



infobip

Your partner in digital transformation

GSMA Thrive North America

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Global presence. Local reach.

- Global **CPaaS Leader**
- **Widest connectivity reach** on the planet
- Only player with coverage of **>200 countries**
- **#1 Global Communication Channels Vendor**
- **Largest global MNO network**



60+

Offices across
the globe

2k+

Employees
globally

9.5k+

Unique active
B2B customers

€200bn+

Total addressable
market

850+

Engineers

600+

Direct operator
connections



Vision

We create seamless interactions between businesses, people and things

Create a **positive company** for employees and the community

As a global company, we interact with almost **2/3** of the world's population

Enable life-changing interactions for **every human being** on Earth



3 Key Business Challenges Today:

1. Creating new business models
2. Driving revenue growth
3. Engaging customers with new services and experiences



KEY BUSINESS DRIVER

Creating a memorable experience throughout the customer journey

86%

of customers say **they would pay more for a better customer experience.**

Source: Survey from Total Consumer

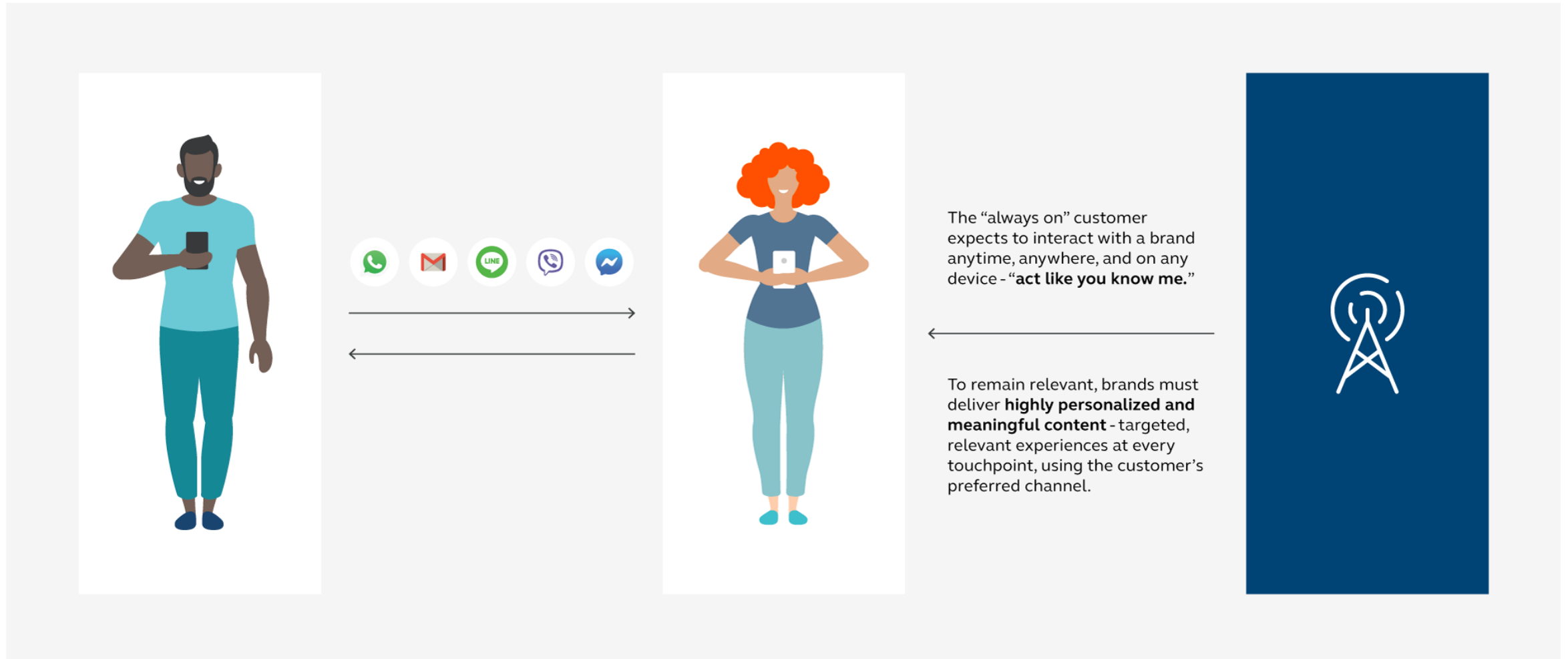
75%

of organizations are able to connect **customer satisfaction with revenue growth.**

Source: Gartner



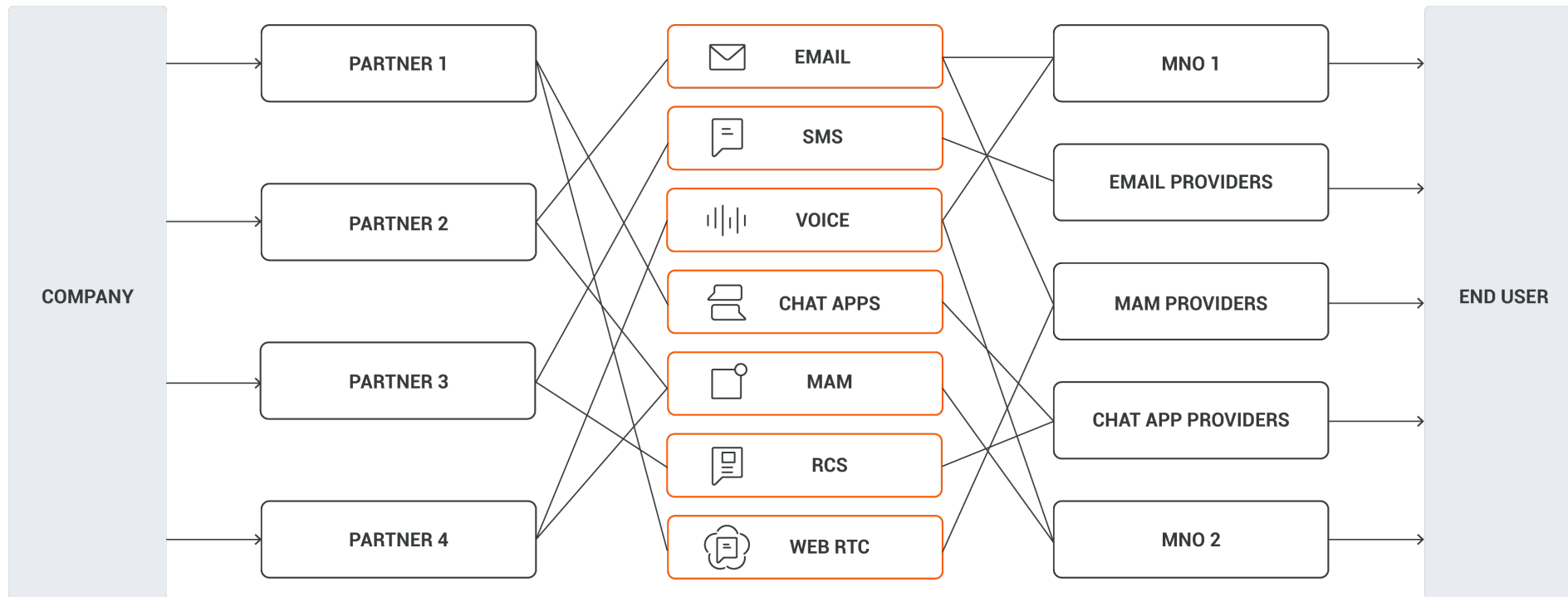
Customer communication preferences have changed...



Source: Survey from Total consumer



...and resulted in a complex ecosystem

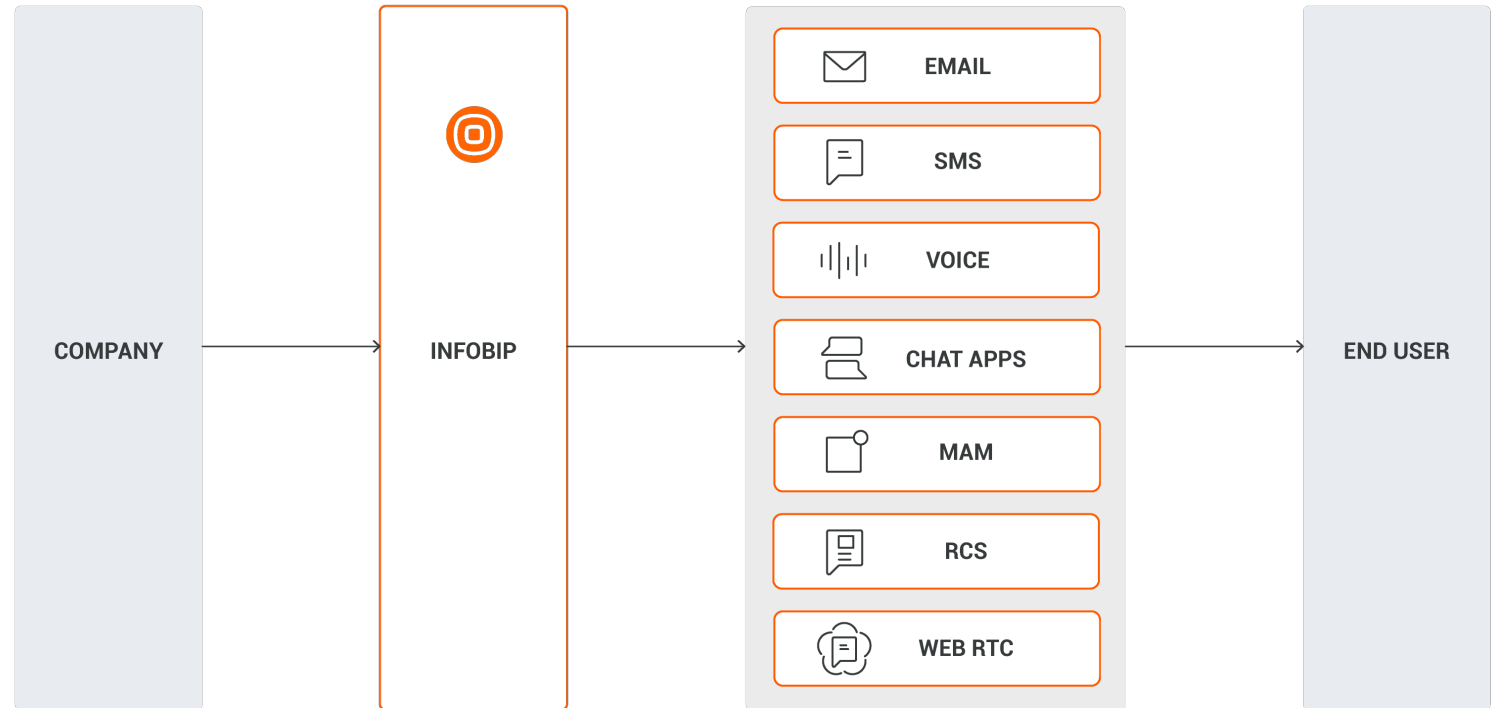


- Many **providers / services**
- Multiple account managers
- Various APIs and web
- **Individual setup**
- Continuous **development**
- Multiple **security** setups
- Multiple **support** channels
- Administration / legal / time

 **COMPLEX**



**We make it
simple...**



Single point of contact for all communication needs of companies



PRODUCTS & SOLUTIONS OFFERING

...with our programmable SaaS built on the superior Infobip platform

SaaS



Moments

Multi-channel customer engagement platform – omnichannel communication automation, event-based orchestration, personalized messaging, campaign analytics and customer data management



Conversations

Create conversations and unified conversational history across all channels per each customer. Collect conversations, agent and customer data and enrich customer profile data



Answers

Answers make it easier for people to communicate with service businesses having great impact on customer satisfaction

Customer Data Platform



Target

Create rich customer profiles for more targeted communication based on demographics, behavioral, engagement, transactional and mobile data

CPaaS



SMS

Reaching more customers with faster and reliable messaging



Email

Managing and creating emails with a single, integrated platform



Chat Apps

Connecting with customers on a variety of chat apps



RCS

Engaging via rich, branded, conversational RCS messaging



Voice

Reaching customers globally with a clear voice communication



Mobile Apps Messaging

Improving user activity and engagement through push notifications



Numbers

Provides access to local long numbers and short codes



Number Lookup

Checks against first-party numbering sources



ENABLER mGate

On-premise communication gateway



WebRTC

Provides web browsers and mobile apps with real-time communication capabilities



IoT

IoT enables capturing data and events from which company can learn about behaviour and usage

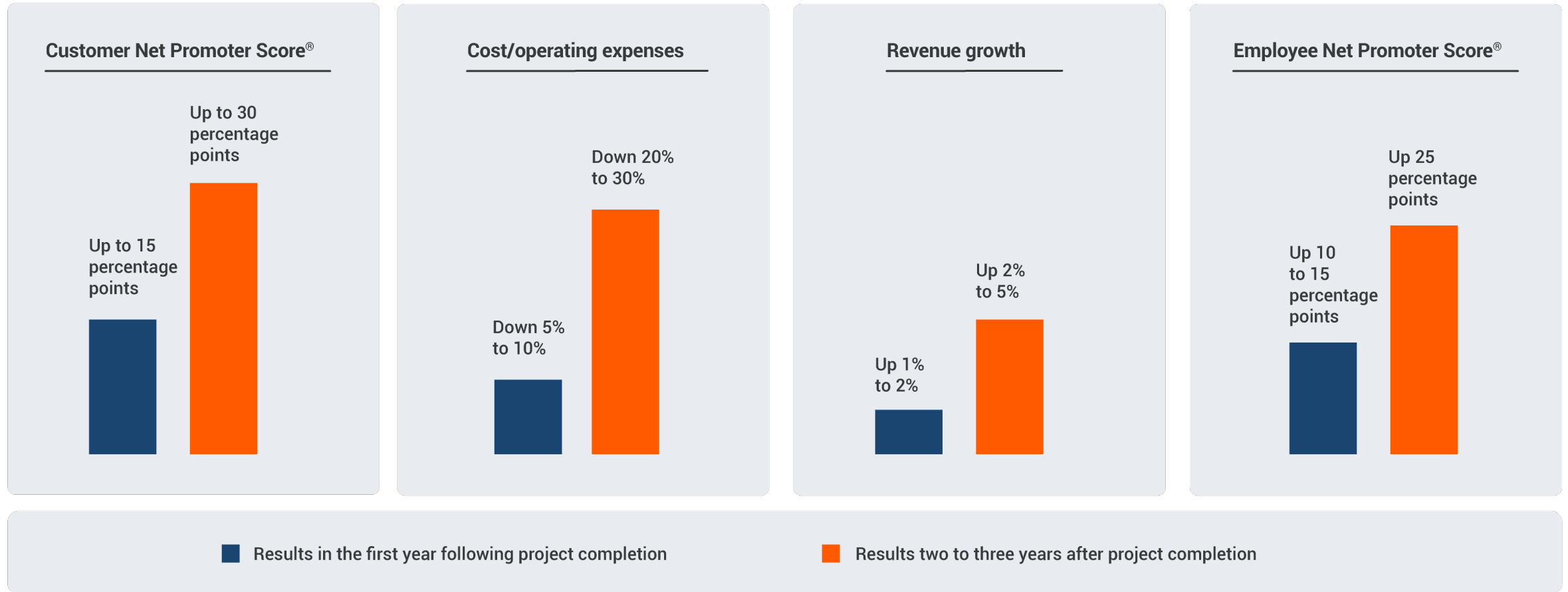


Mobile Identity

Simple, easy and secure method for user verification



Helping enterprises with their digital transformation



Notes: Typically, around 50% of operating expenses are addressable by simple and digital initiatives (e.g. tariff plans rationalization, legacy cleaning, episodes simplification and digitalization, new IT stack, etc.); Net Promoter®, Net promoter System®, Net Promoter Score® and NPS® are registered trademarks of Bain & Company Inc., Fred Source: Bain analysis.



Strong customer portfolio across key verticals

BANKING AND FINANCE



RETAIL / ECOMMERCE




TRAVEL & TRANSPORTATION/ ON-DEMAND



TELECOMS



**How can business
messaging help in
delivering a great CX?**





Great customer experience

is the outcome of great engagement moments and **always-on support.**





Why are people messaging businesses?

61%

say that messaging is the easiest, most convenient way to contact a business

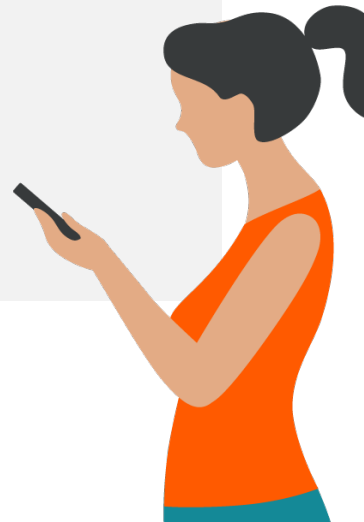
58%

would rather message than call a business

59%

think they get a faster response over messaging

Source: Facebook



**RCS Business
Messaging is
driving real results**



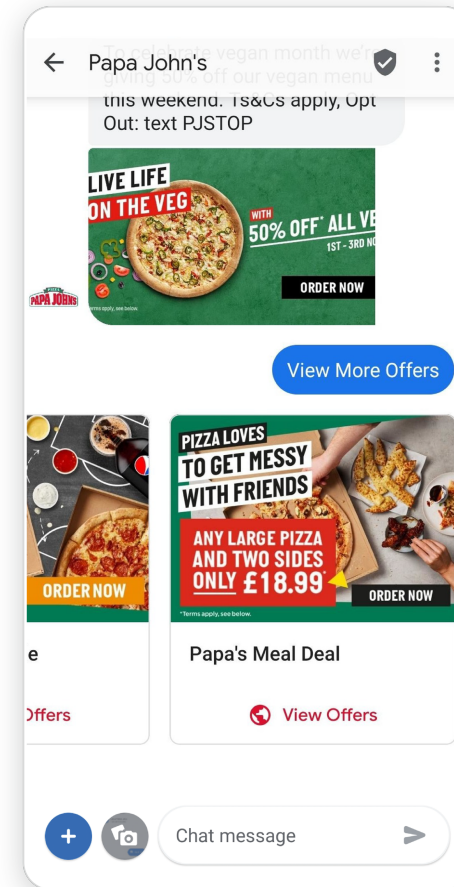
Infobip brings rich communication to enterprises

Club**Comex**



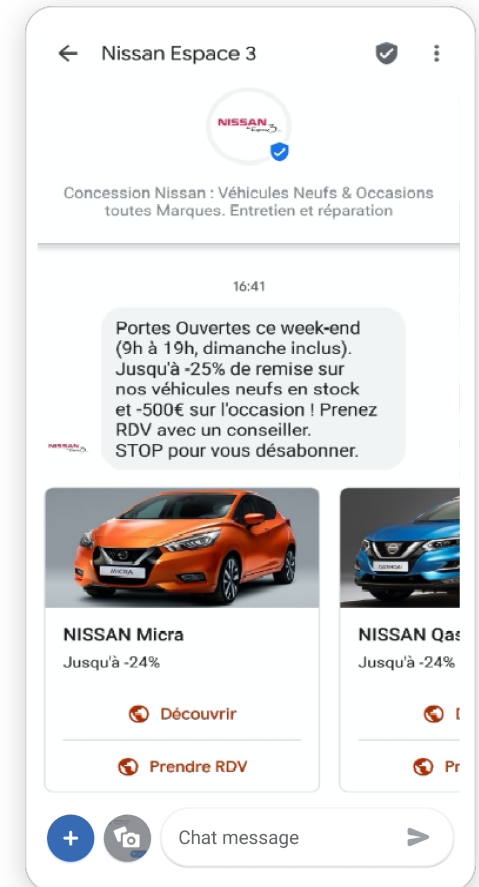
1st RCS campaign

PIZZA
PAPA JOHN'S



1st RCS campaign in UK

Digitaleo
BUSINESS BOOSTER



1st RCS campaign in Europe

ClubComex

About

Club Comex is the loyalty program of one of the largest paint retailers in Mexico with more than 5000 stores and 40M projects annually

Challenge

Low engagement and sales among existing customer base

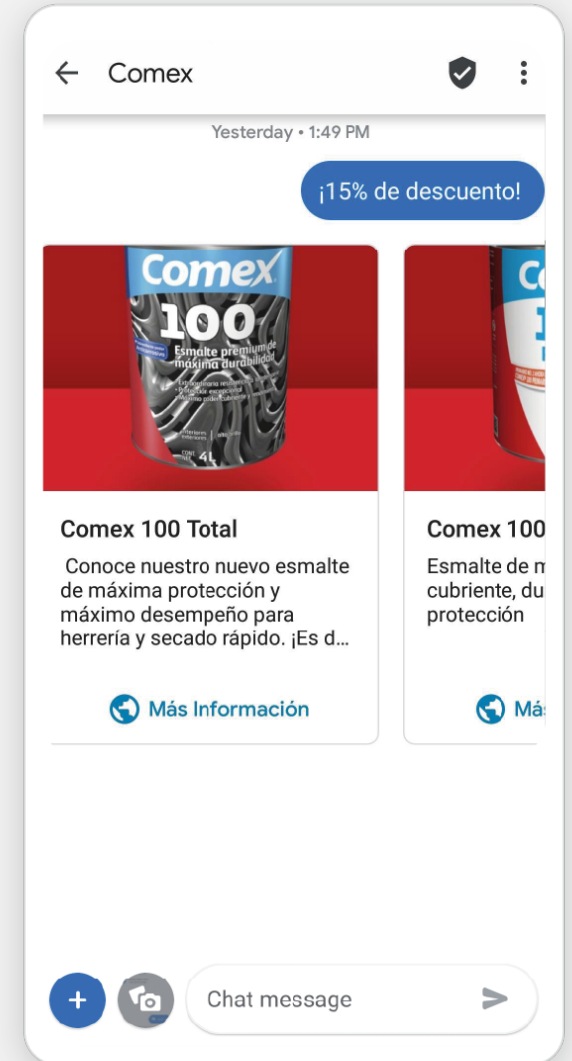
Solution

Upgrading to RCS Business Messaging to boost engagement and drive sales

Results

+115% revenue

10x higher CTR
(click-through rate)





About

Papa John's International is the American pizza restaurant franchise. Mobile channels represent 75% of digital sales for Papa John's, so they are always looking to enrich the user experience.

Challenge

They wanted to test a new channel and get in the touch with their customers over RCS rather than SMS

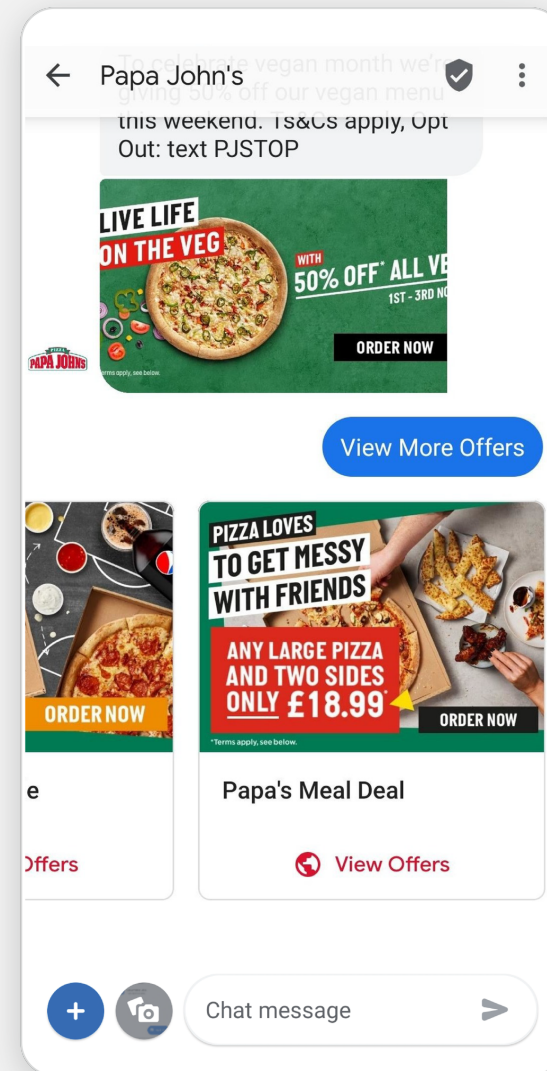
Solution

Three-day RCS campaign promoting vegan menu for World Vegan Day

Results

97.82% delivery rate

23% higher sales



About

Digitaleo is a local marketing collaborative solution for brands, franchises and networks that enables the activation of local point-of-sale communication, offering an all-in-one marketing platform, in SaaS mode

Challenge

Make communications campaign more engaging for Bodemer Auto, an auto retailer in France

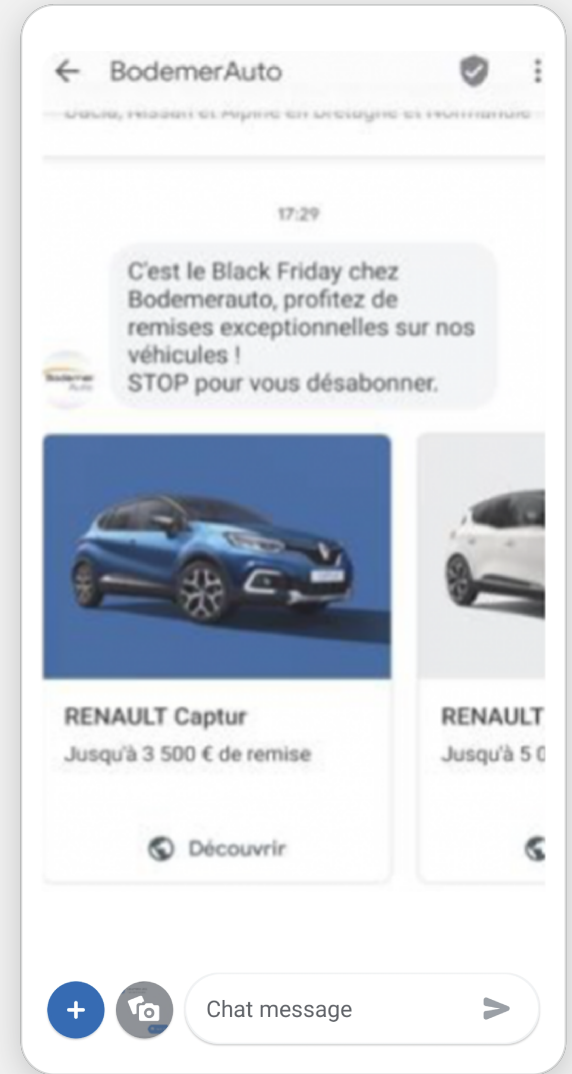
Solution

Send interactive RCS messages to customers showcasing Black Friday deals and inviting them to the dealerships

Results

17x higher engagement
than SMS

From less than **1%**
to almost **8% CTR**



Partnering with telecom operators to rollout RCS Business Messaging



THANK YOU!

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