

The only software that unlocks the extraordinary benefits of engaging the customers that never contact you

Do you assume all the quiet customers are OK?

Most companies do. Not because they want to, but because they have to.

Some try diallers, others try sending a one-way SMS or email. Some even try two-way SMS messaging. However, time and time again these approaches fail to deliver the desired benefit.

Inevitably, companies revert to having to assume that quiet customers are OK and accept the significant costs of those assumptions (cancellations, missed appointments, incorrect orders to name but a few).

With ContactEngine, it needn't be like this.

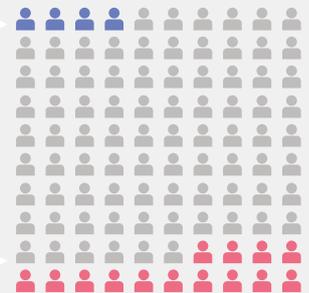
ContactEngine is the only proactive conversational AI software purpose built to engage the customers that never contact you, and to do so without driving any increase in inbound calls to your call centre.

ContactEngine enables you to engage silent customers, to remove the assumption, to reduce costs, to increase revenue, and to dramatically improve CX all at the same time.

The ContactEngine difference

Without ContactEngine

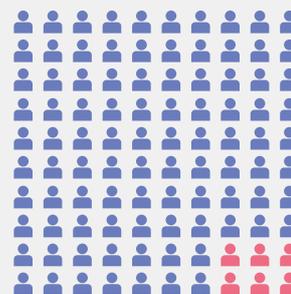
4% of customers may contact you to let you know that they intend to cancel their contract ahead of time, giving you a chance to keep them



14% of customers cancel at the end of their contract

No matter how good the call centre or self-service is, the problem is that customers simply aren't engaging to tell you what they're going to do

With ContactEngine



All customers are engaged in proactive, automated conversations to discuss their renewal and attempt to save potential cancellations

6% of customers cancel at the end of their contract

ContactEngine solves the silent customer problem by engaging them in conversations that they can easily respond and interact with. Over 90% of conversations are fully-automated with no human agent intervention.

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



✓ Transform customer experience

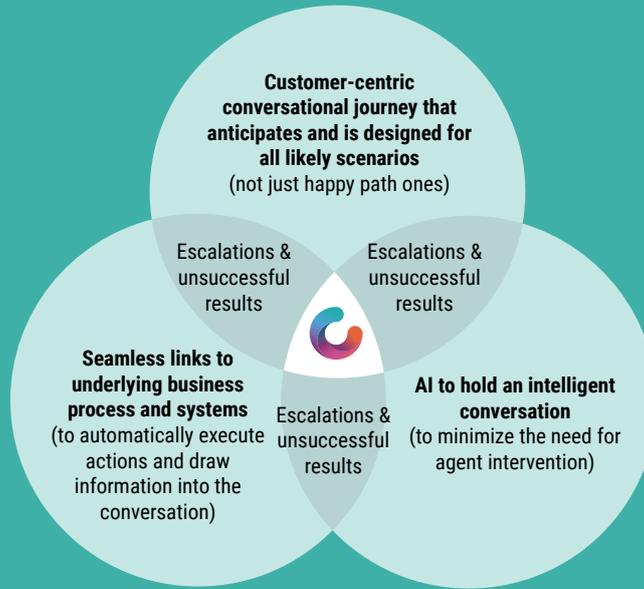
✓ Lower operational costs

✓ Increase revenue

✓ Better employee experience

✓ Higher NPS / CSAT

By definition, engaging silent customers involves provoking many more customers to engage with you than otherwise would have



Only ContactEngine combines the three key capabilities of successful proactive customer engagement within a single solution

ContactEngine has unlocked the benefits of engaging silent customers for many of the world's biggest companies



ContactEngine delivers benefits across the customer journey



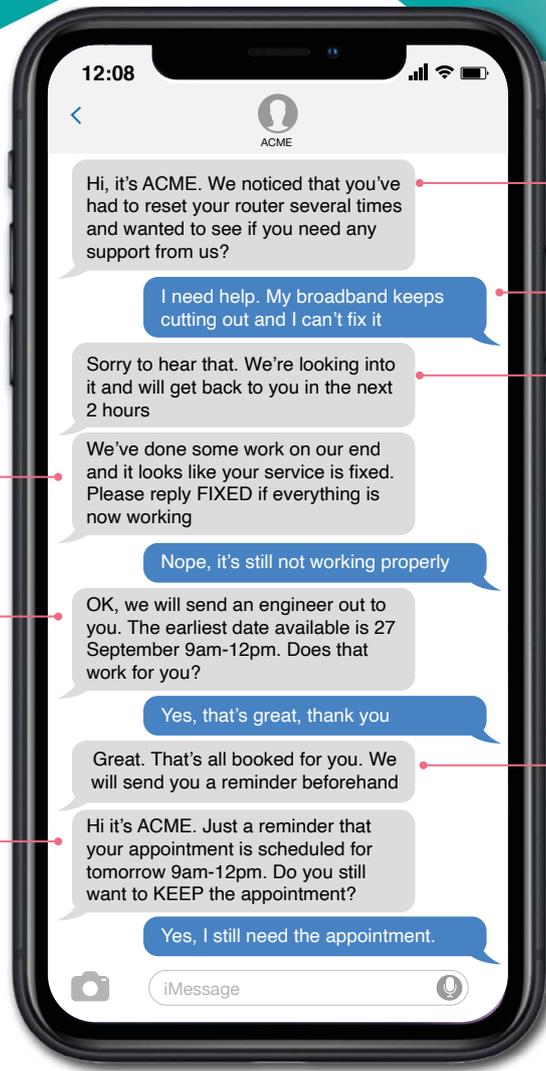
Success stories

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 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.

Some examples of the problems that silent customers can cause companies, and how ContactEngine can solve them

Description	ContactEngine solution	Benefits
Collect the required information from customers for successful outcomes	Automatically collect information and confirmations. ContactEngine does this for permission for a TV or broadband installation, verifies eligibility for benefits, information for an insurance or mortgage application to reduce effort and deliver successful outcomes (e.g. installations, completed applications).	<ul style="list-style-type: none"> • Reduced effort • Reduced cycle time • Improved customer experience
Repair – Improve Right First Time visits	Proactive conversation with the customer to diagnose the fault correctly, thereby ensuring the right parts are allocated in advance of the repair appointment.	<ul style="list-style-type: none"> • Reduce unnecessary repeat visits • Improved customer experience • Reduce field service costs
Collections	Automate multi-channel engagement and payment arrangement including payment plans for customers in debt. ContactEngine hands off to an agent for high value activity.	<ul style="list-style-type: none"> • Reduction in cost to collect • Verification of Right Party Contact
Personalised data driven renewals	Customers have a personalised and targeted renewal journey based on propensity to renew attributes (loyalty, change in premium, claimed or not) which can answer main renewal questions, using supporting material to compare policies, offer discounts (and bring in an agent if and where necessary).	<ul style="list-style-type: none"> • Increased renewal rate • Increased Gross Written Premium

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

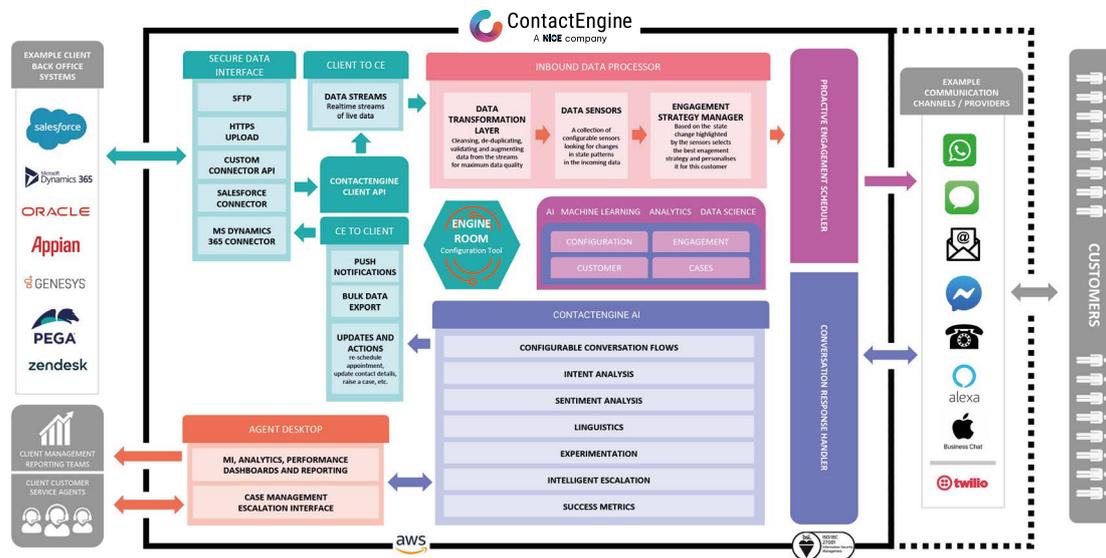


Client-specific: models are tailored to the specific conversations our clients need to have with their customers



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

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
- 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
- Adapts to multiple time-zones in the same country
- 24/7 client support with dedicated account lead