

## OMNICHANNEL

# Discover platform-based conversational marketing

From a single platform, send messages via SMS, RCS, OTTs or e-mail, saving time, costs and improving your customer service quality.



## MARKET CONTEXT

Business-to-consumer communication is becoming increasingly two-way as it moves away from traditional channels (SMS/MMS, e-mail, voice). A real conversation is now expected and hence the birth of conversational marketing messaging (RCS, In-App Messaging, WhatsApp, Facebook Messenger, etc.).

This new trend favors companies and consumers to maintain an active and relevant communication about offers, products, customer service and constant feedback that enriches the dynamics of business and consumption.

With this unique tool, we facilitate adaptation to ever-changing consumer preferences and ensure a seamless and engaging customer experience.

## OUR PRODUCT

Our Omnichannel solution is a central multichannel platform designed to connect enterprise customers and aggregators with active multichannel devices on mobile networks around the world. Among other functionalities, it allows clients to launch campaigns, adapt and orchestrate conversations across multiple communication channels all through visual tools that save time and complexity.

Improve your business KPI with your campaigns by increasing read and conversion rates and taking engagement and customer relationships to another level.

## Increase your KPI's while getting real time data

Operationalize your customer experience with conversational capabilities and drive the digital transformation of your business processes.

- Suite of APIs to integrate with your enterprise platform (API or SMPP).
- Platform capable of sequencing message flows through omnichannel capabilities:
  - Advanced Messaging Channels (OTTs).
  - Workflow Builder: create your campaigns visually.
  - Conversational Marketing capabilities.
  - Channel orchestration and use case templates.
- Chatbot provisioning with brand verification.
- Reporting:
  - Unified CDR repository for On-net and Off-net traffic (inbound and outbound interactions).
  - Near real-time analytics and dashboards, with operational analytics, service status and notifications across all channels.

- **High-availability production environment**, delivered as a SAAS hosted in a single-region multi-zone public cloud (99.95% uptime SLA).
- **Terminations** covering the entire country.
- **24x7 support**.
- **Templates** for all channel options.
- **Guaranteed delivery**: Multiple delivery channels with fallback mechanism to ensure that important messages are always received.



Quantitatively improving the customer journey will drive greater engagement and increase your KPI's.

Offer your customers a seamless omnichannel experience by managing all interactions from a single platform.

- **One platform, multiple channels**: Telco channels (SMS or RCS), OTT's (Whatsapp), e-mail and other on-demand channels.
- **Cost optimization**.
- **Global Termination**: global and local coverage, with any operator and in any country (LatAm).
- **Security**: The service has security related to credentials and any confidential information, so its safekeeping and security are guaranteed in compliance with regulations.
- **Channel preference management**: Customers can specify their preferred communication channel and preferences associated with brand personalization.
- **Increased campaign accuracy** (Conversion Rate) thanks to multiple configurable options for each flow, allowing companies to leverage network, device and channel intelligence to make customer interaction more intelligent, contextual, personalized and relevant.

## LICENSE LEVELS



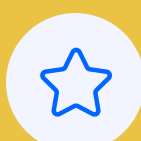
### A) Access Edition

- a. API access
- b. Low communication complexity (few communications)
- c. Termination Service



### B) Essential Edition

- a. Campaign Manager
- b. Templates
- c. Reports



### C) Premium Edition

- a. Workflow Builder
- b. Total flow sequencing