

Enterprises driving value through P2A messaging

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EVP Network Solutions

We power customer communications for blue chip businesses



Who we are

- A market leader of cloud communication software and services for digital interactions
- Profitable and cash generative growth for more than 10 years
- 1,100+ employees globally, HQ in London, offices in NA, Dubai, Hyderabad and Johannesburg

What we do

- Provide cloud communications software to help businesses automate and improve two-way customer communications across channels
- Enable businesses to use omni-channel communications in Contact Centres, Service Operations and CRM to improve CX

Why clients use us

- **Best of breed** – over 15 years experience in managing digital communication channels
- **Enterprise grade** – 24/7 global cloud managed service infrastructure
- **Innovation** – strong track record of delivering innovation for leading enterprises



42bn

Messages per year



80

Countries served



1

UK, Canada & SA
Market leader





The cost of serving customers has never been higher



Businesses spend **\$1.3 trillion** on **265 billion customer service calls** each year

How can you reduce the number of low value, high volume inbound calls?

How do you maximise first contact response success for outbound engagement?

Proactive customer service can have real impact on the bottom line



INBOUND

Reduce the number of low value inbound requests by 40% through intelligent automation.

OUTBOUND

Increase outbound contact success rate by 60% through proactive use of messaging channels.

1. Enable mobile and digital channels & channel switch (into existing agent desktop application if needed)
2. Seamless handover between chat & bot with full context for faster case resolution
3. Intelligent enquiry routing based on agent skills and capacity



70% of consumers
say they prefer
messaging over calling
for customer support

Telephone calls are an interruption made
at the convenience of the caller

Selfcare Survey - consumer appetite for messaging for brand engagement

68%

of consumers prefer messaging channel to contact a business

58%

of customers would be happy to be served by a chatbot if it resulted in a better customer service experience.

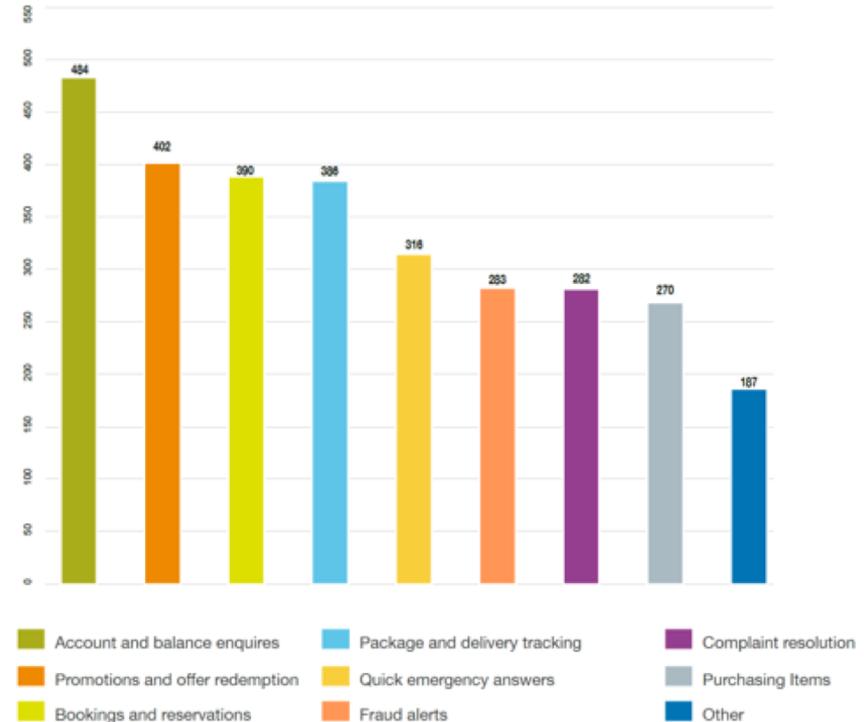
78%

of customers would be willing to wait longer provided they get a proactive acknowledgement their query is being handled.

12%

of customers used FB Messenger as a channel the last time they engaged with a business, versus 11% via SMS

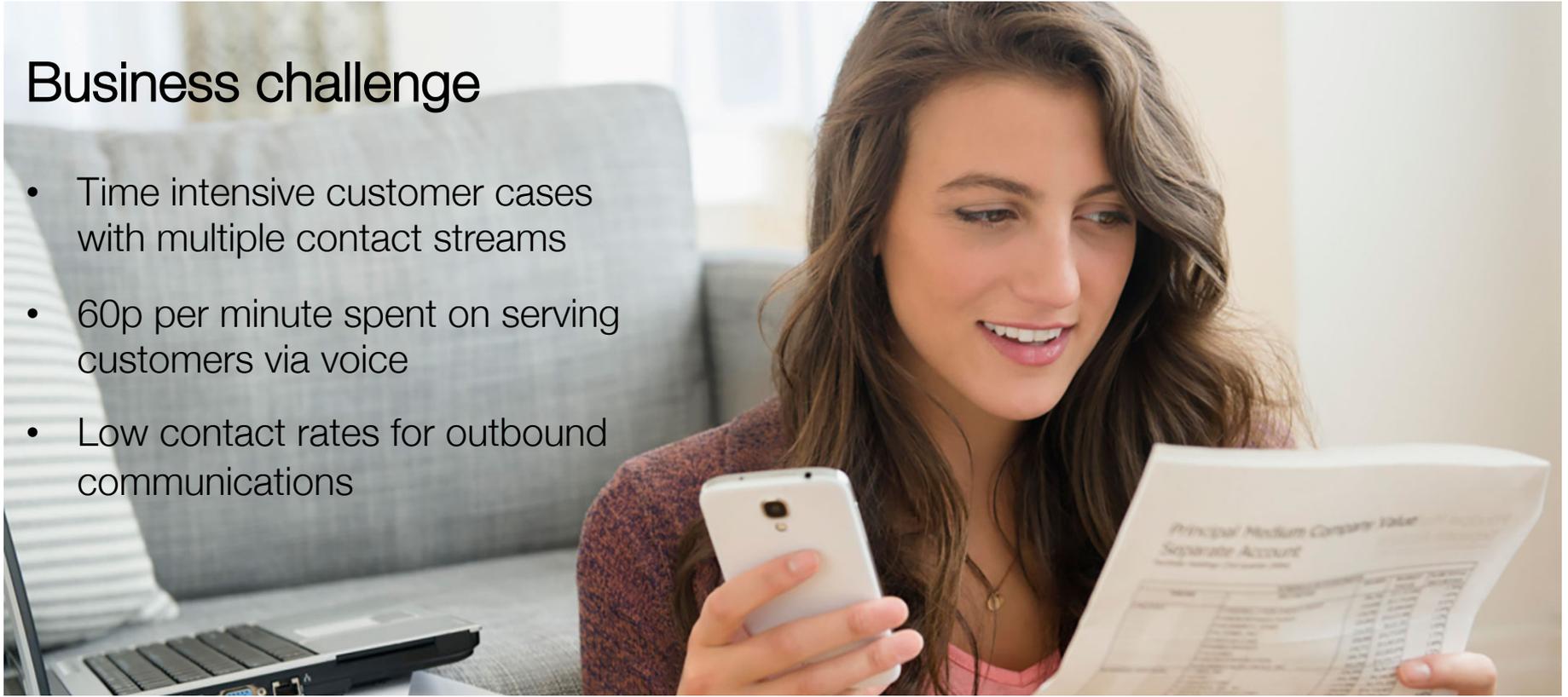
Most useful types chatbot interaction





Business challenge

- Time intensive customer cases with multiple contact streams
- 60p per minute spent on serving customers via voice
- Low contact rates for outbound communications





Solution

- Implemented proactive communication via messenger channel
- Provided chat based messaging for first contact resolution
- Automated claims process workflow
- Chat interface for agents
- Message templating



Benefit of messaging chat-based customer service



Reduce inbound call volumes

Reduce inbound voice calls at peak and off-peak times by providing alternative channels to voice.

Increase agent productivity

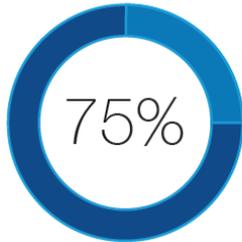
Agents can manage multiple chat conversations simultaneously. As a result, more customer enquiries can be completed faster.

Reduce operational costs

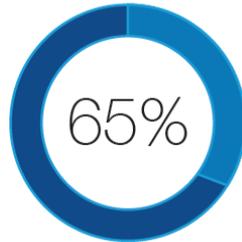
Reduce operational costs by answering enquiries over cheaper communication channels, e.g. SMS chat sessions are up to 75% cheaper than the voice calls.



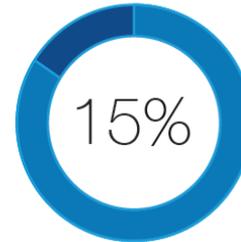
Faster daily case resolution rates



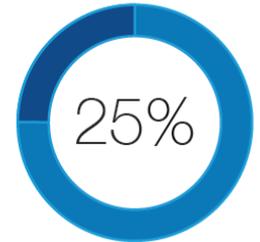
Cost saving through messaging



Better first contact response rates



Lower inbound call volumes

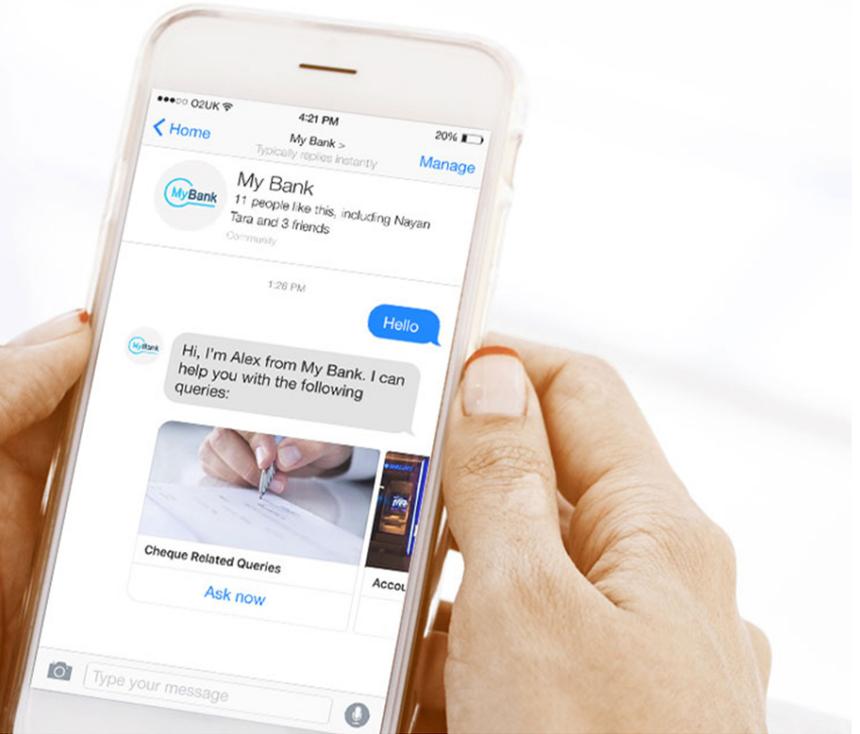


Reduction in operational costs



Business challenge

- An increasing number of customers engaged via the banks Facebook account
- Social Media team under significant pressure to answer enquiries usually handled by Contact Centre agents
- Respond fast to this shift, making necessary integration of new FB channel to their customer service experience



Solution and business impact



- Worked in partnership with the bank's customer service and development teams
- FB Messenger was integrated into their Contact Centre customer support strategy
- Enabled agents to have live two-way conversations across SMS & FB Messenger via one centralised agent interface

**Reduce inbound
calls by 15%**

Average chat session is up to
75% cheaper

**Improved customer
satisfaction**

70% of customers have given
positive feedback

**Efficiency
Improvement**

Agents can handle up to 6
chats simultaneously

IMImobile approach to automating customer journeys

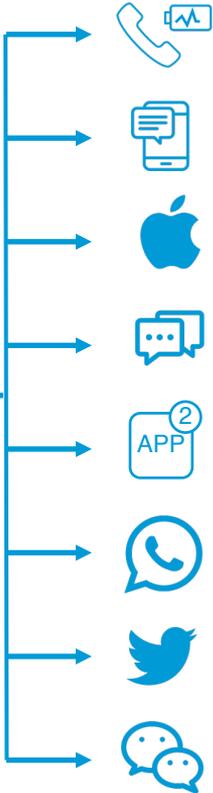
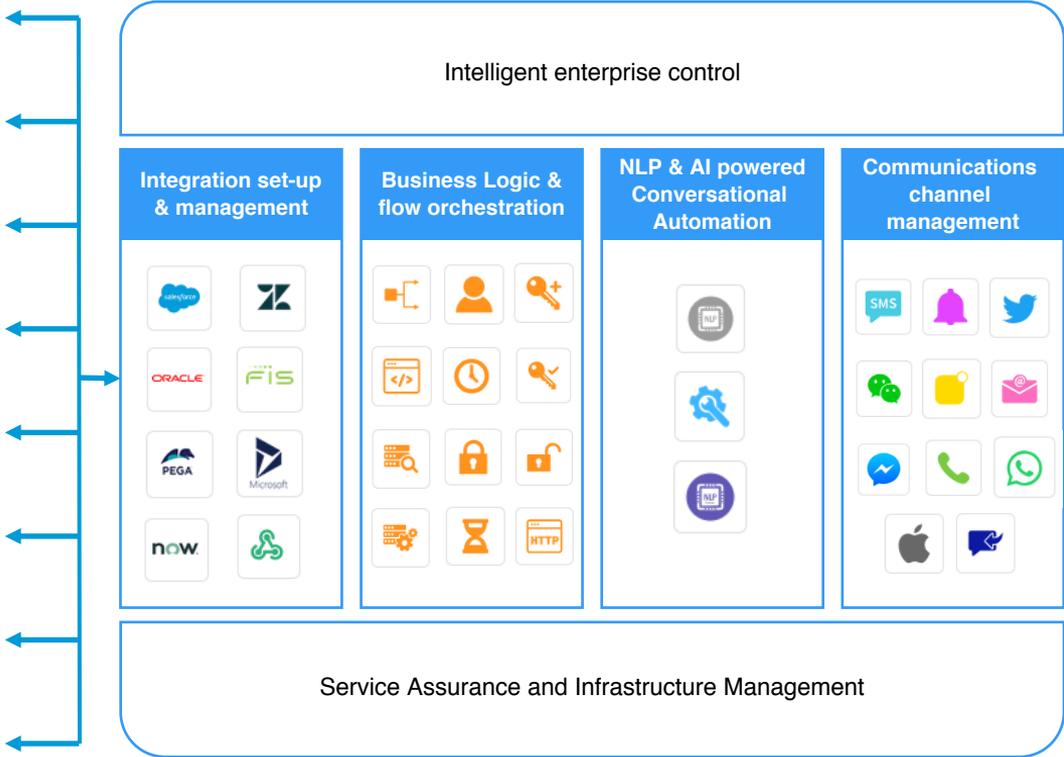


CORE BUSINESS SYSTEMS

- TRANSACTION PROCESSING
- FRAUD MANAGEMENT
- ORDER MANAGEMENT
- CASE MANAGEMENT
- COMMERCE PLATFORM
- BILLING PLATFORM
- APPOINTMENT MANAGEMENT

3rd PARTY SERVICES

- DELIVERY / FULFILMENT
- NAME / ADDRESS VERIFICATION
- CREDIT CHECK
- PAYMENTS



RCS – Delivering Selfcare

Comprehensive overview of RCS

Account Balance queries

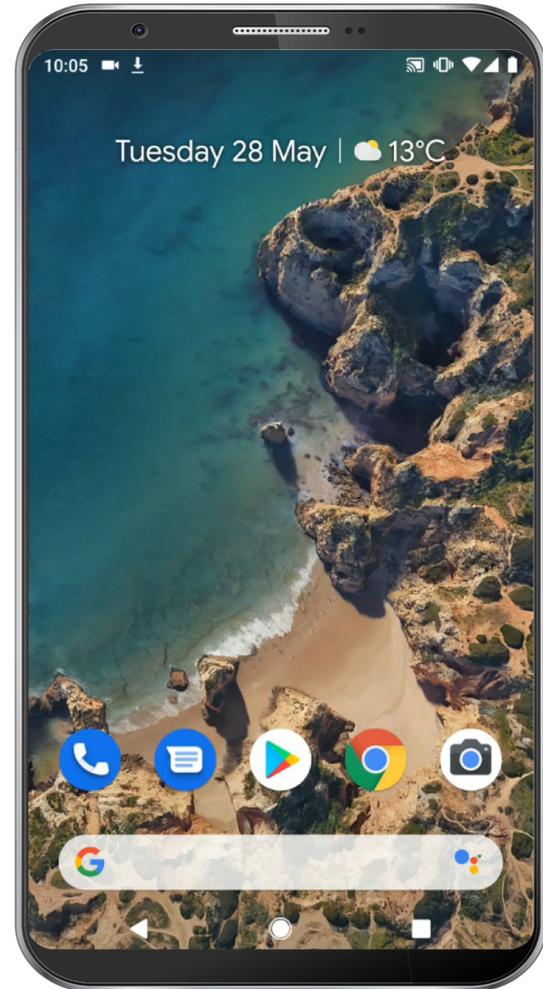
Prepaid Top-ups

Contract renewals and upgrades

Handset troubleshooting

Roaming services

Location aware rewards



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