INTERACTIVE CUSTOMER ENGAGEMENT

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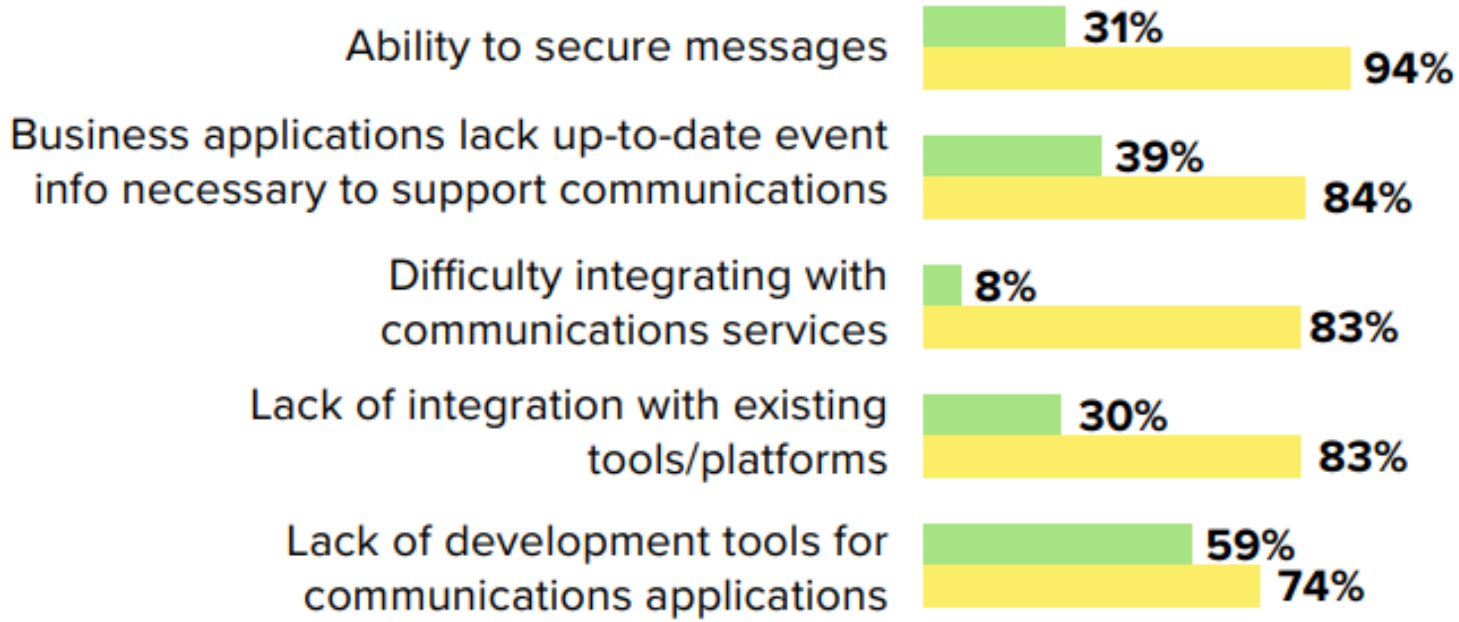
Top Challenges When Enabling Communications With Customers And Their Consequences

TOP 5 TECHNICAL CHALLENGES

(Showing "Extremely/Very challenging")



Source: Forbes

CPaaS. Here is why!

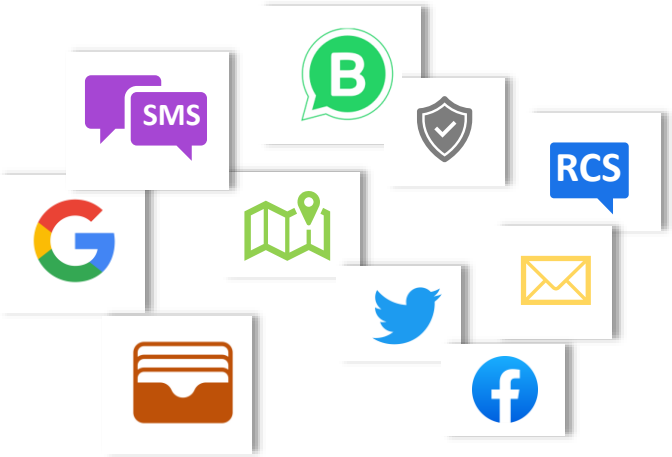
Clients

- Banking/ Insurance/ Fintech , …etc
- Hotels/ Restaurants/ Tourism/ Logistics/ Delivery, … etc
- Retail/ eCommerce/ Manufacturers, …etc
- Airliners/ Transportation/ Delivery, … etc
- Government/ Mobile operators, …etc

Strategies

Live customer support
Programming
Loyalty programs
Digital transformation
Rewarding
Alerts
Marketing
Authentication
Reminders
Appointments
Order confirmations
Notifications/ OTP
Opt-in/Out
Automated responses

Communications

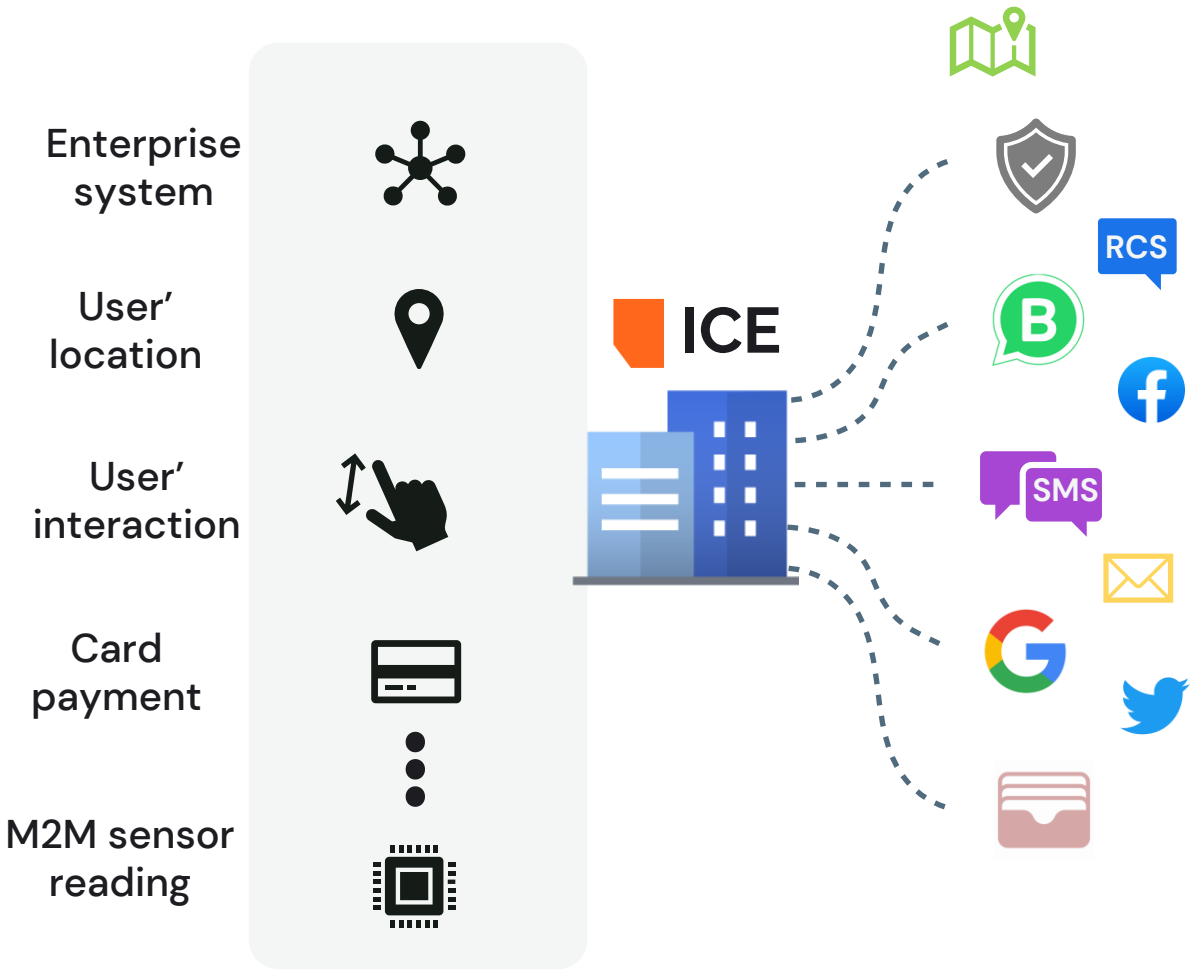


Business Communications Solution

89% Companies with omnichannel strategies that retain their customers

3.4% Increased customer lifetime value by Brands with omnichannel programs

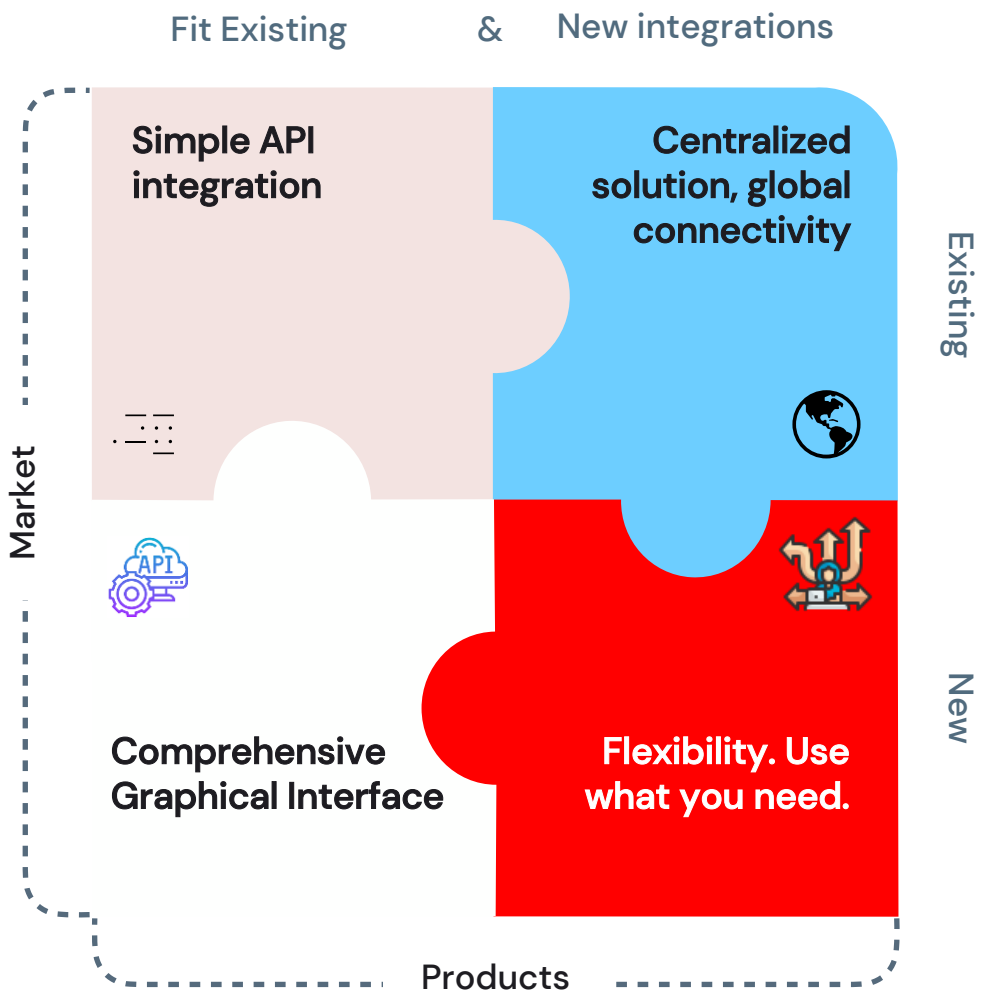
89% Customers expect to be recognized by enterprise while communicating through different channels



Triggers and channels

Target your audience by their preferred channel of communication at every touchpoint of their customer journey!

Preferred communication channel



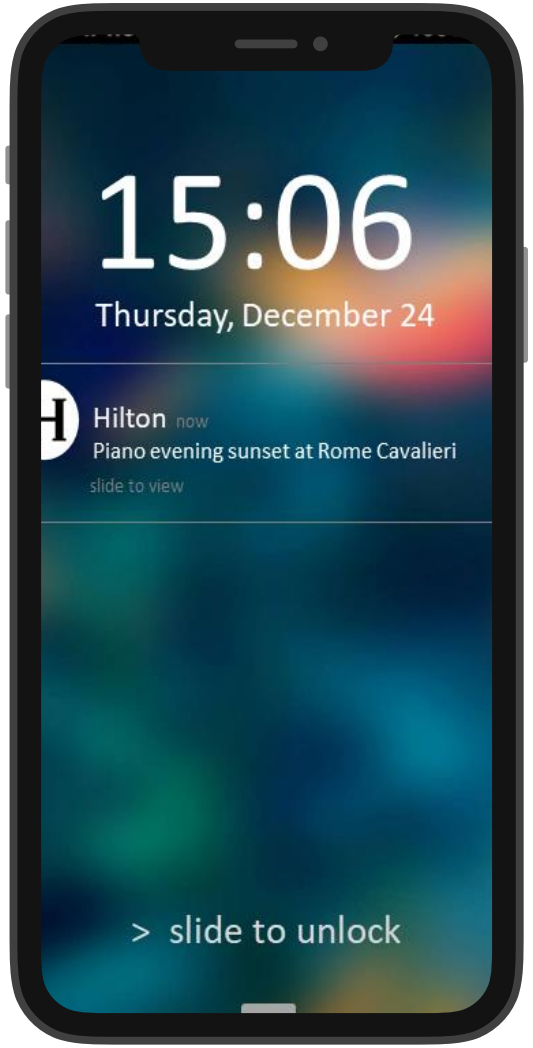
Technology foundation to empower your market needs

Supported on Android and iOS

Push notifications

Deliver. Engage. Interact.
Quick integration gives full engagement experience.

Enhance your mobile app user engagement with viahub SDK.
Quick integration gives full engagement experience.



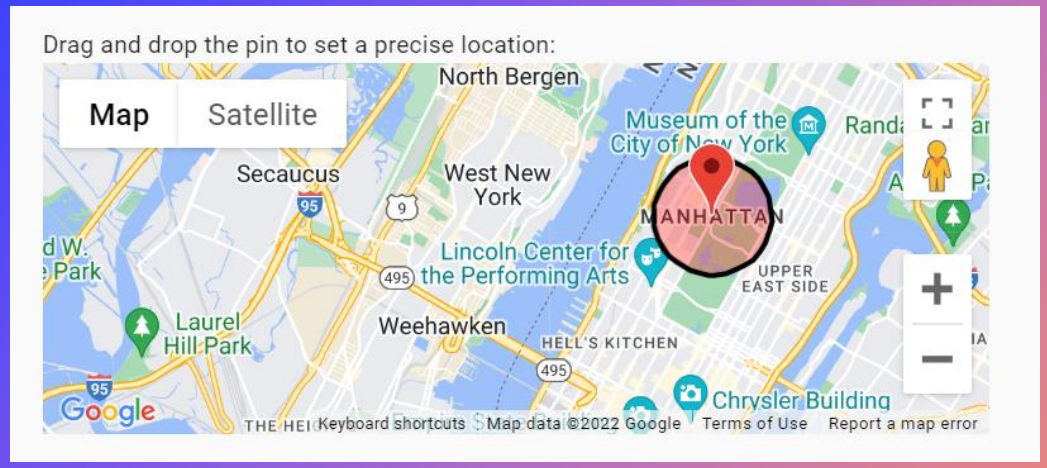
Real-time feedbacks

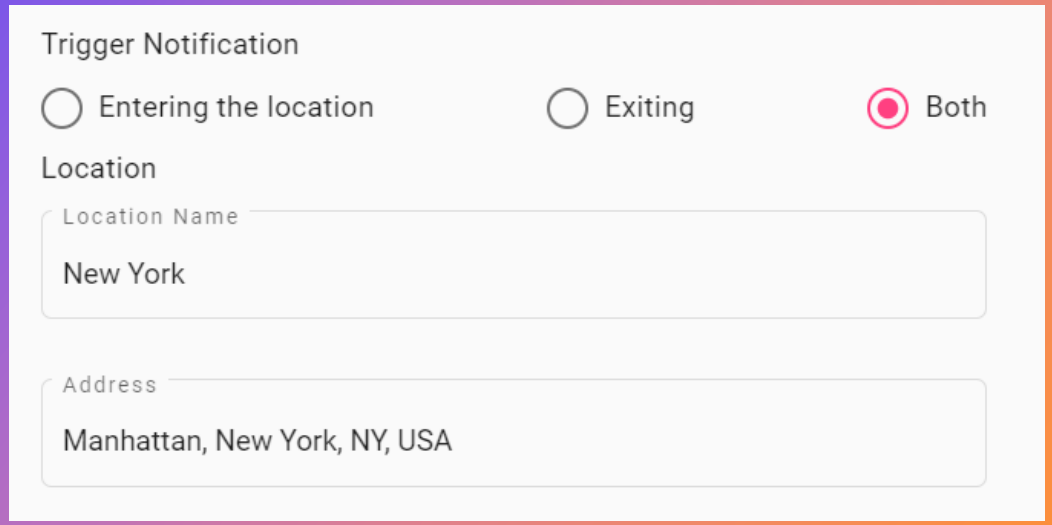
Use SMS as fallback

Consolidate and validate users in a single subscription list.

Location Based Services

INTERACTIVE CUSTOMER ENGAGEMENT





- no need to preload a Subscription List
- triggering interactions to mobile users
- contextual interaction with mobile users

  based on their physical location

Geofence | **Geo-push** | **iBeacon**

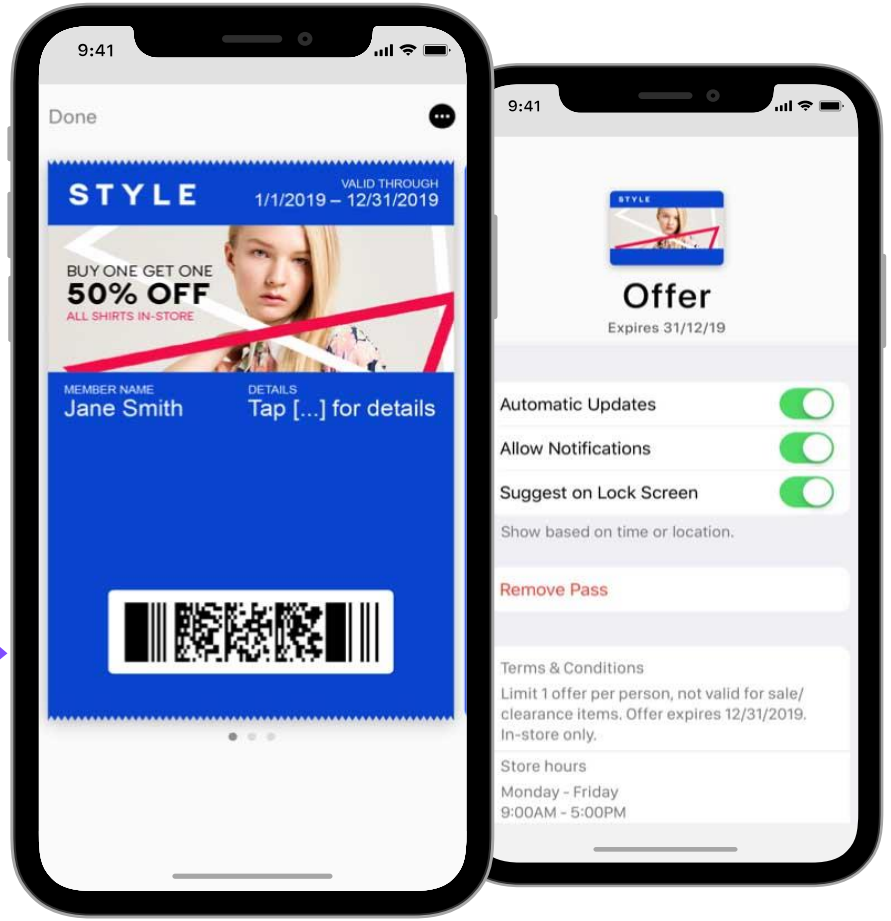
Wallet based services

High-Res Logo

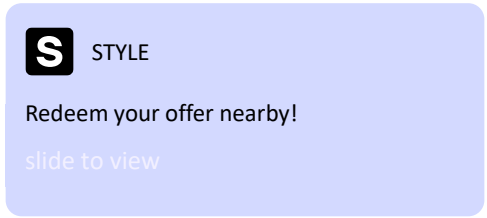
Dynamic Strip Image

CRM Personalization

Unique Tracking Abilities



Wallet Notifications



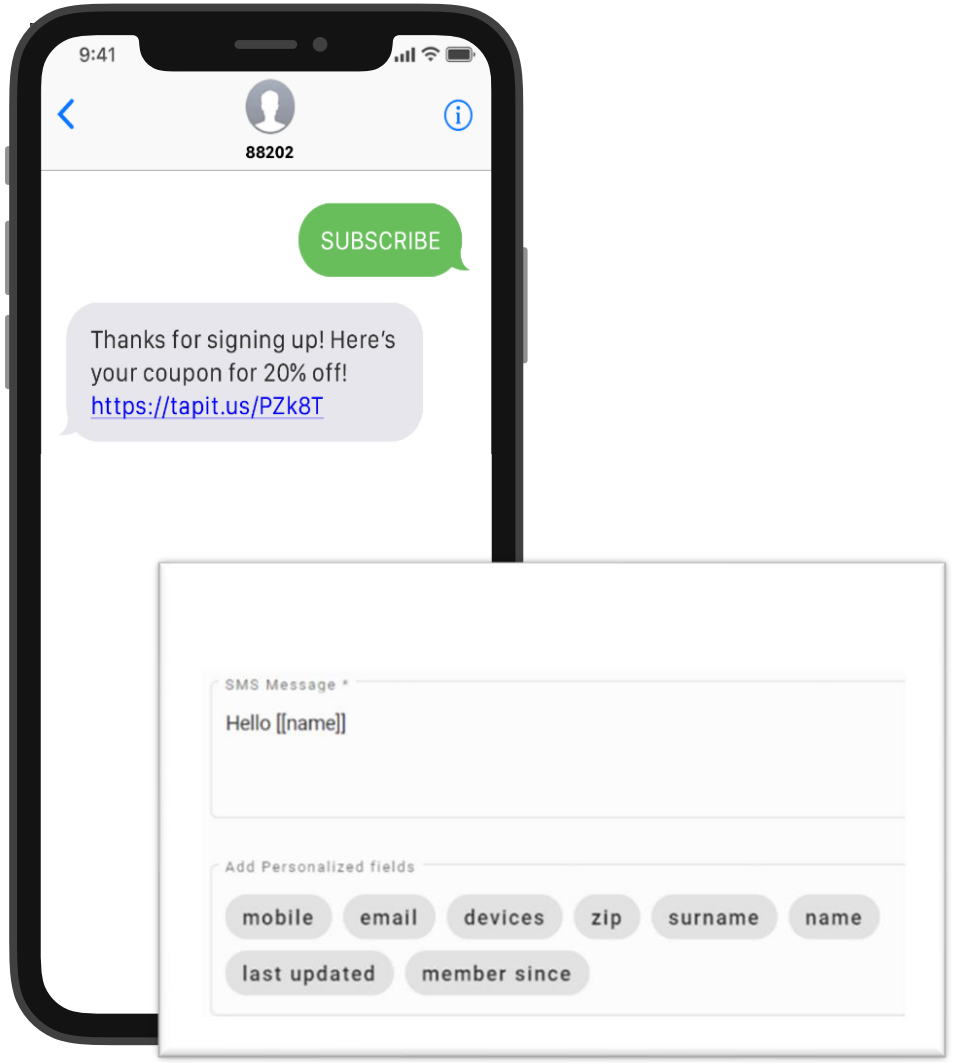
Adjustable Terms & Conditions

Membership cards

Coupons

Boarding passes

Gift cards



SMS services

Unique branding with Verified SMS.

Segment subscribers and share only relevant interactions for most efficient engagements.

Track open rates and users' satisfaction.

Personalize messages sent out to users.

A2P SMS
2 Way SMS
Automated transactions

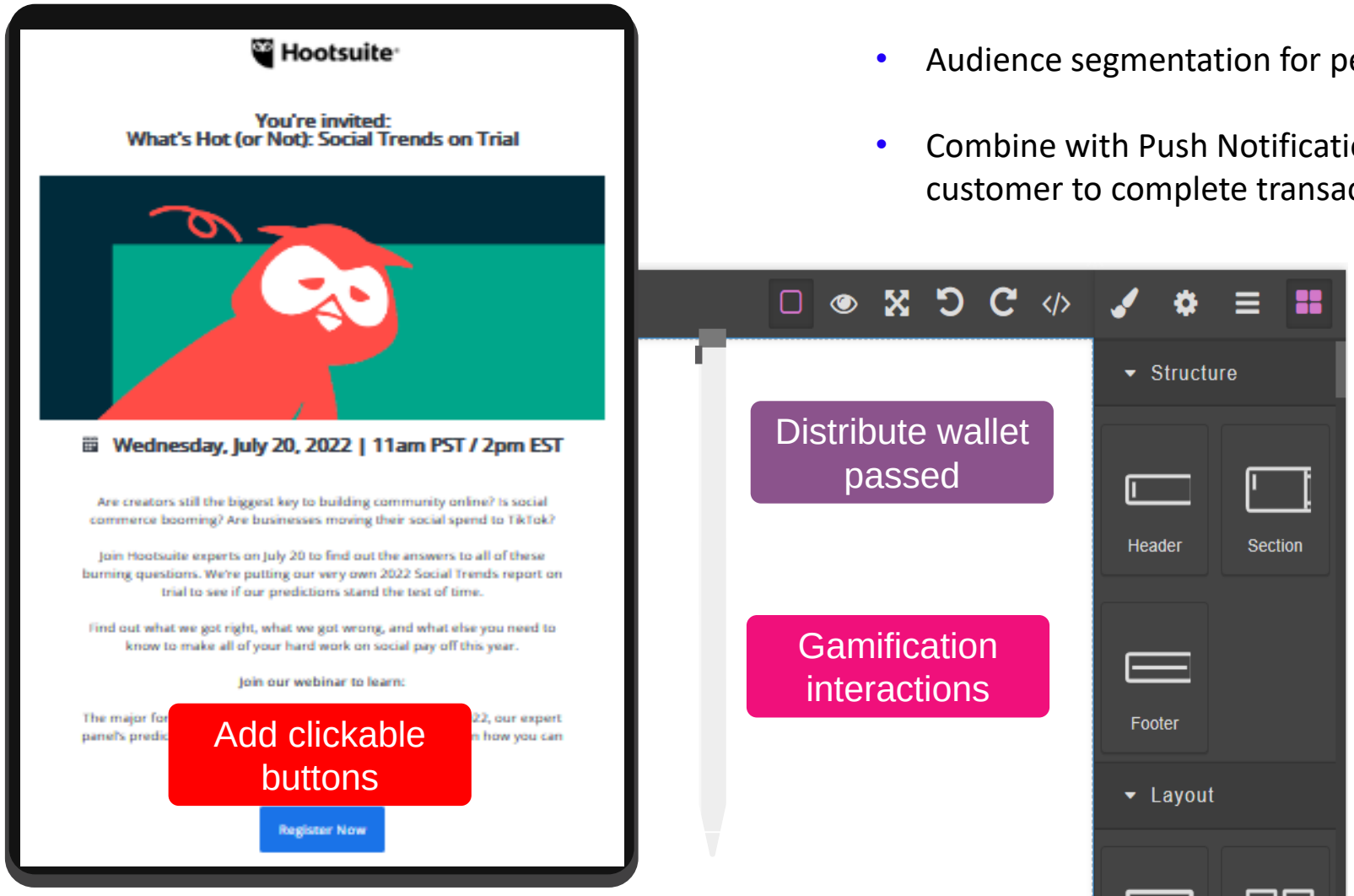
Verified SMS
Real-time alerts

Broadcast
Personalized messaging

Over 90% open rate to 5Bn users globally.

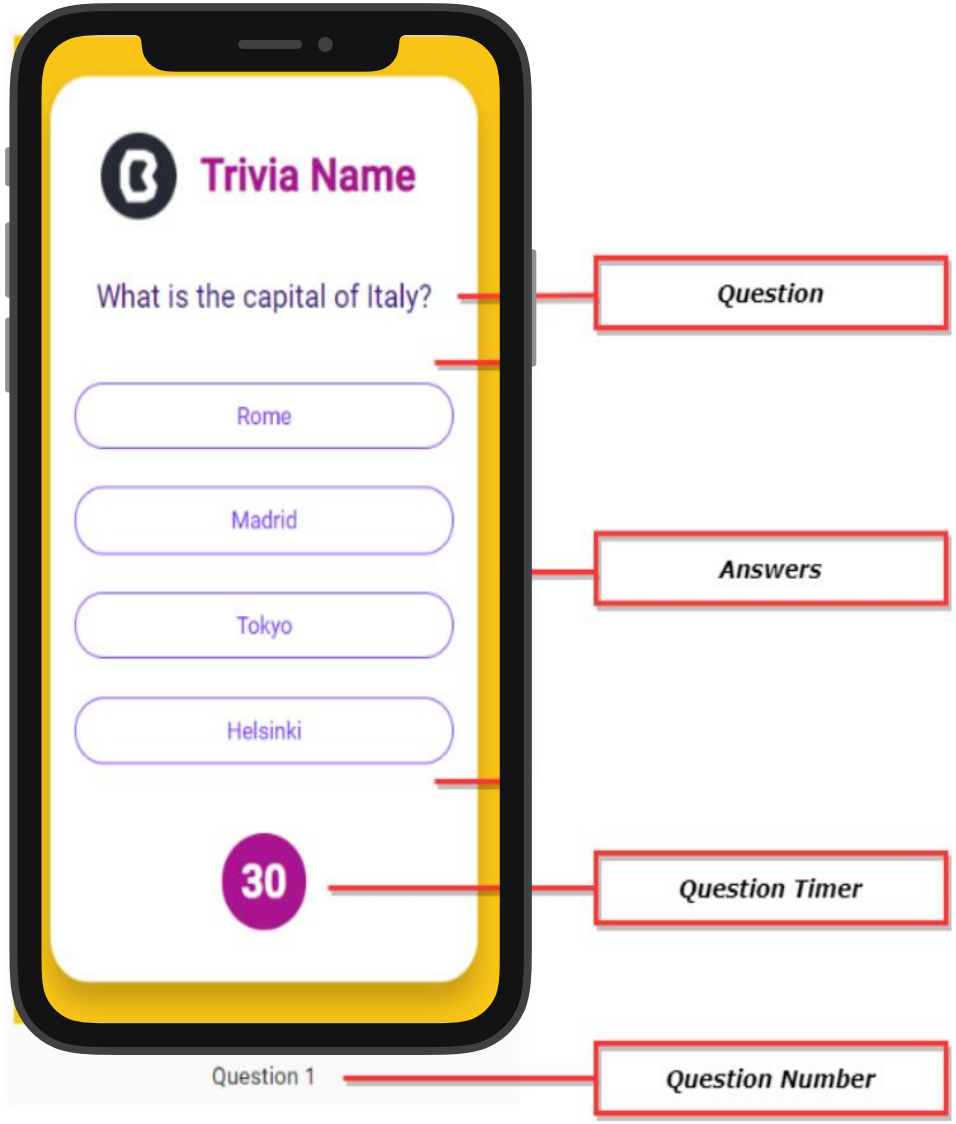
Email services

- Validated originating email addresses.
- Triggered relative to customer action.
- Audience segmentation for personalized communication.
- Combine with Push Notifications directly from App to remind your customer to complete transaction specified in previously sent emails.



Customize branded email newsletters

Trivia



- Ask questions about different topics and reward your players
- Fundamental survey questions
- Multiple or single answer options

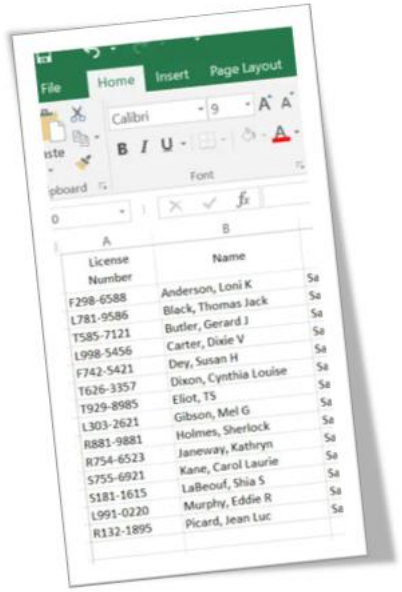
Deliver via:

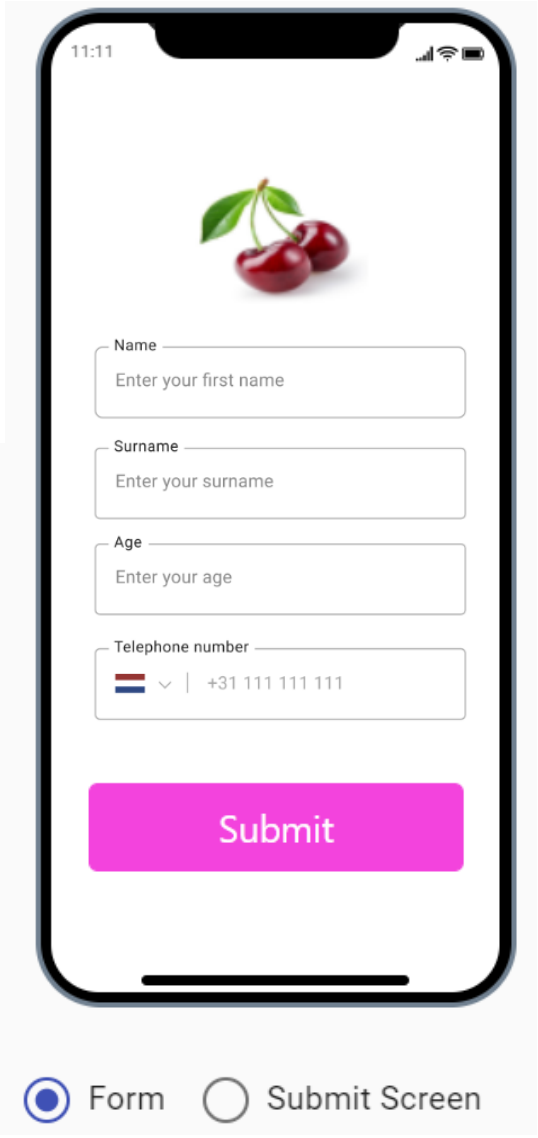
WhatsApp **SMS**

Email **Push**

Subscription

- Custom Web Forms
- Add users to Subscription List





Follow by automated interactions:

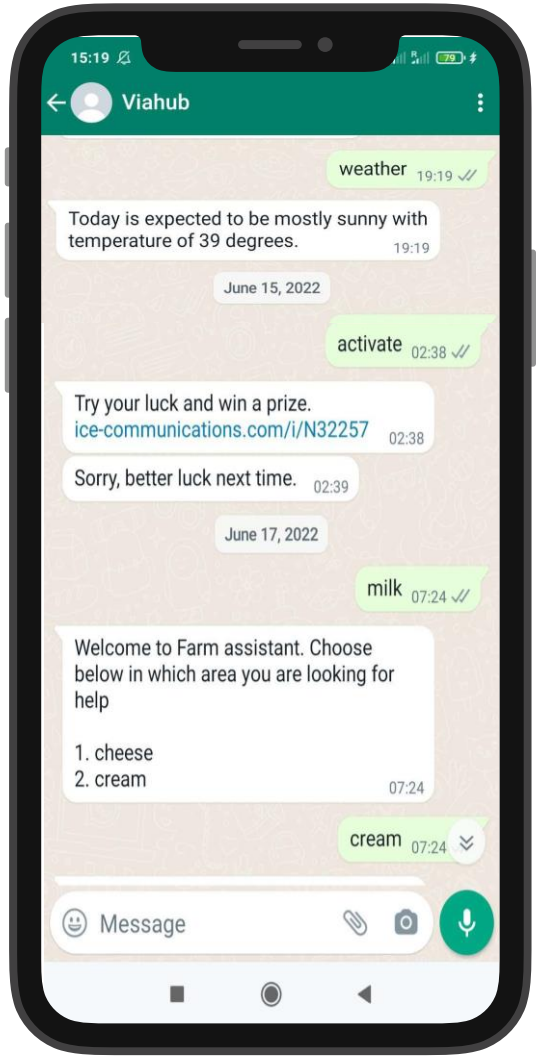
Digital coupon

E-swipe

Reveal/web trivia

WhatsApp for business

- Automated processes via API
- Real-time customers’ support
- API can send messages through session and template messaging
- Unlimited broadcasts

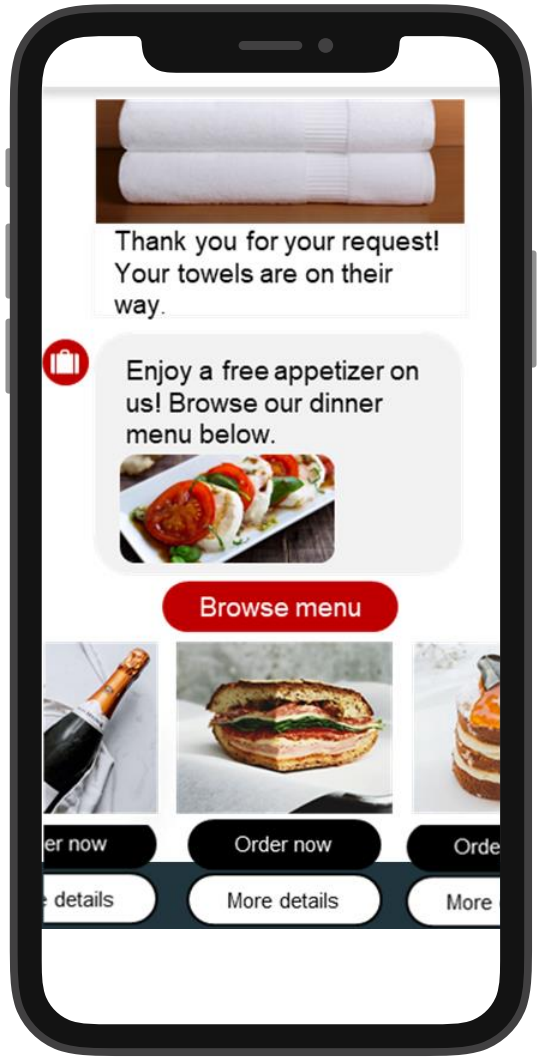


RBM – Rich Business Messaging

Sender brand name
More instantly identifiable than a phone number

Custom color palette
Colors and logos to improve brand recognition

Trackable actions
Metrics to understand effectiveness



Authenticated sender
Customers have peace of mind that the message is authentic

Embedded rich cards Combine text with other media such as images

Action buttons
Link to other phone functions, such as calendar, web pages or phone dialer

RBM – Chatbot assistant

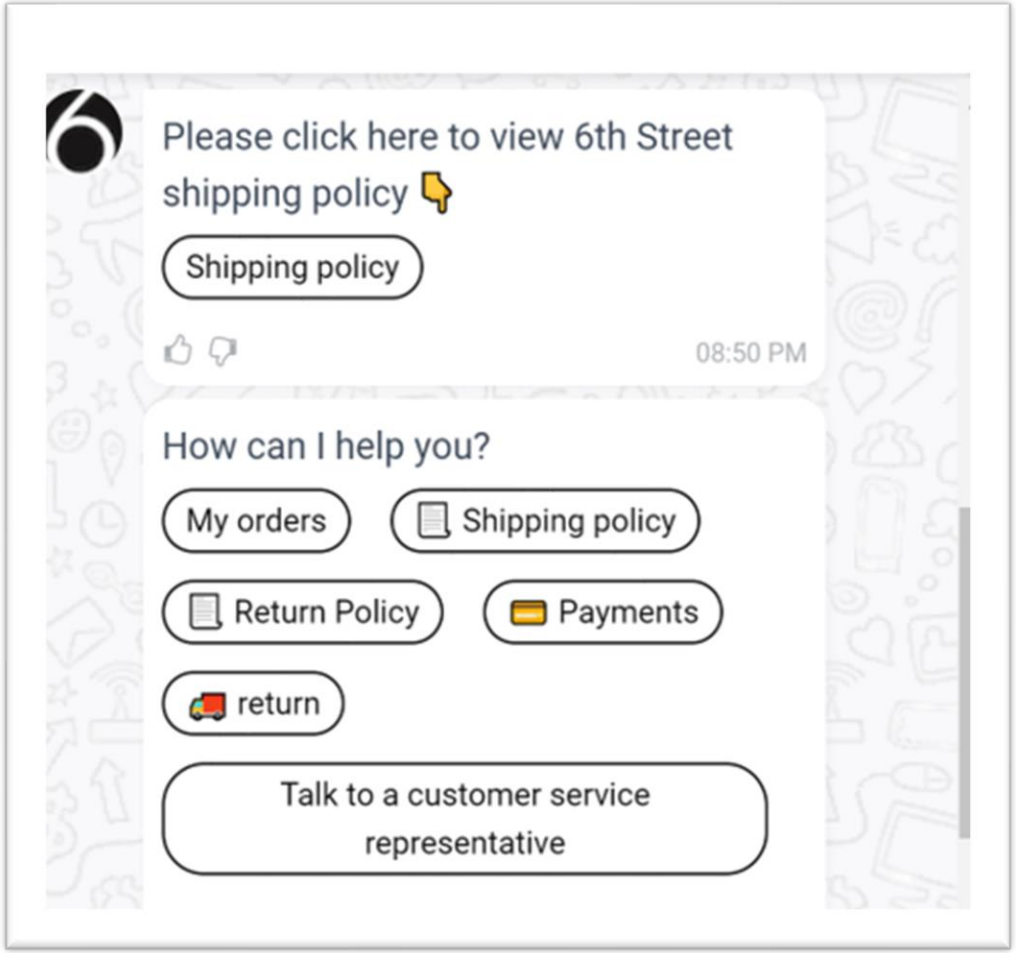
Both Enterprises and End-Users benefit by using Chatbot assistants

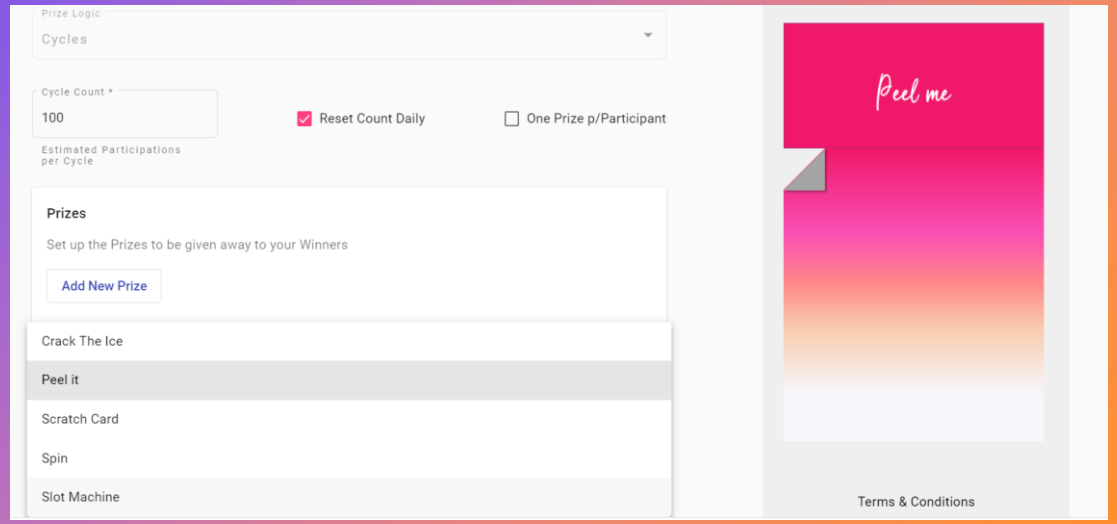
Enterprises:

- Cost saving
- Reach out to new customers
- Increase sales

End-Users:

- Improve Customer support
- Intelligent Agent assistants available 24/7.
- Instant responses





Interactive gamification formats

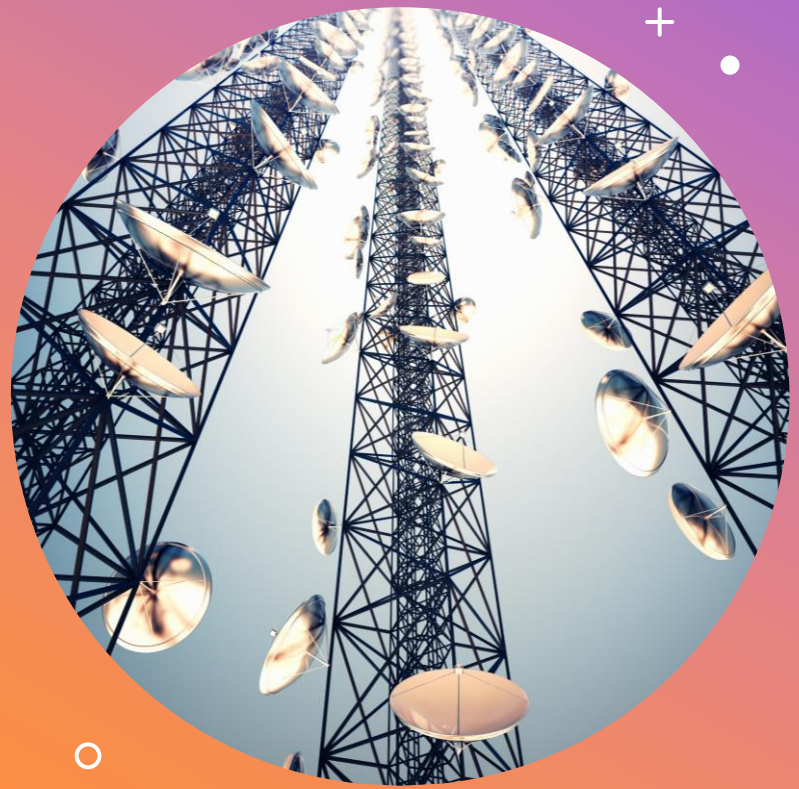
INTERACTIVE CUSTOMER ENGAGEMENT

INSTANT WINS
Give prizes immediately after participating based on configured odds

GIVEAWAYS
Select a random winner from a customer database or sweepstakes

TEXT TO WIN
Text unique codes from products or keywords

TRIVIAS
Test your audience’s knowledge



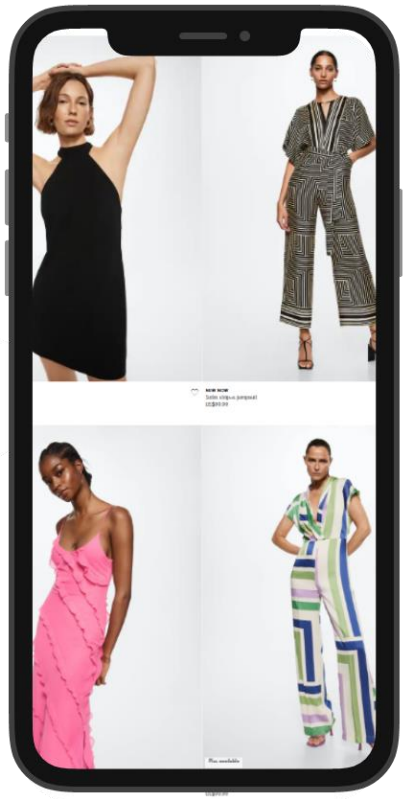
USE CASES

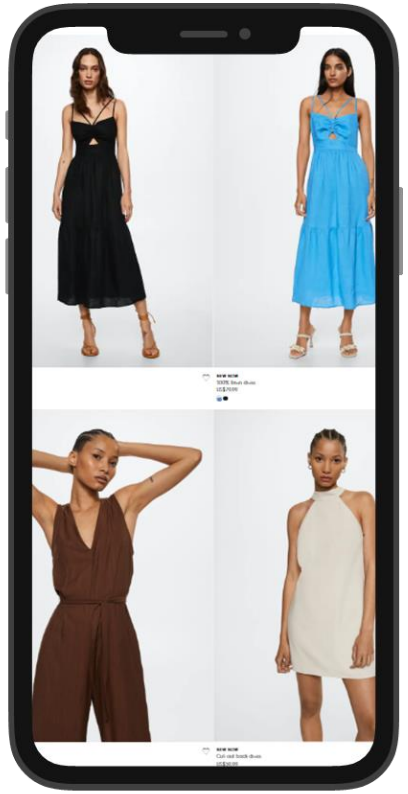
INTERACTIVE CUSTOMER ENGAGEMENT

eBrochure

Delivered via Email, SMS, RCS,

or WhatsApp





eBrochure delivered by SMS increase interest and readability rate.

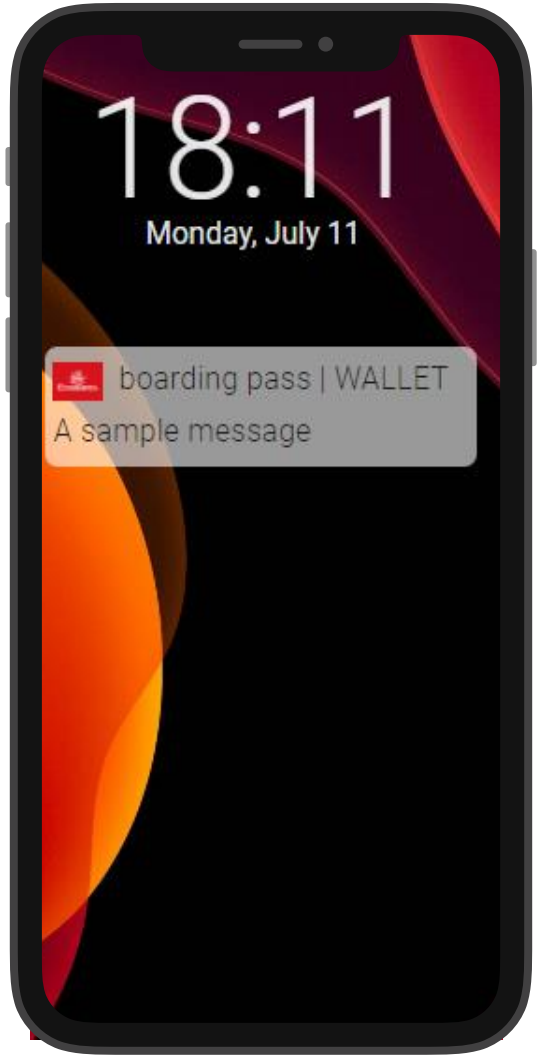
Helps sales team with promoting and highlighting products or events.

Over 90% open rate to 5Bn users globally.

It's fast and convenient!

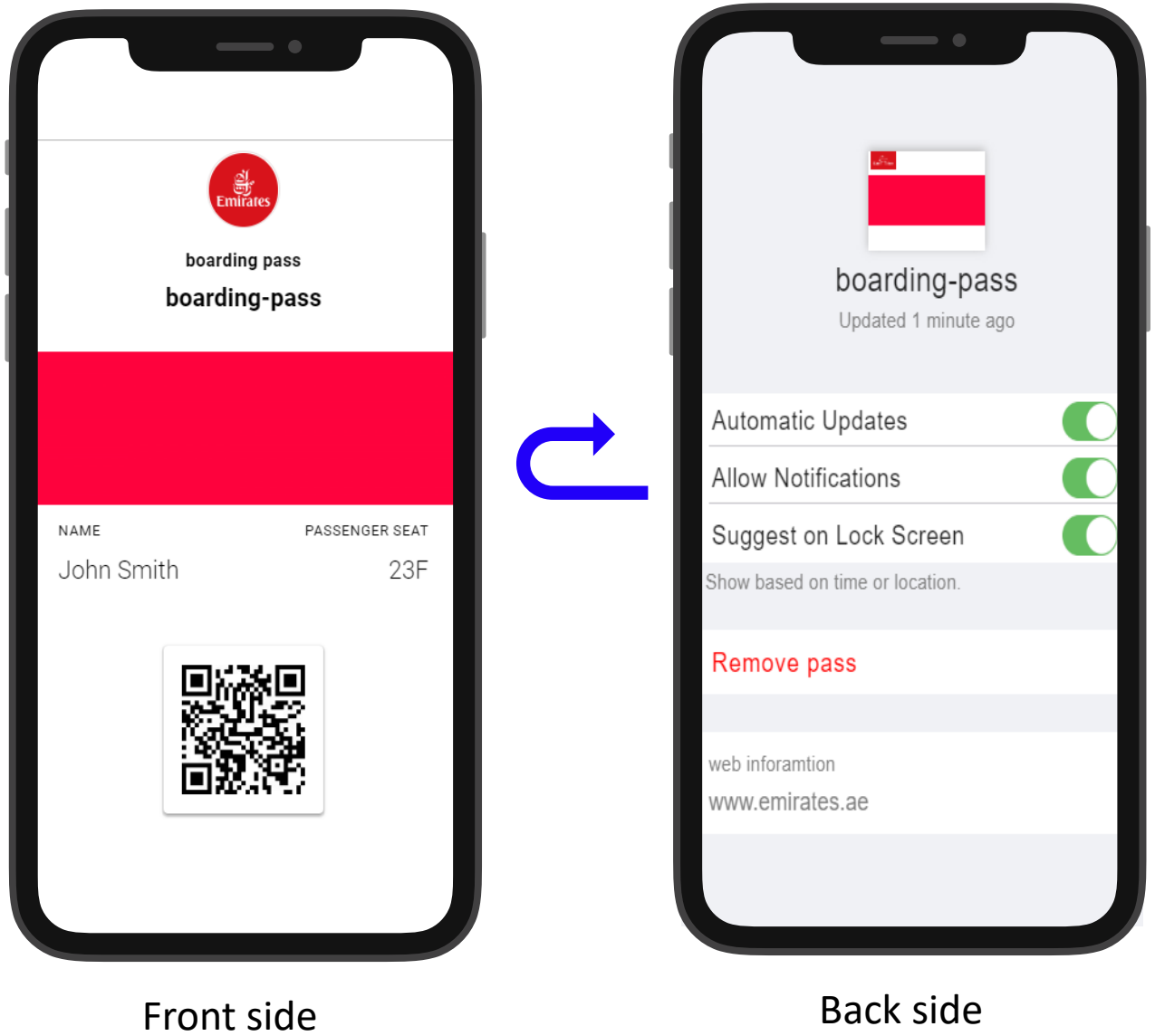
- In-app push
- Regular push
- Silent push
- Deeplink
- Geo Push

Boarding pass -push notification



Digital pass

Automated and customized digital passes for complete **digital transformation**.

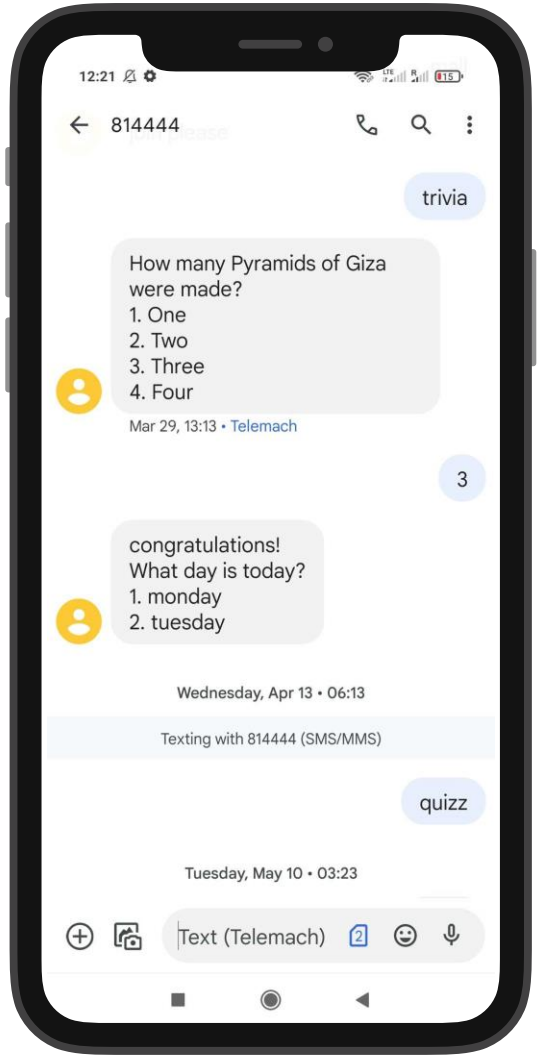


Front side

Back side

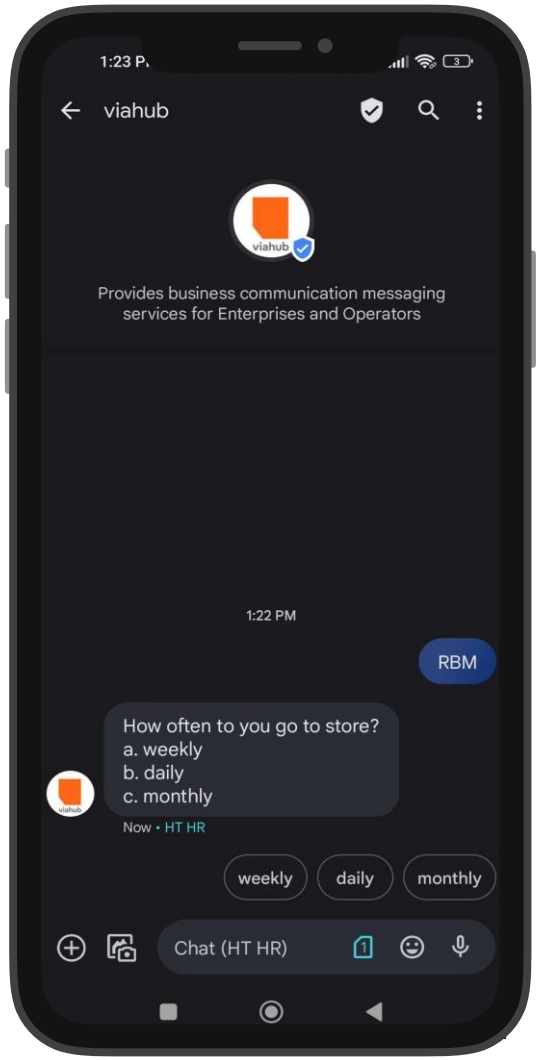
SMS quiz

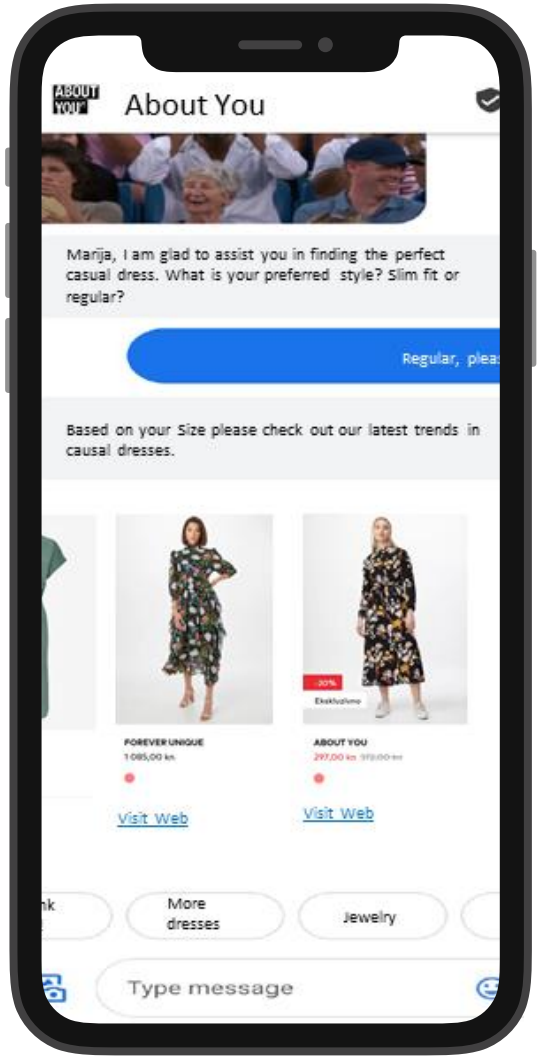
- Educational purposes
- Appointments
- Trivia & awarding prizes
- Surveys
- Customer support, etc…



Rich Business Messaging - RBM

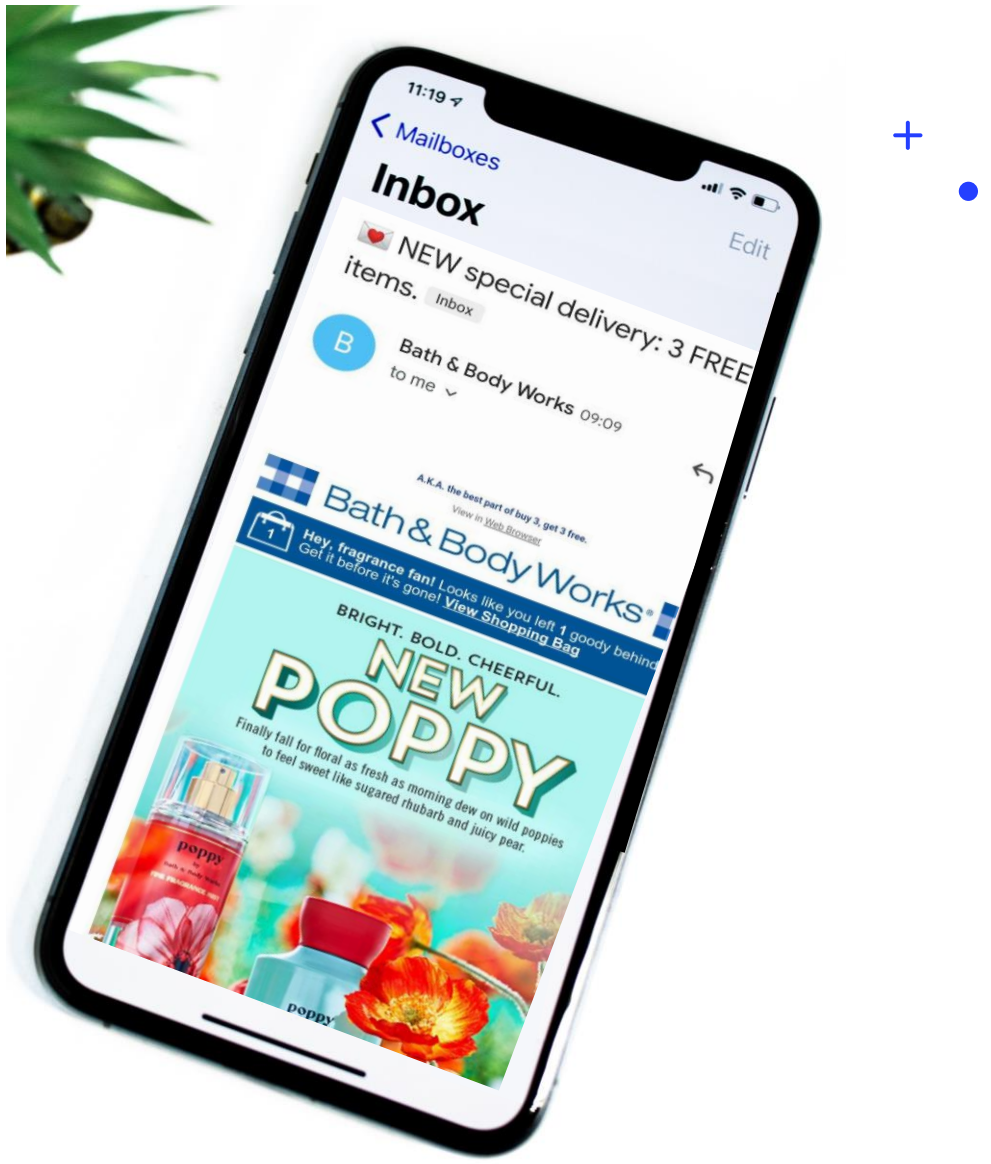
- Opt-Outs help to narrow list of quality leads
- Stay at the forefront of customers' minds
- Strong return on investment



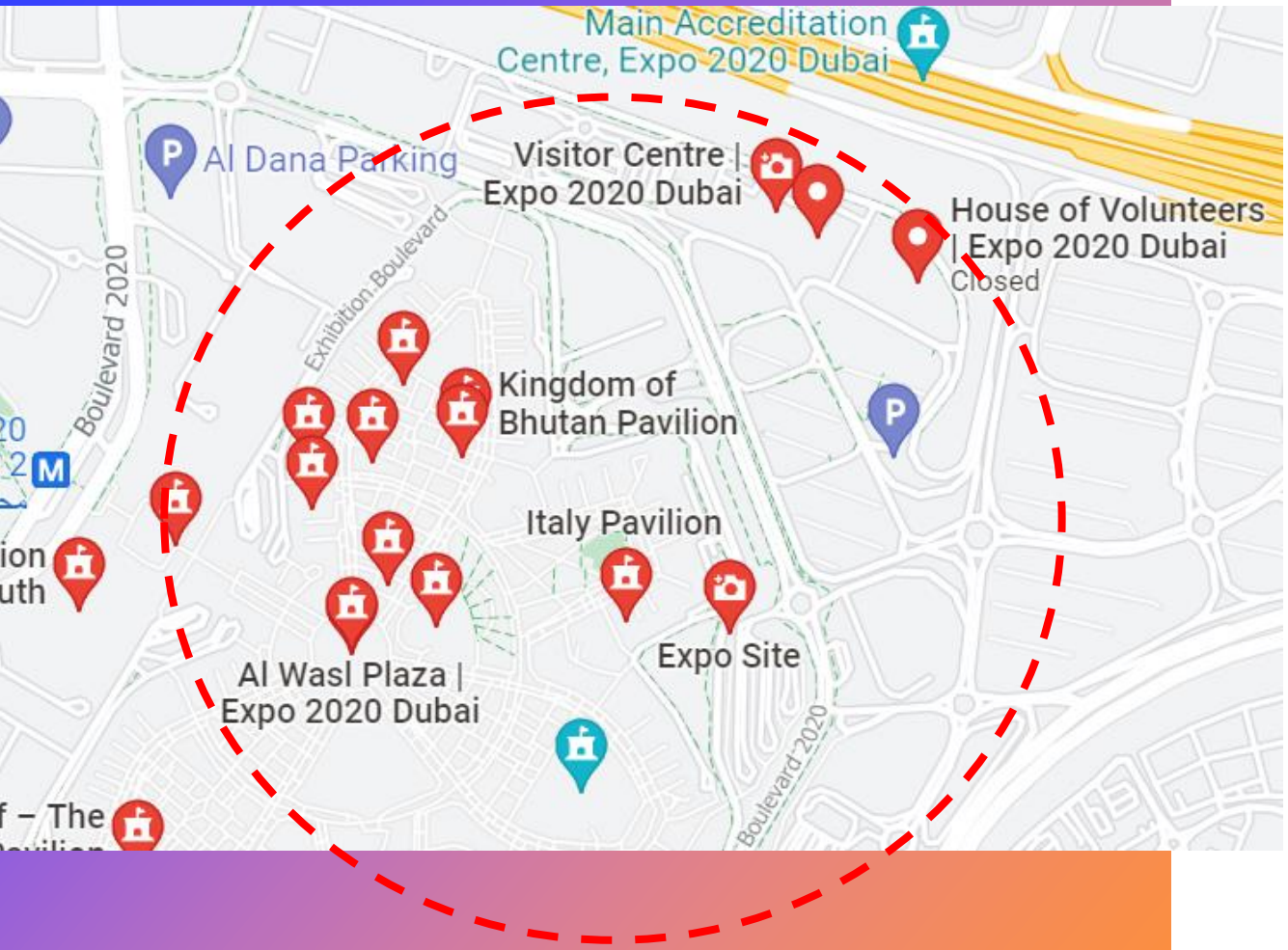


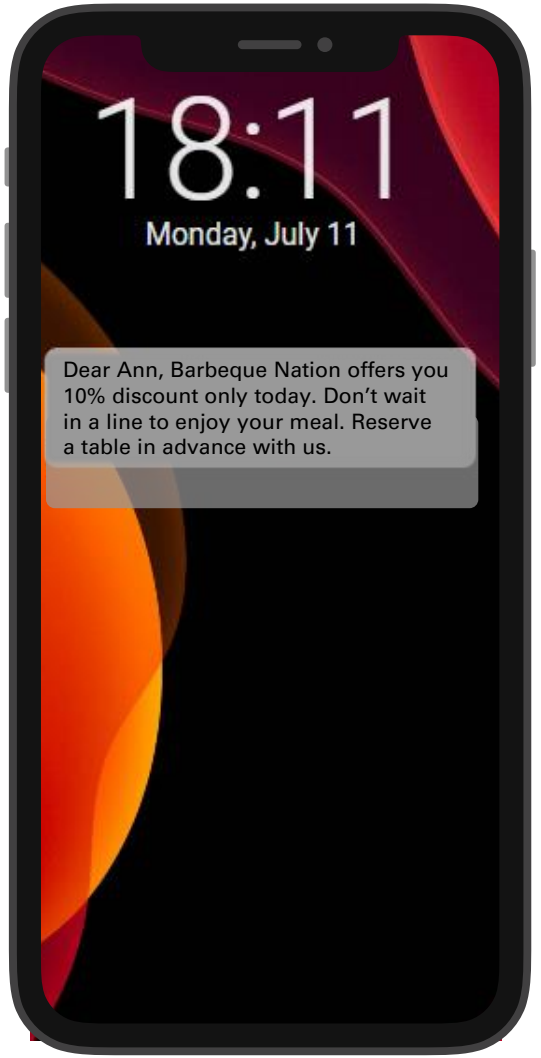
Email Newsletter & Surveys

- Increase brand awareness
- Measure customers' satisfaction with Email survey
- Add meaningful CTA's



Geofence



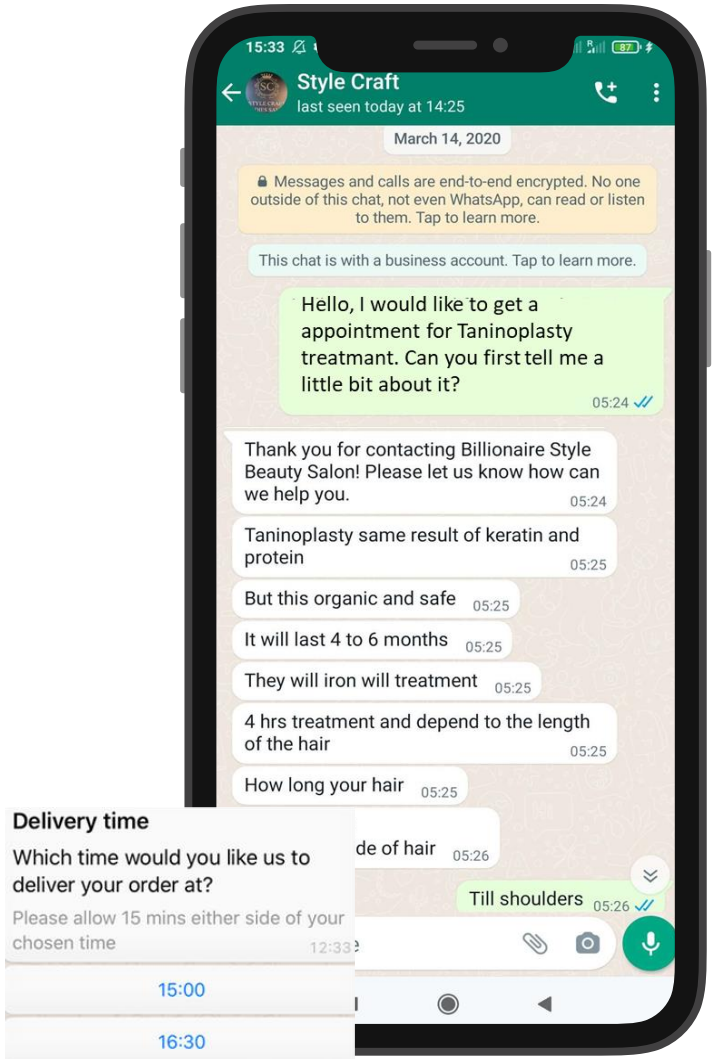


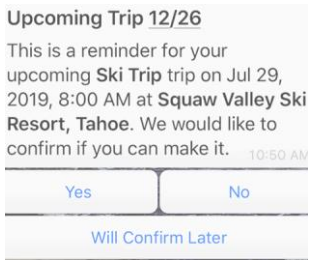
INTERACTIVE CUSTOMER ENGAGEMENT

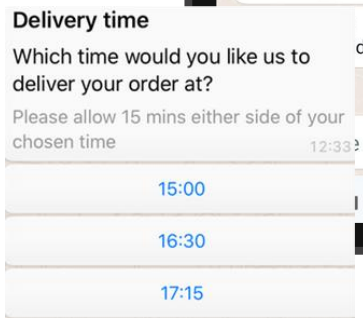
Combining location-based services and digital passes enable reaching targeted interactions with your customers.

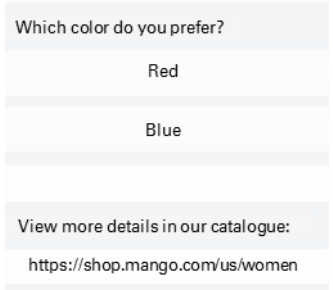
WhatsApp Agent

- ✓ Live interactions/support
- ✓ Programmed chatbot
- ✓ Automatized processes



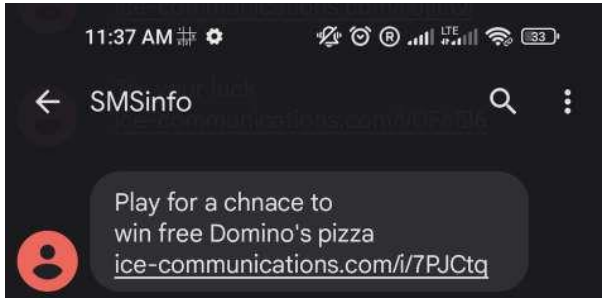






- ✓ Gamification
- ✓ Surveys
- ✓ Appointments and many more…

Gamification - interactive formats



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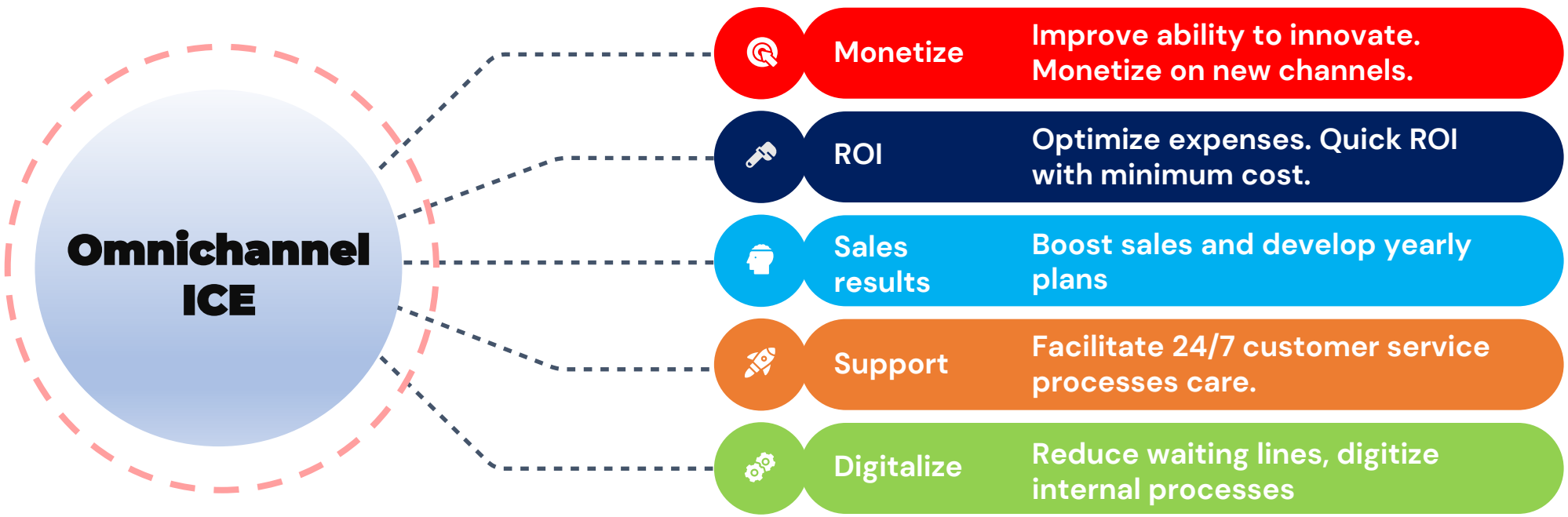

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Data driven decisions to power accelerated CPaaS growth

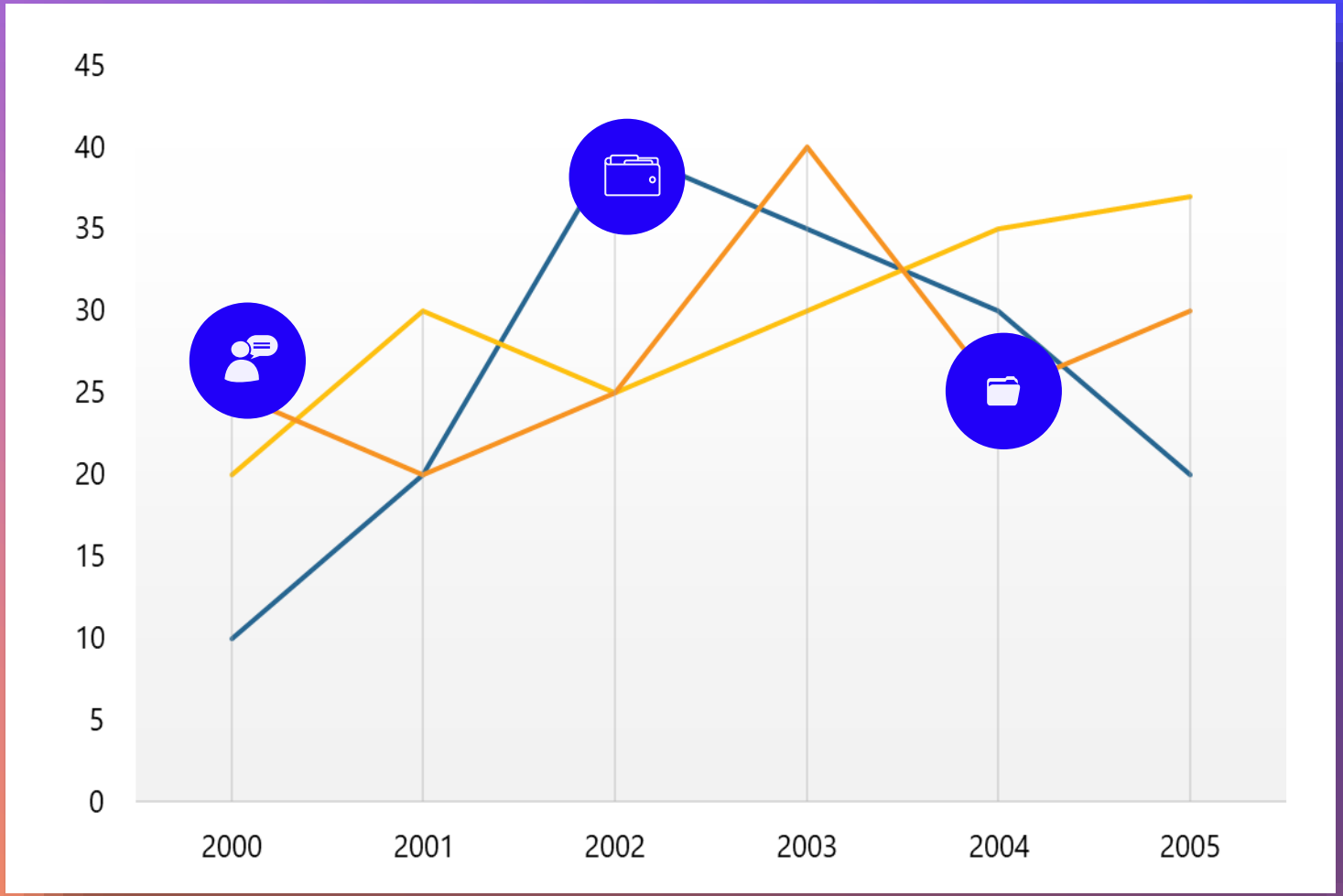
INTERACTIVE CUSTOMER ENGAGEMENT

Utilizes best of breed technology stack.

Seamless data collection to provide 360° overview of the customer.

Robust and detailed Statistics and Analysis for best data driven decisions.

Track customer's activity, preferred channel, type of engagement, preferred time for communication and completely personalize approach for best ROI.



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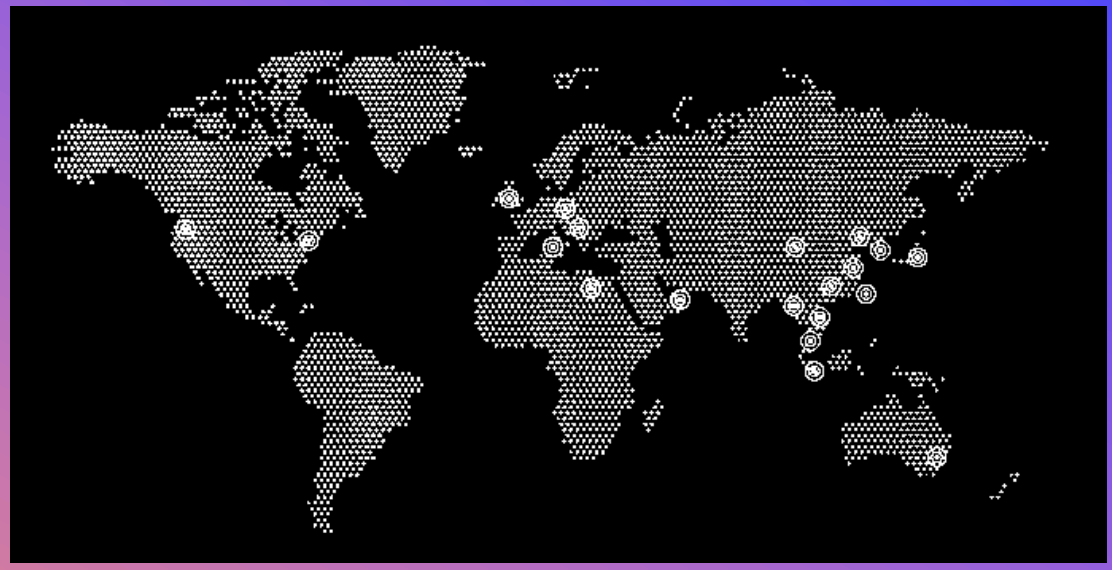

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