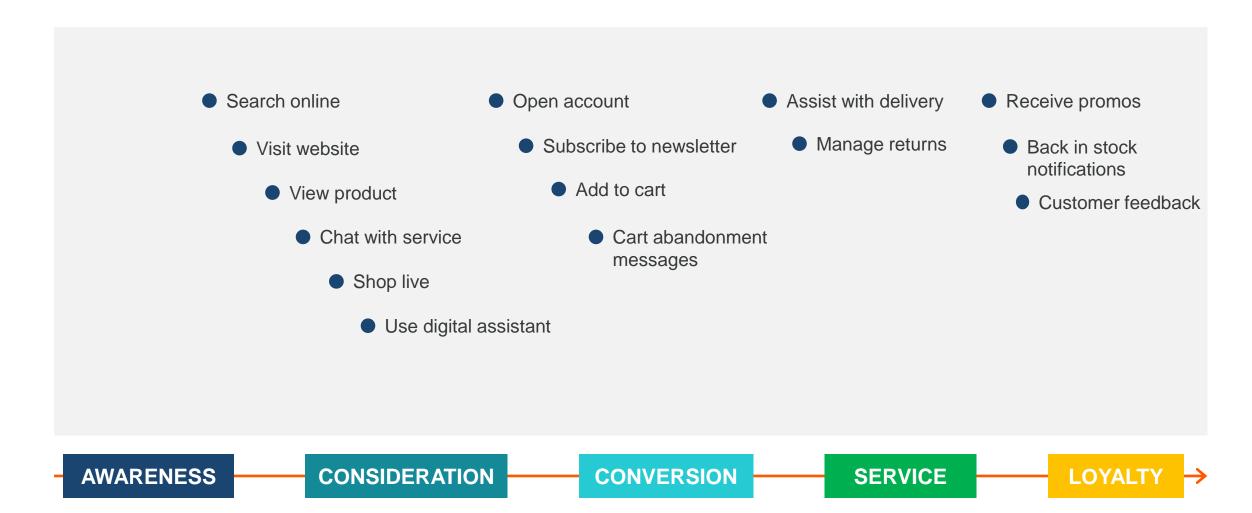
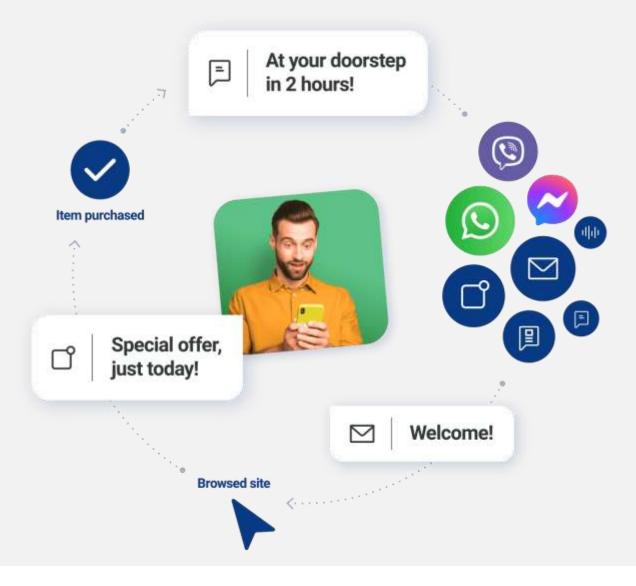


# Are you ready for Black Friday?



### Be there at all the relevant online shopping touchpoints





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







Hi! I'm Bot, Electro Shop's chatbot. How can I help?

I am looking for a new laptop. W



Great! We have a wide range of laptops. Would you like to talk to an agent to choose the best option for you?





Hi, my name is Ana, I see you are looking for laptops. How can I help?



#### Key use cases for building loyalty from Black Friday

#### **BEFORE BF**

- Increase your subscriber database
- Empower your organization to support customer inquiries
- Grow excitement amongst your audience with new deals

## DURING BF: PROMOTION

- Personalize email promotions
- Flash sales by the hour
- Contests
- Geolocation sales
- Exclusive deals
- Gift cards
- Referrals
- Point of sale signups

## **DURING BF: SERVICE**

- Sales assistance bot
- Automated shipping notifications
- Cart abandonment
- Wishlist reminders

#### **AFTER THE EVENT**

- Returns management
- Post-event sales
- Survey



Our global presence



- 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+

Vancouver

**Unique Active B2B Customers**  1200+

**Engineers** 

600+

**Direct operator** connections



THANK YOU

