

The next generation of outbound customer engagement technology

Your customers should never have to ask

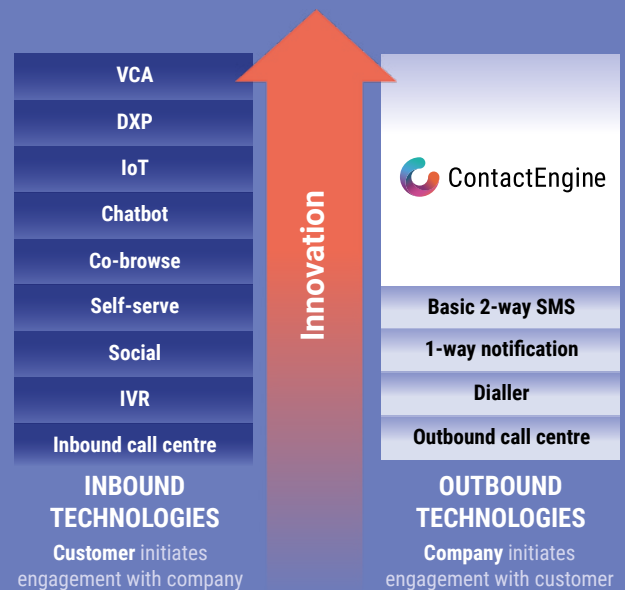
First-generation outbound customer communications systems were all about sending notifications. The second generation introduced 2-way messaging. Now the third generation, ContactEngine, delivers genuine conversations run by AI. Welcome to a whole new era of proactive customer service.

Proactive customer service demands innovation in outbound

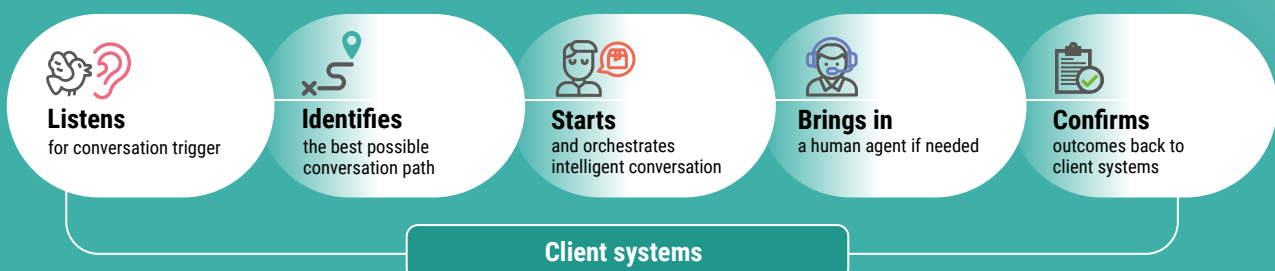
Innovation in customer engagement tools like digital apps, chatbots, and virtual customer assistants, has been all about managing inbound customer enquiries.

We start from a different point. We believe your customers should never have to ask – you should serve them proactively, on the front foot. That shift calls for real innovation in outbound customer engagement tech.

Existing outbound technologies don't offer a scalable conversational capability. ContactEngine does. ContactEngine lets you provide proactive customer service – interacting with your customers through the channels they're most comfortable with, before they need to contact you. ContactEngine AI starts and runs brilliant conversations, transforming the efficiency and costs of your operations, and revolutionising your customer experience.



ContactEngine connects to client systems to deliver proactive customer engagement in 5 steps



✓
Transform
customer
experience

✓
Lower
operational
costs

✓
Increase
revenue

✓
Better
employee
experience

✓
Higher
NPS / CSAT

ContactEngine's proactive conversational AI delivers major benefits to some of the world's biggest companies





Our clients



ContactEngine delivers results across the customer journey



Success stories

Industry	Client	Problem	Benefits delivered
 Telco	Major US telco	4 million repair appointments per year across fiber and copper, each requiring a truck roll – but too many unnecessary truck rolls (fault was fixed – or could easily have been fixed, or customer not in)	<ul style="list-style-type: none"> • 3 months from configuration to full roll-out • Saves 15% of truck rolls (10% more than previous systems), equivalent to \$41m savings per year • 95% of conversations handled without agent intervention • >10:1 ROI
 Finance	Leading Dutch bank	The bank's online consumer credit and insurance application process had a high drop off rate between expression of interest and completion, with only 9% of applications able to be fully validated	<ul style="list-style-type: none"> • Application completion increase of 360% • Enhanced employee experience • >10:1 ROI
 Utilities	Big 6 UK energy supplier	Sales representative required to attend prospective customer's home to conduct survey prior to providing a boiler installation quote, but too many appointments failing due to customer not being present	<ul style="list-style-type: none"> • >90% customer engagement rate • Increased revenue by increasing sales visit completion rate to 78% • Sales representative utilisation increased • >10:1 ROI
 White Goods	Multi-national white goods manufacturer	Due to the large size of washing machine drums, technicians could not keep spares for all makes and models in their van, resulting in the majority of service appointments requiring two visits to resolve	<ul style="list-style-type: none"> • >90% customer engagement rate • 90% of service visits complete first time (up from 10%) • >10:1 ROI

ContactEngine's proprietary AI is tailor-made for proactive outbound conversation

ContactEngine's proprietary AI lets customers use their own words in every conversation. It extracts the intent(s) from every customer response and then carries on the conversation. Where it recognises an issue that needs human intervention, it intelligently escalates the conversation so the customer gets the help they need straightaway.

ContactEngine AI was designed in-house because off-the-shelf solutions from the big names in AI weren't built for proactive conversations. You see, when you start a conversation proactively, you know the questions you're going to ask and the types of responses you're likely to get. This means proactive AI models can be trained to handle specific conversational objectives. Off-the-shelf solutions can't do this. ContactEngine AI is white box, explainable, and built based on a decade of learning gained from running millions of conversations.

Working with top academics from Imperial College London, King's College London, and the University of Dundee, we keep ContactEngine AI evolving, improving, and at the cutting-edge.

What makes ContactEngine AI unique



Embedded conversational context: conversational context is used to prime models based on the expected responses/intents for a conversation



Multi-intent capability: responses often include more than one intent. Multi-intent capability makes sure valuable information is extracted, not lost



Client-specific: models are tailored to the specific conversations our clients need to have with their customers



Proprietary approach to data labelling: we label data in-house for every client, using our own tested techniques for maximum accuracy

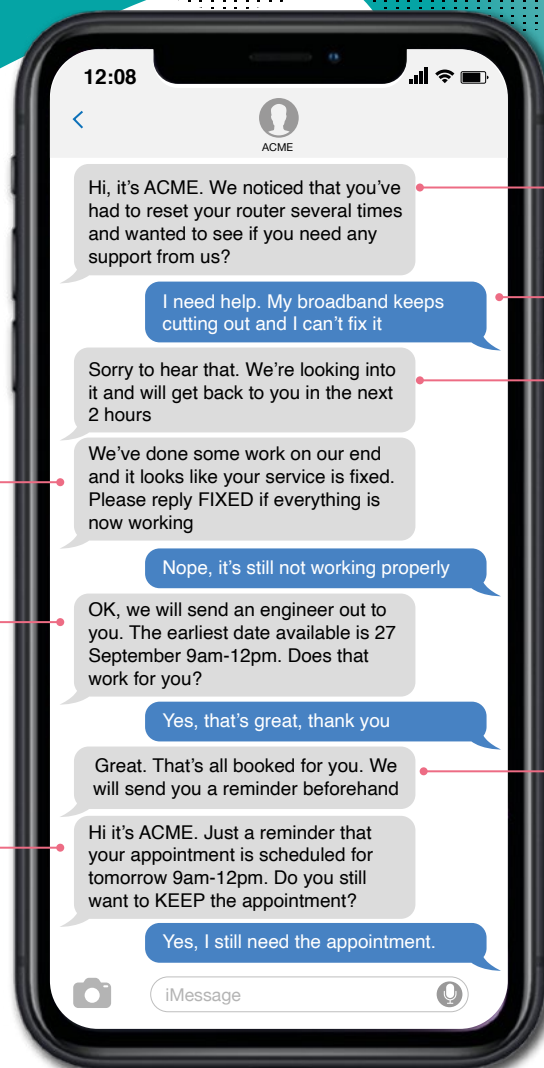
Proactive, conversational AI in action

ContactEngine connects to the client system and listens for conversation triggers. In this case, ContactEngine spots a 'router reset' flag in the data. This flag triggers a corresponding fully-automated proactive conversation.

4. Once the case is marked as complete, ContactEngine re-starts the conversation with the customer to confirm the problem is fixed

5. The customer responds - the problem isn't fixed. ContactEngine recognises this, looks for engineer availability in the customer's area, and offers the earliest appointment to the customer

7. ContactEngine schedules a reminder conversation to make sure the appointment is still needed. The customer can keep, reschedule or cancel the appointment within the conversation. In this case, they keep the appointment



1. First ContactEngine gets in touch with the customer to ask if they need support

2. The customer responds, describing the problem in their own words

3. ContactEngine confirms the need for support back to the client and a case is raised

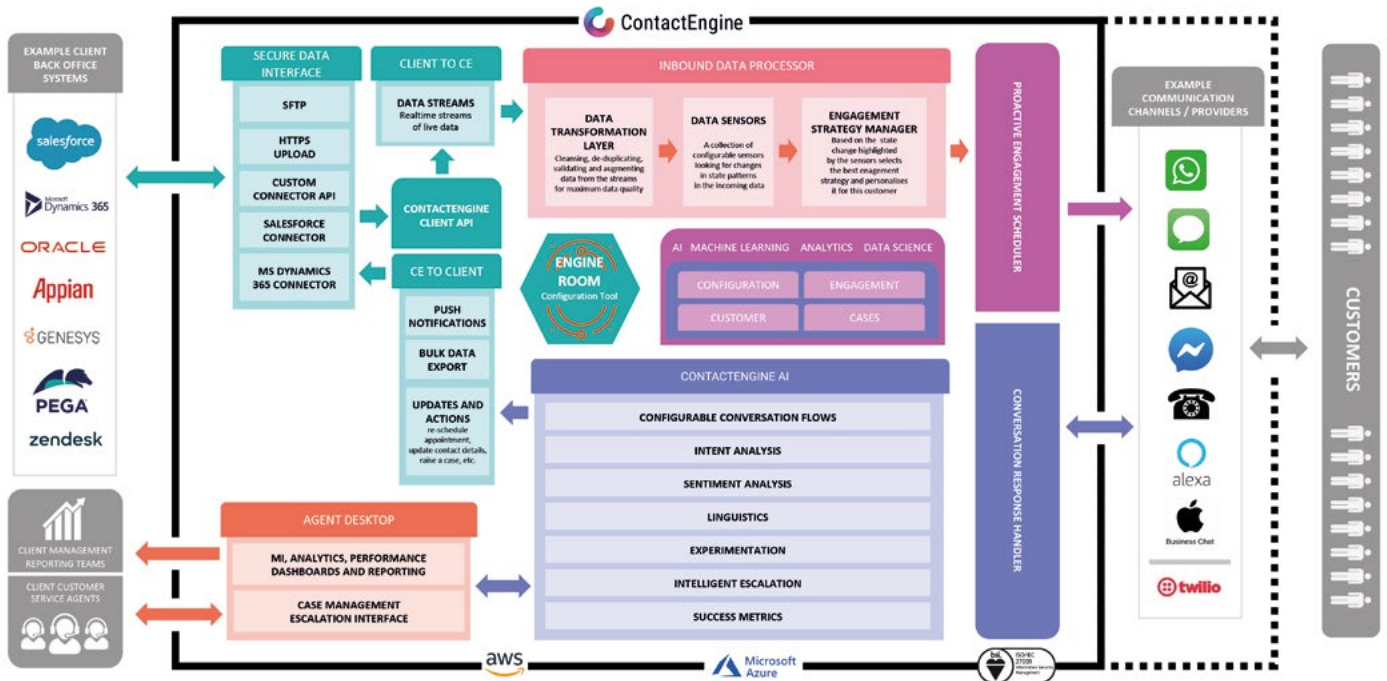
6. The customer accepts the appointment and ContactEngine confirms this back to the client so the appointment is booked

The customer didn't use a keyword in their response at any point in the conversation. We've developed **ContactEngine AI** specifically for proactive conversation, so that customers can respond how they want to, in their own words.

ContactEngine integrates with all leading CRM systems and is deployable on AWS or Azure

ContactEngine has been built from the ground up to deliver proactive conversational AI with rapid deployment and ease of use in mind for clients and system integrators. ContactEngine is continually refined and improved based on the millions of customer conversations it holds each year, and because ContactEngine is based on configuration rather than code, it can rapidly respond to changes in conversational requirements.

ContactEngine architecture



ContactEngine is built on rock-solid foundations

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Flexible

- Deployable in <60 days with minimal client resource
- Configuration, not code
- APIs for full integration with client systems, or simple SFTP transfers to get started

Secure

- ISO 27001 certified; GDPR compliant
- Data encrypted at all times
- Data stored in region of operation only
- Permissions-based security management

Scalable

- Cloud-based on AWS or Azure
- Rapid deployment into new regions
- Unlimited compute, storage and network capacity
- Auto-scaling and elastic load balancing

Seamless

- Human-like response times
- Conversation visible in real-time – no black box
- Conversations are client-branded and from a client-specific contact number/address

Resilient

- 99.99% uptime; 24/7 monitoring
- Leverages cloud backup and redundancy
- Regular disaster recovery & penetration testing
- Multiple comms partners with automatic fail-over

Global

- Multi-lingual conversations
- Geo-specific instances on AWS or Azure
- Adapts to multiple time-zones in the same country
- 24/7 client support with dedicated account lead