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CEO and Founder

LivePerson

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MAVEN

AN AI-POWERED RCS

Robert LoCascio, CEO and Founder, LivePerson



20,000 BRANDS AND 200+ OF THE LARGEST ENTERPRISES ARE LIVE WITH MESSAGING

1ST GENERATION

BETA
Early messaging experiment based on live chat

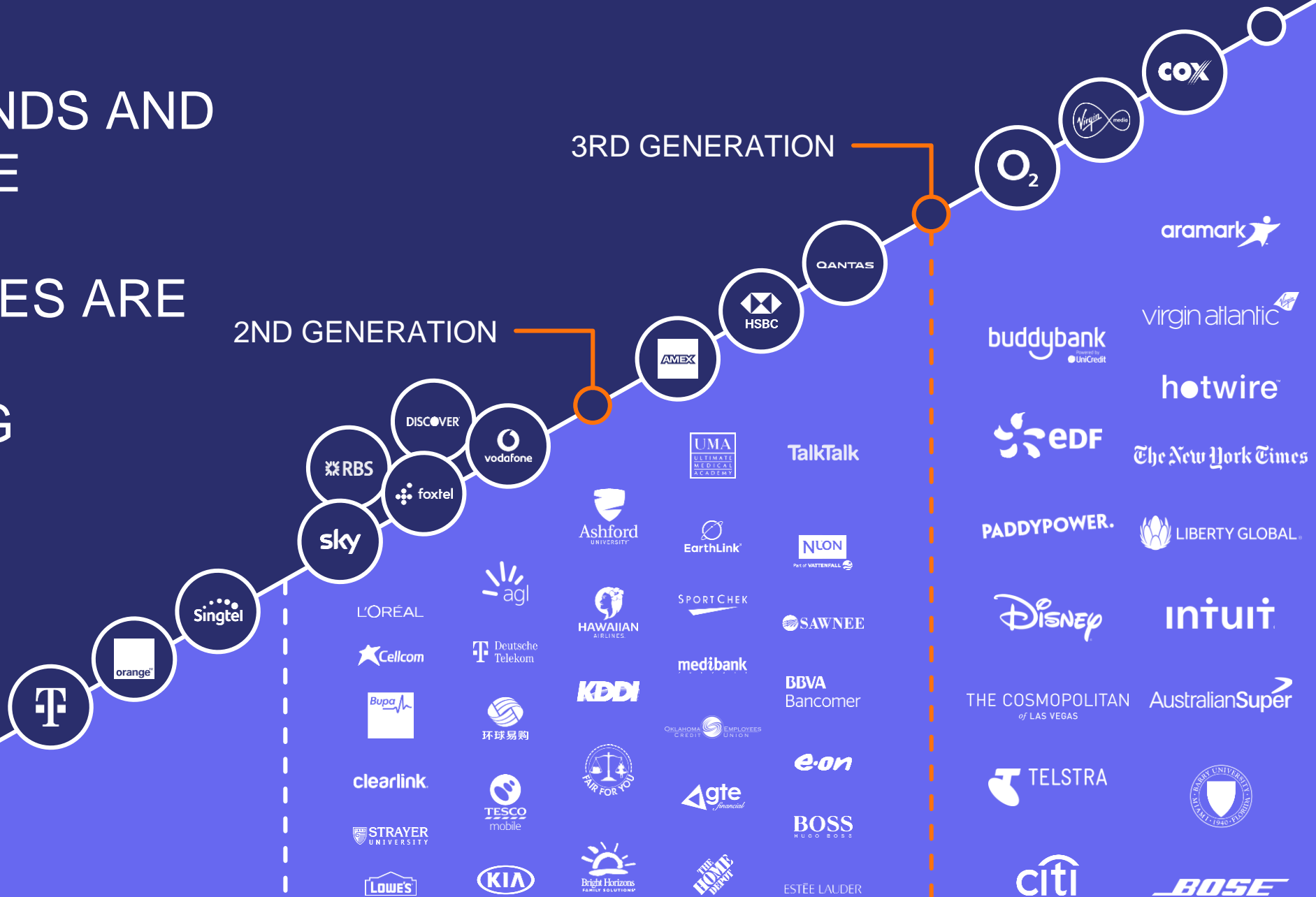
2015 2016

2ND GENERATION

2017

3RD GENERATION

2018



A call center agent wearing a headset is working at a computer. The image is overlaid with a dark blue filter. The text '268' is prominently displayed in the center in a large, orange, sans-serif font.

268

BILLION CALLS

(\$1.2 TRILLION ALREADY BUDGETED IN 2019)

SEARCH DRIVES CALLS



Google search results for "starbucks". The search bar shows "starbucks" and the results indicate "About 228,000,000 results (0.80 seconds)". The top result is "Starbucks – The Best Coffee and Espresso Drinks" with a link to "https://www.starbucks.com/". Below this are several links: "Menu", "Sign In", "Starbucks Coffee Company", "Store Locator", "McKinney & Olive", and "Starbucks | Rewards". At the bottom, there is a map of the Main Street District in Dallas, TX, with several Starbucks locations marked with red pins. Below the map are two location cards, A and B, each showing the address, phone number, and status (Closed).

The Starbucks website homepage. At the top is the Starbucks logo and the text "Starbucks Coffee company". Below this is the website URL "starbucks.com". The main content area features a paragraph about Starbucks Corporation, its founding in 1971, and its global presence. It also displays the stock price: "SBUX (NASDAQ) \$67.04 +0.14 (+0.21%)". A red circle highlights the "Customer service: 1 (800) 782-7282" link. Other information includes the founding date (March 31, 1971), founders (Gordon Bowker, Jerry Baldwin, Zev Siegl), and subsidiaries (Teavana, Seattle's Best Coffee, Tata Starbucks, Tazo, MORE). A "Did you know" section states that Starbucks is the third-largest fast food restaurant chain by number of locations in the world (29,324). At the bottom, there is a "Menu nutrition" section listing items like "Java Chip Frappuccino" and "White Chocolate Mocha".

A mobile phone screenshot showing a Google search for "starbucks". The search results are filtered to "LOCATIONS". A map shows the Main Street District in Dallas, TX, with several Starbucks locations marked with red pins. Below the map are two location cards, A and B, each showing the address, phone number, and status (Closed). A red circle highlights the "CALL" button on location A. The bottom of the screen shows the mobile navigation bar with a search icon and a notification badge.

WEBSITES DRIVES CALLS

JUST IN: Prep your wardrobe for spring with the latest new-season arrivals - [Shop Womenswear](#)


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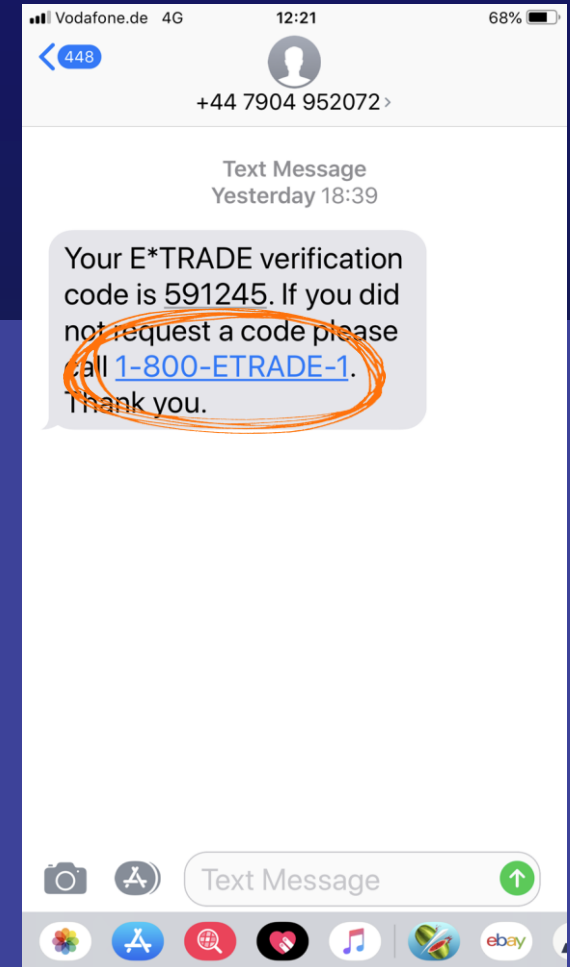
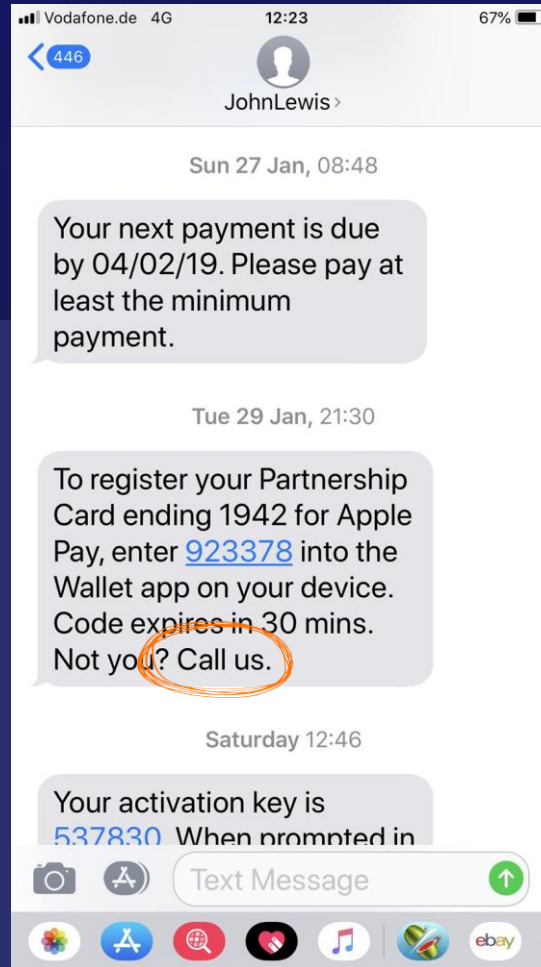
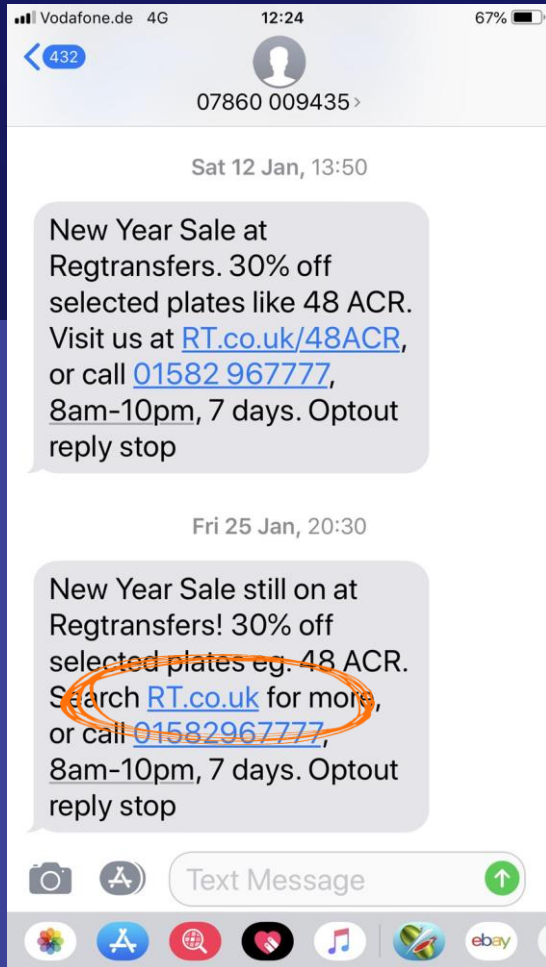

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ONE-WAY SMS DRIVES CALLS



MESSAGING: THE MOST PERVASIVE NETWORKS ON EARTH

7.8 trillion SMS messages sent a year 



1.5 BILLION
monthly users



1.3 BILLION
monthly users



1 BILLION
monthly users



1 BILLION
monthly users



803 MILLION
monthly users



300 MILLION
monthly users

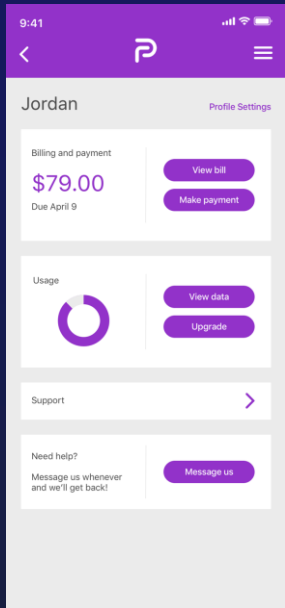


291 MILLION
monthly users

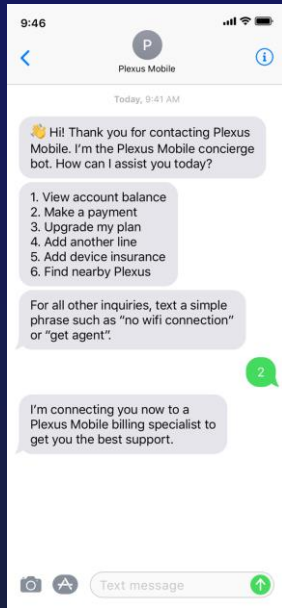


203 MILLION
monthly users

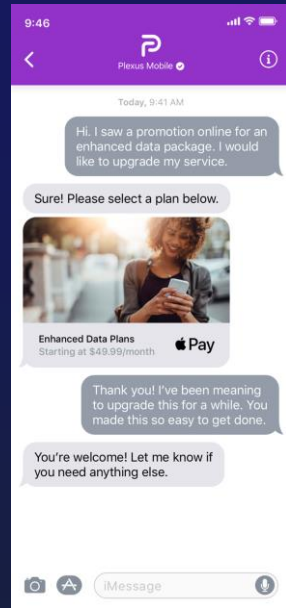
THE MESSAGING APPS ARE READY



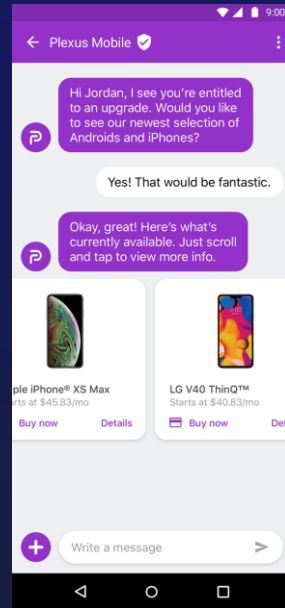
In-app and web



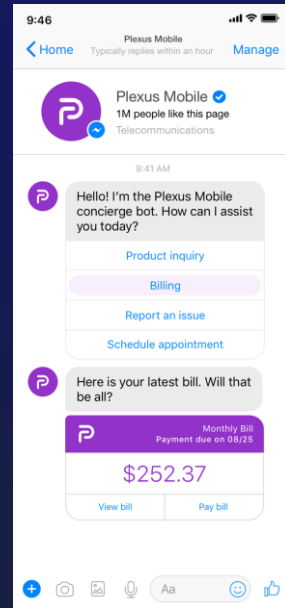
SMS



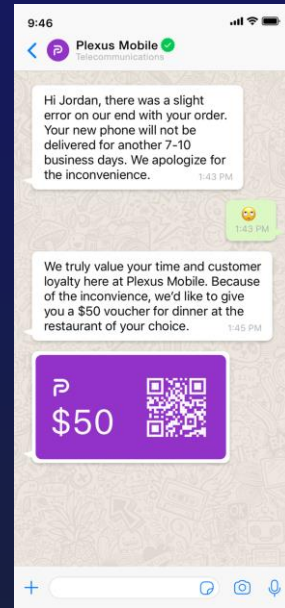
Apple Business Chat



RCS Business Messaging



Facebook Messenger

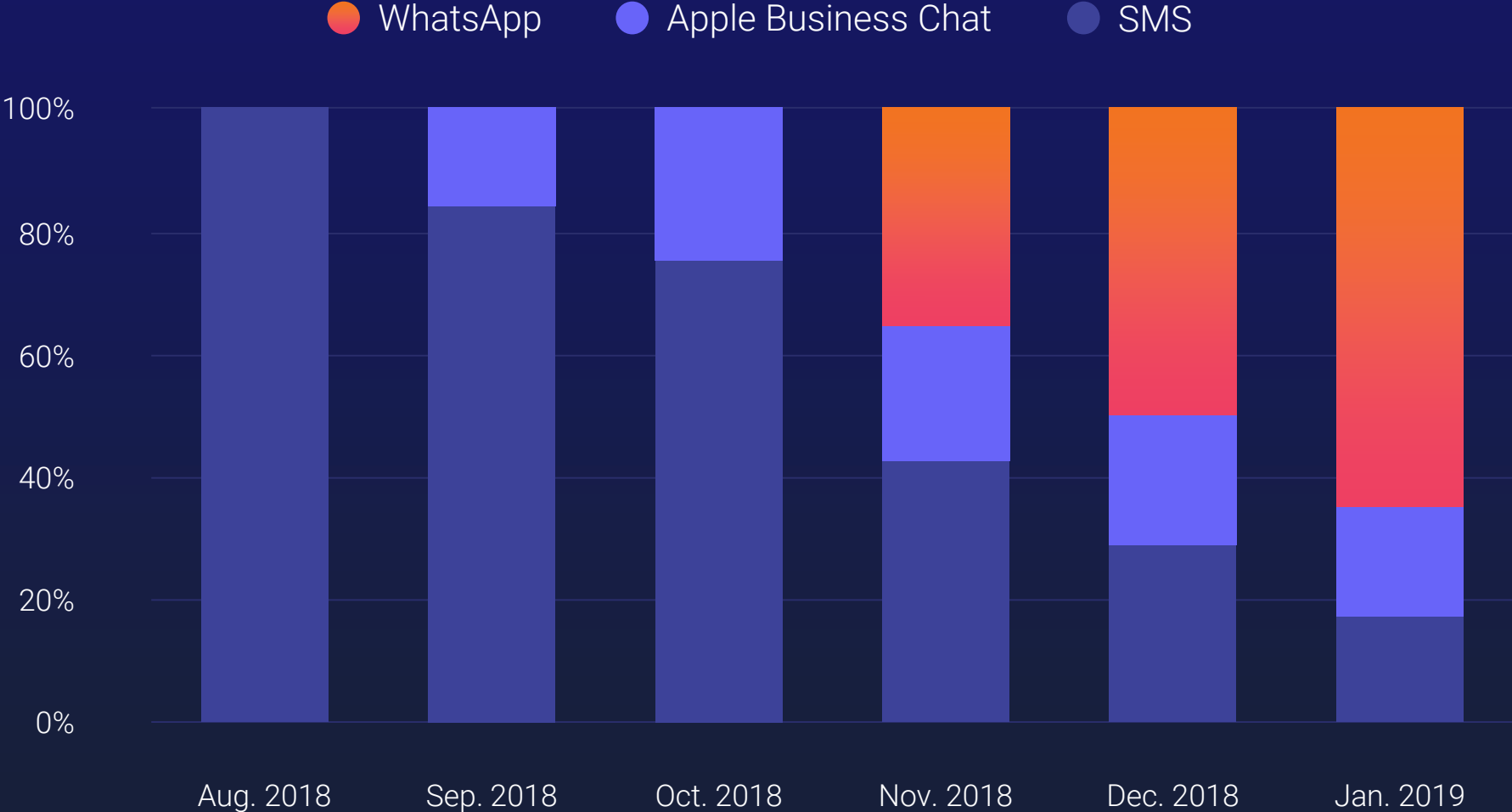


WhatsApp



Voice assistants

BUT MESSAGING APPS ARE ERODING A2P REVENUE



TELCOS USING LIVEPERSON BUSINESS MESSAGING FOR CARE

COX

Deutsche Telekom

foxtel

Frontier COMMUNICATIONS

KDDI

LIBERTY GLOBAL

orange™

Singtel

sky

TalkTalk

Telefonica

TELSTRA

TESCO mobile

T-Mobile

verizon✓

Virgin media

vodafone

O₂

TELCOS USING RCS BUSINESS MESSAGING FOR CARE

COX

Deutsche Telekom

foxtel

Frontier COMMUNICATIONS

KDDI

LIBERTY GLOBAL

orange™

Singtel

sky

TalkTalk

Telefonica

TELSTRA

TESCO mobile

Mobile

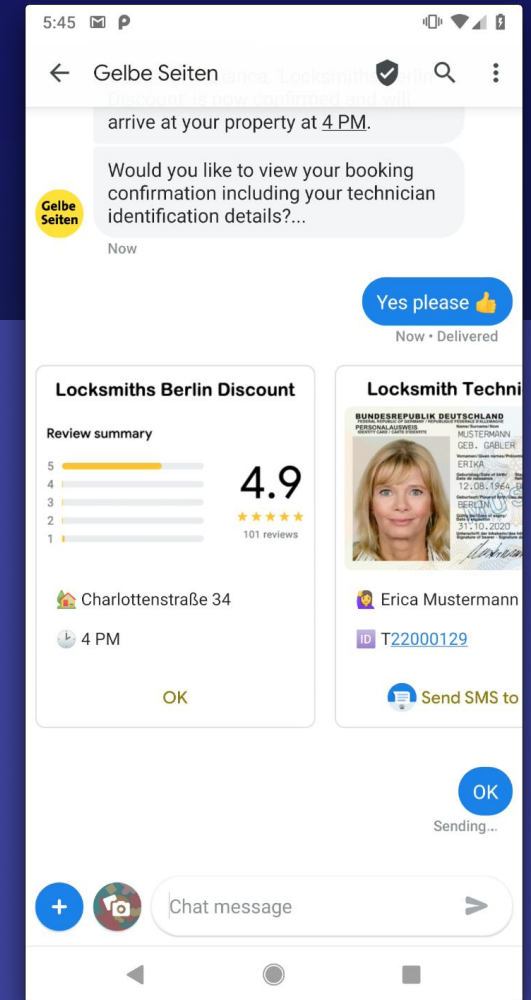
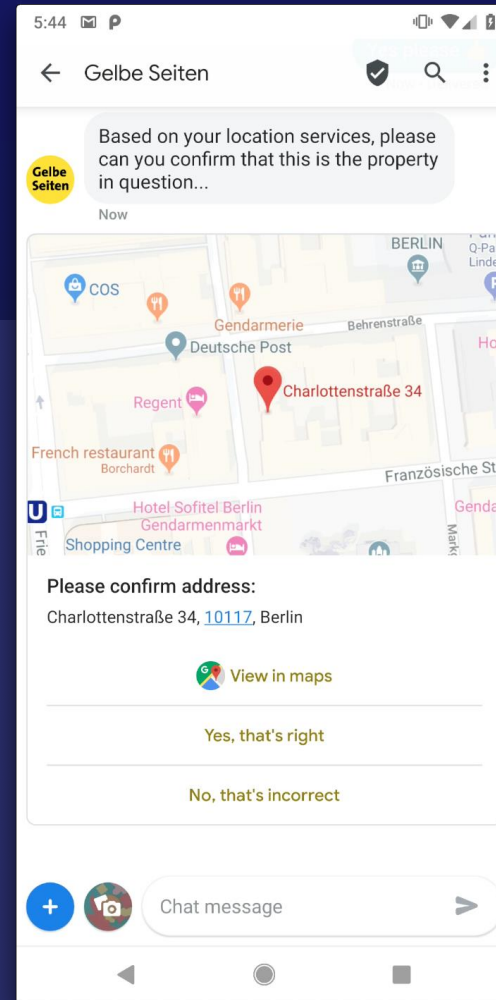
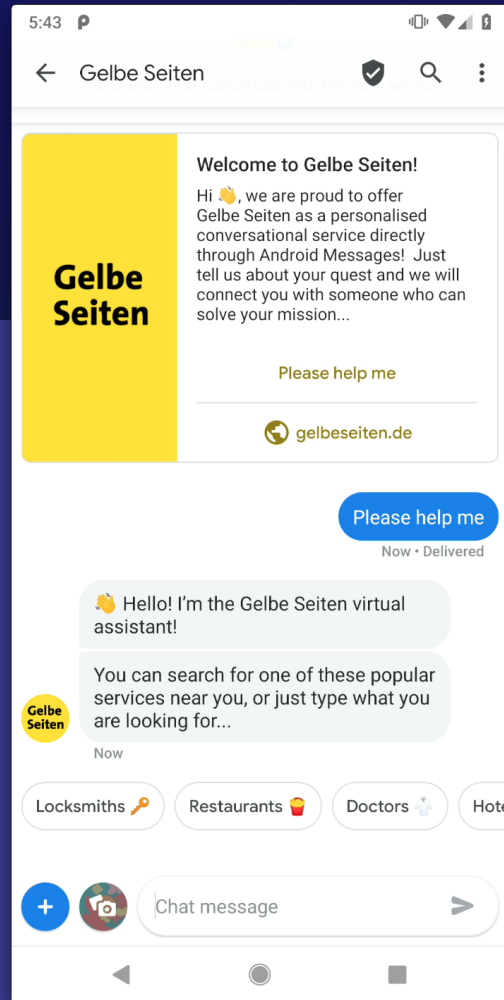
verizon✓

Virgin media

vodafone

O₂

DISCOVERY THROUGH INTENT



BUSINESS MESSAGING REVENUES

\$0

Discovery through search: Inbound

\$0.02 - \$0.10

PER MESSAGE

Outbound

\$0

Discovery by brand: Inbound

\$1.00 - \$50.00

PER CONVERSATION

LivePerson inbound/outbound

MAKE YOUR RCS POWERFUL—TODAY

TAKE CONTROL WITH
MAVEN
INTENT-BASED
DISCOVERY



UPGRADE TO RCS
BUSINESS
MESSAGING



MAKE 1-WAY SMS 2-
WAY
CONVERSATIONAL



USE RCS MESSAGING
FOR
YOUR OWN CARE

