

CONVERSE. ENGAGE. DELIGHT

Engage your users better with chatbots!!!

✉ contact@engati.com



The Big Idea

Be an all-in-one platform for driving engagement via chatbots. Cover the complete customer lifecycle with tools to enhance engagement and drive up business metrics.

List of Amazing Features



Multi-Platform support

Major messaging platforms supported - Messenger, Slack, Skype, Kik, Telegram, Line, Viber



Always on 365x24x7

Robust cloud-based architecture



Easy 10 min setup

GUI interface with plug and play components



Web Widget Integration

Chat bot web widget integration on your websites



Response personalization

User profile information used to personalize chatbot behavior



Detailed Engagement Analytics

Track most frequently asked questions, actions, cohort analysis



Easy chat bot training

Train your bots as per your customer queries and needs

- Are you facing issues in leveraging mobile platforms for customer engagement and service?
- Do you struggle in defining the value of your mobile investments?
- Is your mobile app uninstall rate alarming you month over month?
- Are you interested in leveraging the seemingly endless reach of messaging apps like Facebook Messenger and WhatsApp?

If yes, **Engati** is your answer.

Corporate mobile applications are passé. These clunky, space consuming apps have seen a steady fall in customer engagement. Most customers actively use 2-3 apps only out of the 20+ installed on their phones and uninstall frequently at the first need to free space for multimedia storage. This increases uninstall rate and increase costs and efforts to maintain a consistent install base.



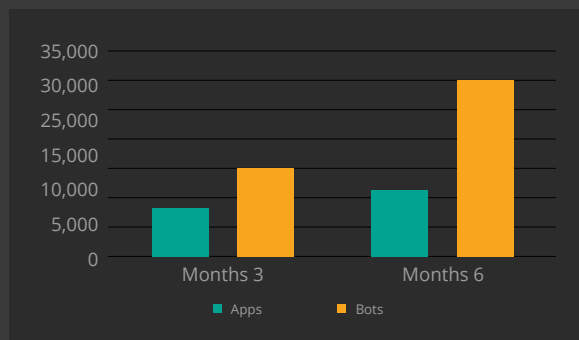
An option here is to spend heavily to push mobile channels by discounting or making relevancy more acute. A better option is to leverage the reach of ubiquitous messaging apps like WhatsApp & Facebook messenger to integrate your brand in the channel exponentially multiplying the reach & engagement with bots and a new age bot platform like Engati.

1 BILLION+
Facebook Messenger users globally

30,000
Number of Messenger bots within five months of launch

Messenger and Facebook have best in class retention with weekly retention greater than 90%

It requires no apps installation, no special configuration thereby avoiding all pitfalls of mobile apps. With no need for any additional storage space and setup requiring just 10 minutes of your time, you expand your reach exponentially to acquire, engage and provide services to a large universe of users.



Big Idea

Chatbots are critical in the future evolution of banking and financial services to provide always on intelligent customer service. They provide for customer support and account inquiry, require minimal setup and streamline and improve the customer operational support process including a substantial reduction in operational and service costs while intelligently expanding reach to being always on 24x7x365. Bots provide an intelligent conversational interface for financial transactions initiation, inquiry and feedback and use ubiquitous messaging platforms on customer smartphones and eliminates the issue of Mobile app uninstalls.

Top Features

- Current Balance
- Transaction History
- Payments and reconciliations
- Locate nearest ATMs and branch based on the user's location or zip code entry
- Transfer Funds
- Customer feedback & measurements
- Switch to categorized hotlines for exceptions
- FAQ – Customer Service Queries across categories

Why chatbots will revolutionize the banking sector ?

- Reduce customer response time by 60%
- Reduce operational support costs by 70%
- Always on engagement with the customers
- Ease of use for customers with an interface on a smartphone they are already familiar with
- Timely no-cost notifications of transaction status and account changes
- Special promotions and sales pushes
- User acquisition rates uptrend
- Enhanced analytics on customer acquired data
- Quick setup and minimal integration
- Interactions at customers convenience and speed
- Improved CSAT scores

Benefits

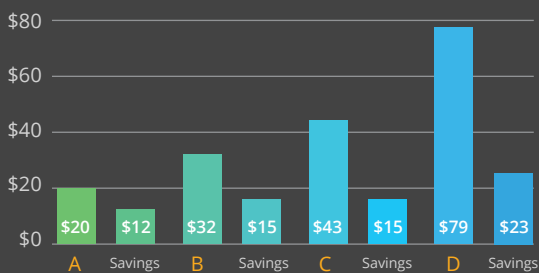
For customers

1. Chatbots promise a better, faster experience
2. Less time spent waiting for call center service or ineffective web chat support
3. Accessible via a conversation medium from a ubiquitous smartphone

For banks

1. No need to setup tech personnel and infrastructure
2. Out of the box / cloud hosted or on-premise technology solution
3. Minimal setup and easy integration
4. A rich set of analytics, utilization & trending reports
5. High Operational efficiency
6. 24/7 always on intelligent customer service
7. Eliminates the issue of mobile app uninstalls

Potential Annual US Salary Savings Created by Chatbot
2016, in billions (USD)



A - Total Annual Salary Expenditure : Insurance Sales Representative
 B - Total Annual Salary Expenditure : Securities, Commodities, Fin Services Representatives
 C - Total Annual Salary Expenditure : Sales Representatives
 D - Total Annual Salary Expenditure : Customer Service Representatives
 Savings - Potential Annual Savings for Respective Market

The BI Intelligence report estimated the total salary expenditure on securities, commodities, and financial services representatives to be at \$32 billion in the U.S.; Chatbots could decrease that number by **\$15 billion — about 46% cut**

Pain points in banking customer support

- Long on call waiting time
- Different customer service agents give different answers (41%)
- Customer service agents don't know the answer (34%)
- Can't find answer on website (31%)
- An uncontrollable number of new applications