engage·HUB

Overview

Lancashire & Cheshire IRRV Tech Showcase – Thursday 28th September 23

ABOUT ENGAGE HUB

It's our mission to make sure your business treats your customers as individuals to engage each and every one

PROVEN TRACK RECORD

With over 20 years in business, we work alongside and power some of the largest brands across the global, spanning multiple sectors

PayPoint · MaxContact · Aer Lingus · Doncaster Council · bankinter. · Bank of Ireland · Telefónica

vivo · Medallia · Upland · KBC · hgs · TNT FedEx · Birmingham City Council

Prepay Power · qualtrics XM · Sainsbury's · TESCO mobile · Three.ie · TIM · United Utilities

SECURITY AND SCALE

Processing in excess of 12 billion interactions per annum and delivering to over 600 million people around the world in an ISO secure environment

nqa. ISO 27001 INFORMATION SECURITY MANAGEMENT · HM Government G-Cloud Supplier

Crown Commercial Service Supplier · PCi

FSQS REGISTERED · CYBER ESSENTIALS CERTIFIED PLUS

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RECOGNITION

INNOVATION AT HEART

We are continuously reinvesting in research and development to ensure that we are delivering solutions to meet market demands

RECOGNISED EXPERT

We are recognised by Forrester in their latest Journey Orchestration Platforms evolution WAVE report and two vendor landscape analysis reports

> Engage Hub provides CCCM solutions for SMS, email, web, voice, push notifications, and Facebook Messenger. Its Synapse engine further addresses RTIM requirements.”
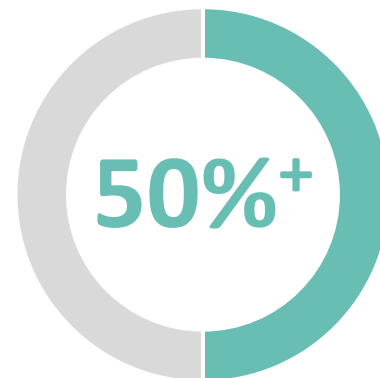
FORRESTER

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Billions

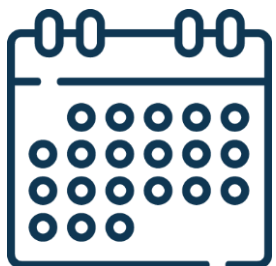of **interactions** per **month**

4 million+

savings per annum

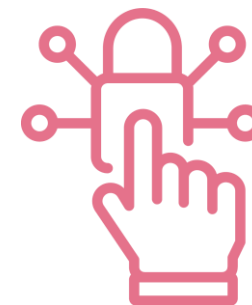**50%+** of all **agent calls** are being **deflected**

70% increase in **campaign effectiveness** using Engage Hub's Waterfall technology

Automation journeys **delivered** in **less than a week**

ISO 27001, **Cyber Essentials Plus** and **PCI** certified and red level data access

GOVERNMENT/HOUSING ASSOC. USE CASES

CALL DEFLECTION SOLUTIONS
Vulnerable residents

CUSTOMER ENGAGEMENT
Intelligent collections

PAYMENTS
Council tax and fines

DATA/CAMPAIGN ORCHESTRATION
Single view of resident

CALL DEFLECTION SOLUTIONS
IVR call deflection

CUSTOMER SELF SERVE
Bin collection

PROCESS AUTOMATION
Parking permits

CUSTOMER ENGAGEMENT
Resident tracking and CSAT

JOURNEY MAPPING
JOURNEY ANALYTICS
CONTACT CENTRE AUTOMATION
CHANNEL ORCHESTRATION
AI JOURNEY ORCHESTRATION
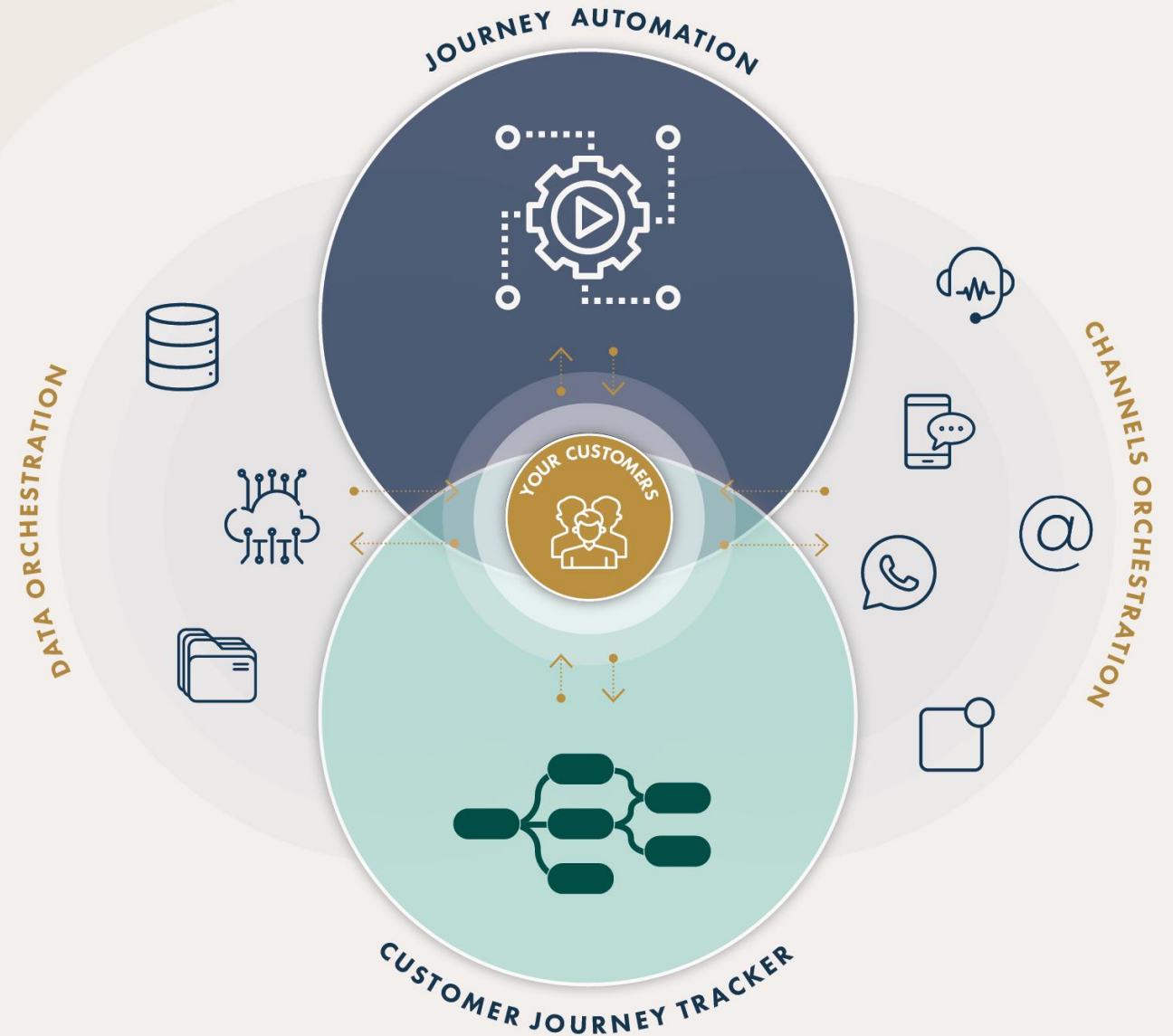
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PLATFORM OVERVIEW

DATA AND CHANNELS MEET AUTOMATION TO PRODUCE INSIGHTS

We empower contact centres, banks and retails to make changes to the customer journeys. As customers' behaviour changes, these must be matched by changes to the way agents work together.

JOURNEY AUTOMATION

DATA ORCHESTRATION

CHANNELS ORCHESTRATION

YOUR CUSTOMERS

CUSTOMER JOURNEY TRACKER

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DATA ORCHESTRATION

NO NEED TO RIP AND REPLACE

Don't let your existing systems prevent you from digitally transforming your business.

We enable you to seamlessly access and combine all data from across existing legacy systems and infrastructures.

Use our pre-built integrations into today's leading technologies or custom built integrations to your systems to power your customer journeys.
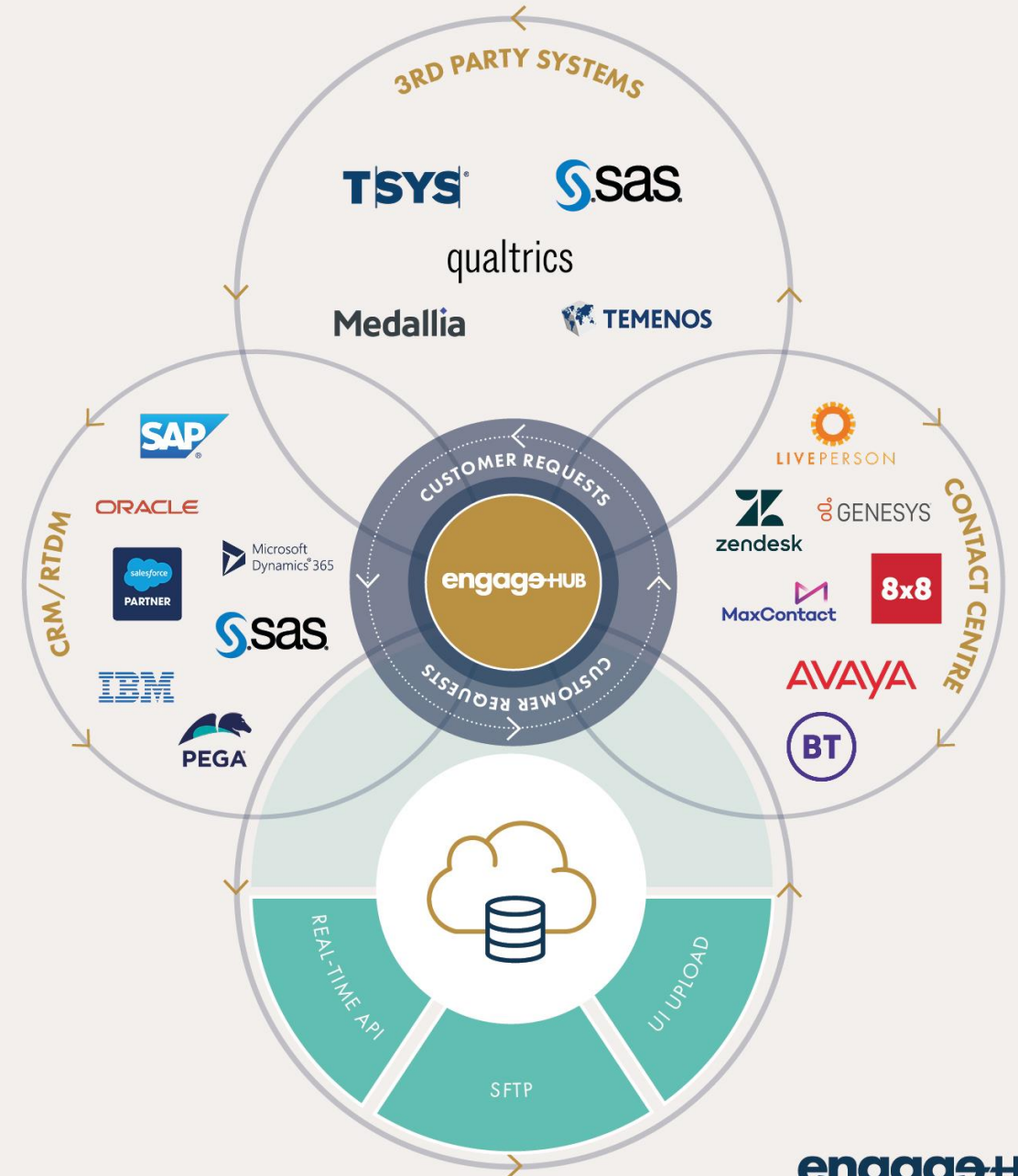
Cross-channel engagement

Voice
Deliver outstanding, automated customer service

SMS
Instigate two-way SMS and MMS conversations with your customers

Email
Start sending contextually relevant emails that generate ROI

Push Notifications
Prompt immediate interaction from engaged customers

Live chat
AI powered UI for agents to seamlessly manage customer queries

Messenger & WeChat
Send instant messages via WeChat and Messenger

Web
Design, edit and publish mobile responsive landing pages in minutes

WhatsApp
Create two way WhatsApp conversations for customer support

RCS
Support rich card carousels/RCS messages via Synapse

Webchat
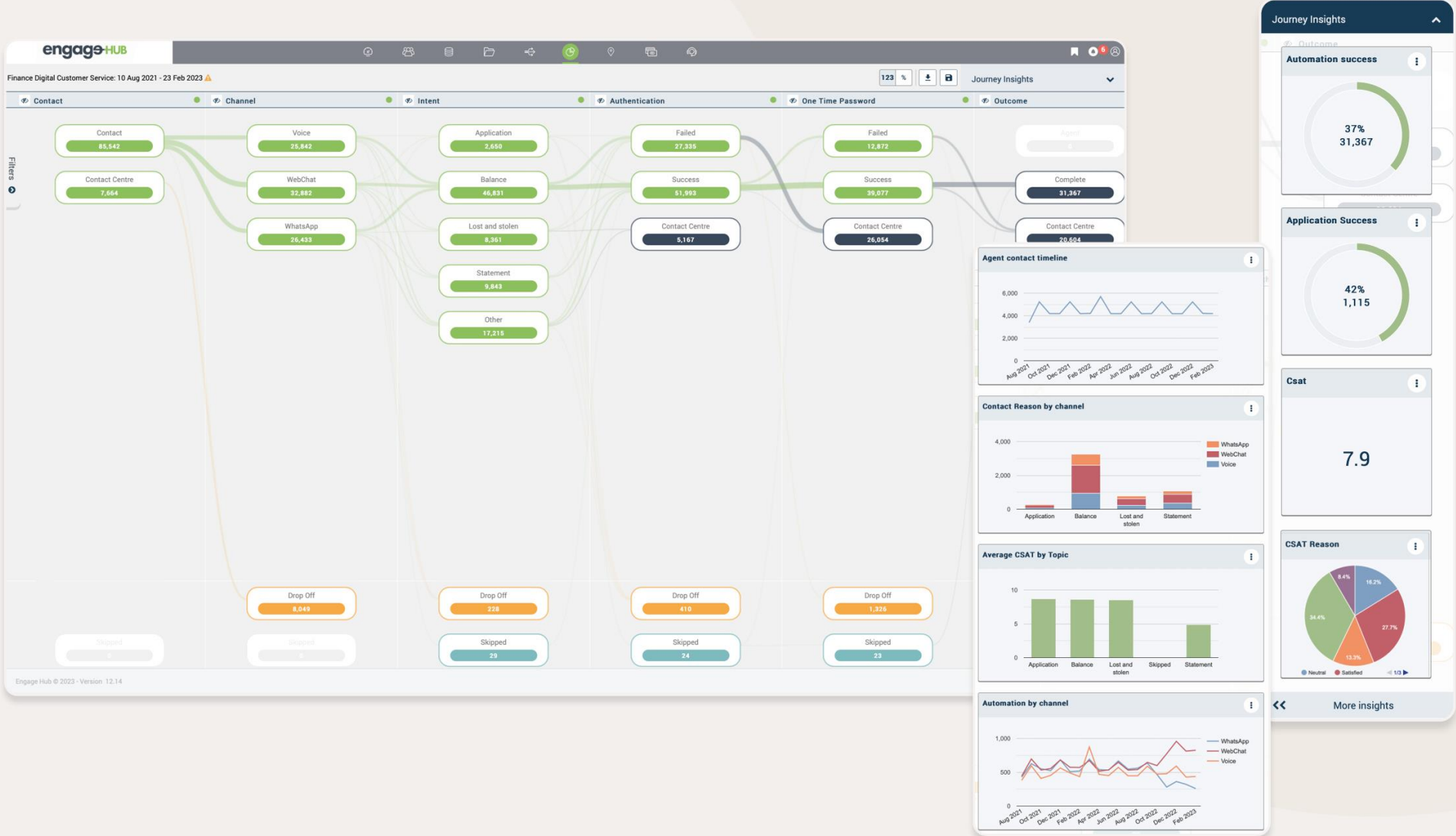Extend chatbot capability to your website for fully cross channel

Twitter
Support customers through Twitter's Direct Message functionality and Engage Hub's NLP technology

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CUSTOMER JOURNEY TRACKER DRIVING CONTINUOUS IMPROVEMENT

DRIVING REAL RESULTS FOR OUR CLIENTS IN FINANCIAL SERVICES

CUSTOMER EFFORT SCORE (CES) INCREASE OF **16+** FROM 42 PTS > TO > 58PTS

MESSAGE AUTHENTICATOR

49%

CONFIRMED AS LEGITIMATE BOI MESSAGES

35%

CONFIRMED AS ILLEGITIMATE BOI MESSAGES

SERVICE ROLLOUTS IN LAST QUARTER

5

SERVICE ROLLOUTS PLANNED

7

44%

SUCCESSFULLY COMPLETING AUTOMATED PIN RESET JOURNEY

67%

ACTIVATING ACCOUNTS USING AUTOMATED JOURNEY

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Single view of debt – The Benefits

Council

- Increase council revenue
- Reduce operational cost chasing down debt
- Help staff make informed decisions
- Real-time triggers and actions

Resident

- Improve residents' satisfaction
- Reduce residents' debt
- Support vulnerable residents
- More time to spend with residents rather than gathering information

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What it can help identify?

- Helps with - Can pay won't pay

- Helps with - Can't pay won't pay

- Helps identify vulnerable residents

- How much the individual owes the council

- How old the debts are

- Who the debts are owed too

- Households with escalating levels of debt

- Context to inbound calls from residents

- Where residents are on their journey

- Quick wins

- Understanding of the debt population

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How we do it

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Our architecture

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Data sources

- Customer profile
- Segmentation
- Behaviour
- CDRs
- Location

- APIs
- SFTP
- Manual Upload

Synapse

CRM/Profile Management	Content Editor
Contact Rules Engine	Campaign Manager & Optimisation
Customer Segmentation	Channel Optimisation

Intelligent Channel Waterfall

- Email
- RCS
- WhatsApp
- Voice
- SMS

Click Tracker/Customer Journey Tracker

Campaign Reporting

- 3rd party
- APIs
- Internal System

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Real time optimization

Click Tracker

Synapse

SMS	RCS	Web Chat	Email	Voice	Push

Customer

Preference Optimisation+Waterfall
A/B Profile testing A/B Split testing

Customer Journey Tracker
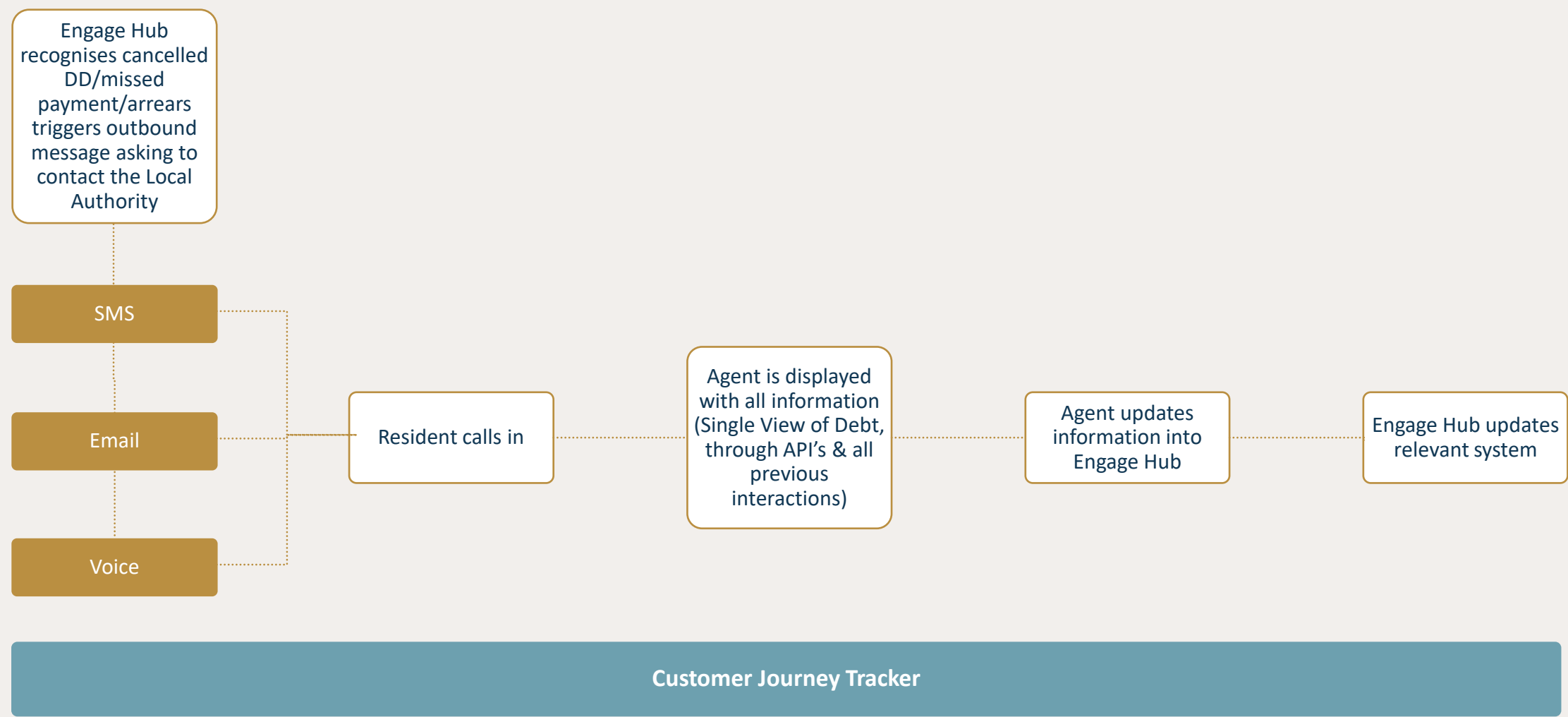
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Cross-channel message status waterfall flow - RCS/WhatsApp/SMS
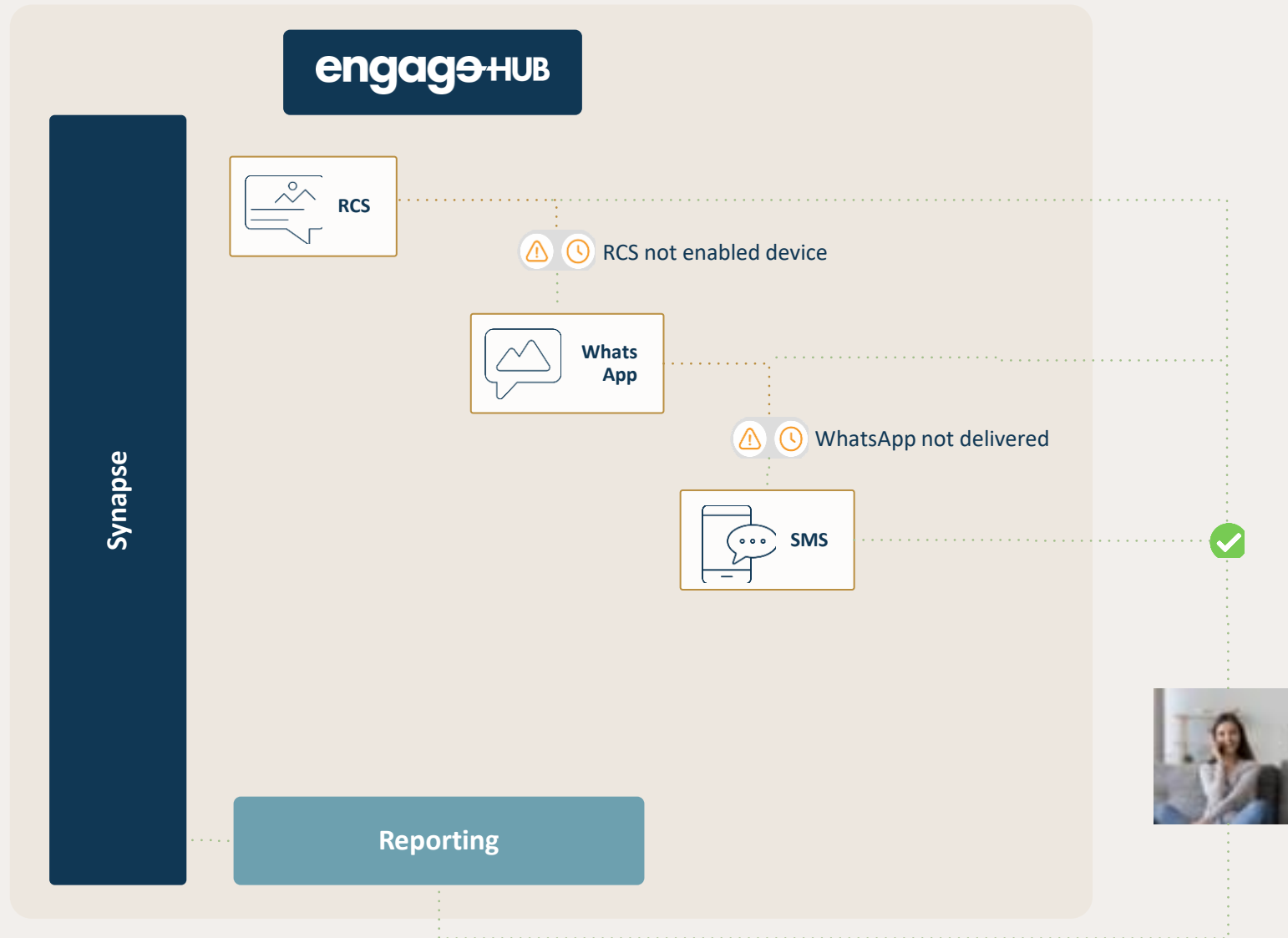
One platform enables

- New RCS channel implementation
- RCS to WhatsApp to SMS flow

Proactive

Engage Hub recognises cancelled DD/missed payment/arrears triggers outbound message asking to contact the Local Authority

SMS

Email

Voice

Resident calls in

Agent is displayed with all information (Single View of Debt, through API's & all previous interactions)

Agent updates information into Engage Hub

Engage Hub updates relevant system

Customer Journey Tracker

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Reactive

resident messages
council via

SMS

Email

Voice

Engage Hub
responds same
channel with total
amount, breakdown
& payment plan
option fully self-
serve or would they
like to speak to an
advisor

Resident chooses
advisor

Links back to agent
who has all data in
front of them &
updates system

Engage Hub updates
relevant system

Customer Journey Tracker

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How we keep your residents secure

ISO 27001 accredited

Two-factor authentication

Built-in change control workflows

Field-level masking and encryption of data

Flexible account and system-wide data retention periods

Multi-level system and account administration permissions

Agent activity auditing

PCI compliant

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CROSS CHANNEL CUSTOMER SERVICE CHATBOTS

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NATIVE NLP/
CHATBOT
LAYER

SMS   WEB CHAT   MESSENGER   WHATSAPP   IVR   RCS   LIVE CHAT

CHANNEL
LAYER

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Thank you

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