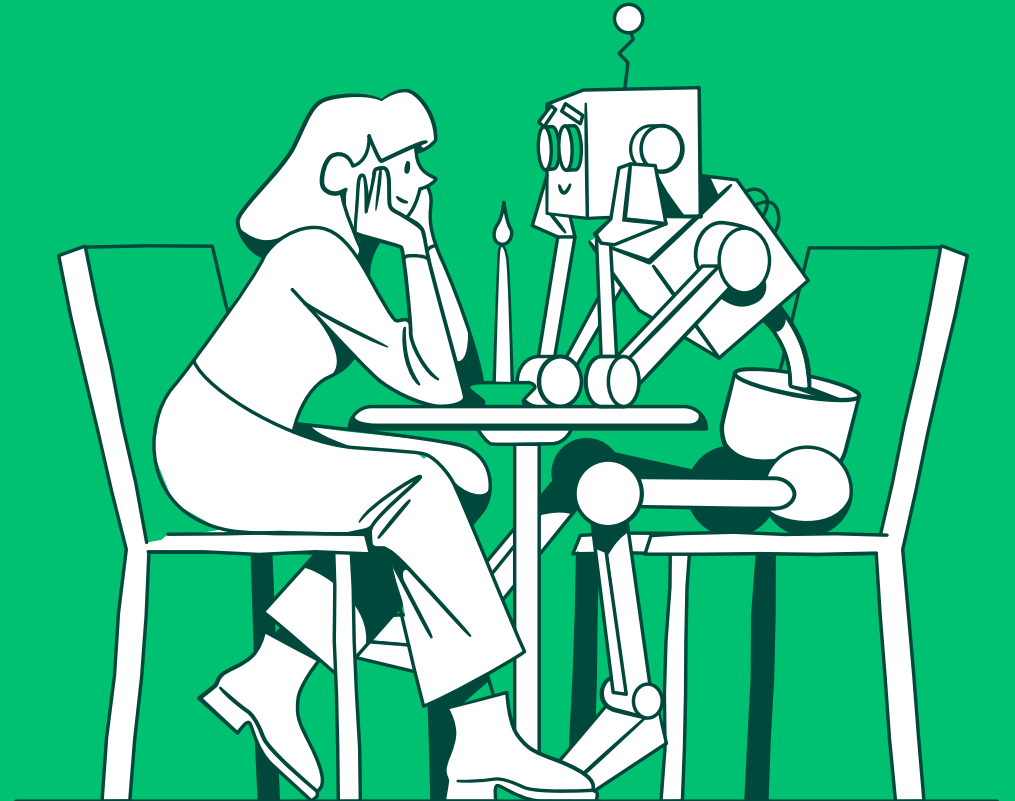


GMS AI Chatbots

360° Purpose



Embracing the smart new world

Businesses that prioritise CX are reaping the rewards, reporting:

23% increase in new customer acquisition

80_{bn} projected savings in CS agent labour costs as direct result of conversational AI by 2026

Gartner, 2022

68% of Employee Experience (EX) leaders believe AI and chatbots help drive cost savings

Zendesk, 2024

91% of business leaders feel positive about using AI to engage with customers

LivePerson, 2024



18% increase in lead generation

12% increase in repeat business

(Adobe / Oxford Economics, 2023)

Consumers are willing to use AI

50%

of consumers feel positive about using AI to connect with a business

(Liveperson, 2024)

73%

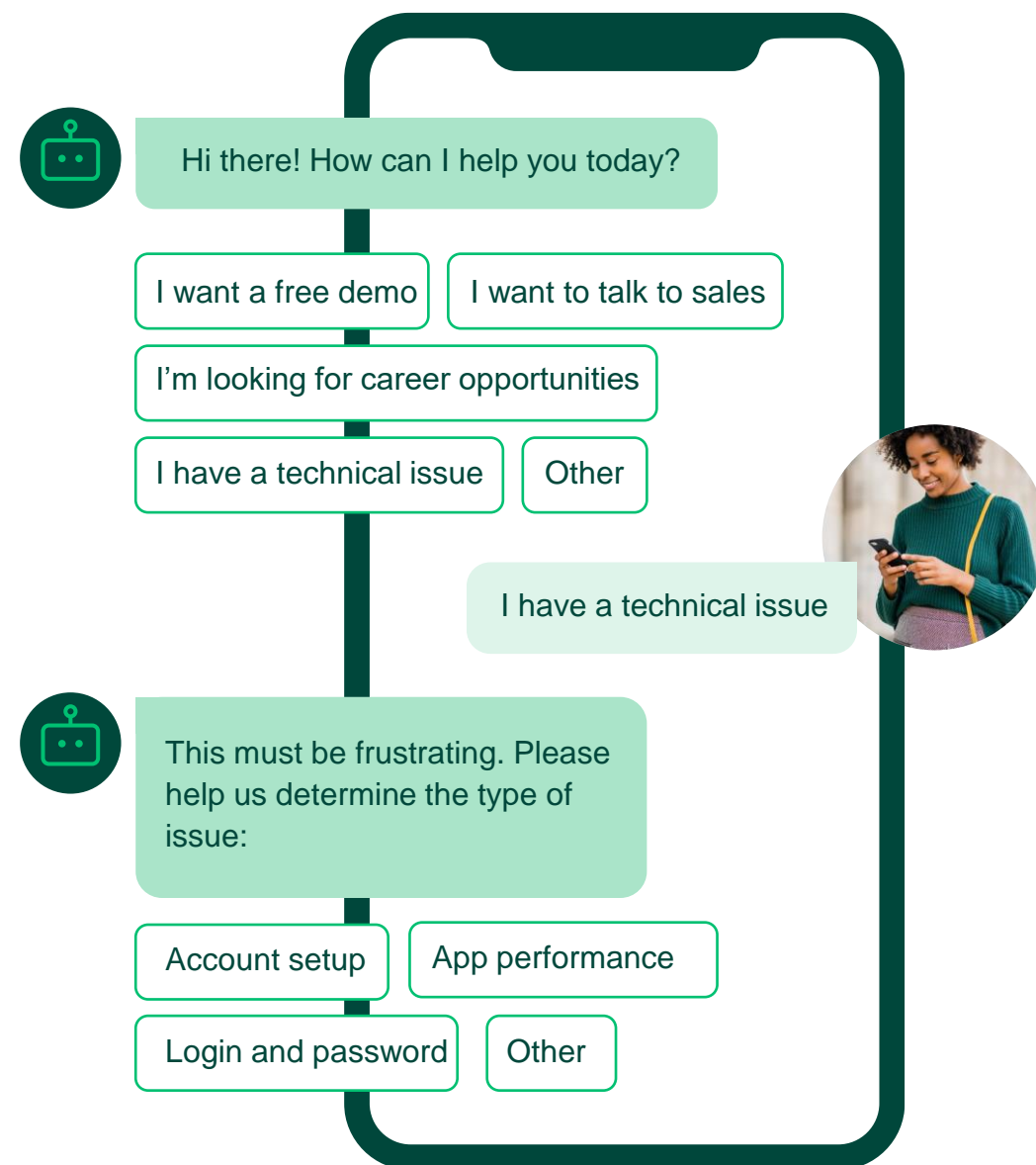
of consumers say they are more critical of how brands engage them than a year ago

(LivePerson, 2024)

32%

of consumers prefer AI-enabled interactions for product/service exploration

(Adobe / Oxford Economics, 2023)



Conversational AI 360° purpose

Empower your teams, delight your customers
and optimise your processes



Customer experience
Faster time to resolution

- FAQ resolution
- Order confirmation
- Delivery tracking
- Time-sensitive alerts
- Feedback collection
- Complaint resolution



Sales automation
Improved engagements

- Customer engagement
- Appointments and booking
- Lead qualification and nurturing
- User retention



Promotions
Increased conversions

- Personalised offers
- Last minute deals
- Shopping assistance
- Subscription promo



Social media
Brand personalization

- Improved visibility
- Real-time answers
- Simple query resolution



Human resources
Productivity boost

- Candidate sourcing
- Onboarding
- Interview scheduling
- Vacations and sick leave
- FAQ
- Resource navigation

Conversational AI Success Stories



FINANCE CONTACT CENTRE

The Challenge

- long time to resolve customer support requests
- high call centre costs

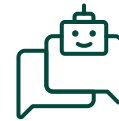
Value

15%

Solution

GMS AI Chatbots for
Customer Care

**lower contact
centre costs**



WHOLESALE HR CHATBOTS

The Challenge

- long time to resolve HR requests
- inefficient onboarding

Value

30%

Solution

GMS AI Chatbots for HR

**improved HR
efficiency**

Customer Care

Key challenges

77%

of consumers switch brands after five or fewer negative experiences

Genesys, 2023

75%

of consumers spend more with companies that prioritise CX

Zendesk, 2024

- Rising Contact Centre costs
- Low NPS
- Long request resolution time

- Dropping customer retention rates
- After-hour calls
- Irregular feedback collection

...sounds familiar?



GMS helps you reach your KPIs

Reduce customer wait times



Improve FRT/ART

Slow response time is one of the biggest indicators of poor customer service.

One of the best ways to reduce customer waiting time is to rethink your contact channels.

Improve turnaround times



Optimise Average Handle Time (AHT)

By enabling automated responses through intelligent chatbots, you can not only improve turnaround times but also solve the simplest queries without agent intervention.

Reduce customer abandonment



Increase CSAT, NPS, and customer retention rate

Bring real business results by transforming your customer care processes.

The right tools to streamline agent collaboration and boost customer satisfaction can help you make measurable business impacts.

A contact centre of tomorrow

Transform to drive improved results

Promote self-service and increase efficiency

Self-service entered the top 10 trends changing the role of CX practitioners as a powerful way to provide convenience for customers while unloading the human agents (*CX Network, 2024*).

Humanise CX

The latest generation AI Chatbots are trained to understand human emotions and add human touch to their responses.

Drive positive brand sentiment and ratings

Every step of the customer experience can affect how the customer feels overall.

Reduce customer care costs

- 35% lower cost per minute for a chatbot vs agent;
- Up to 70% of requests can be self-resolved;
- It takes 1 second for a client to reach the contact centre

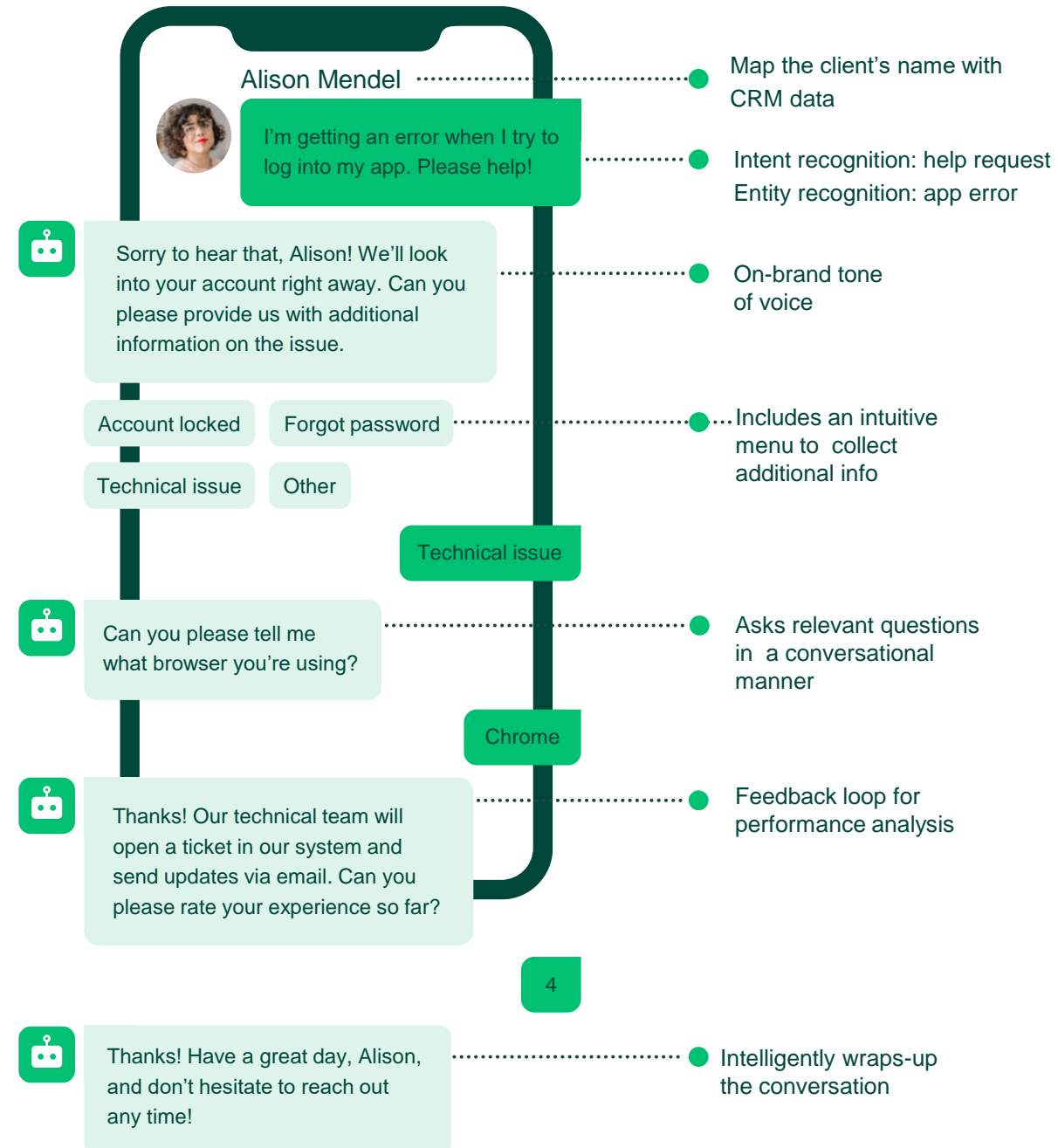


Use case: ticket resolution

Flow:

1. Contact Centre receives a customer request (Voice or Text)
2. AI assistant recognises it through the NLU (Natural Language Understanding) module
3. AI assistant looks for the correct answer in the knowledgebase powered by GenAI
4. The assistant provides a natural response from the knowledge base using LLM
5. In case if the request isn't solved – transfers to the Live Agent

*Increased Metrics: Higher NPS rate;
Resolution time + Savings on a payroll*



HR and Recruitment

Key challenges

62%

of an average workday is lost to repetitive, mundane tasks

Asana, 2023

50%

of HR professionals are on the verge of quitting due to burnout

MHR, 2024

- Rising staffing costs
- High employee turnover
- Low employee engagement

- Inadequate task allocation to HR staff
- Inefficient internal comms
- Dropping employee satisfaction

...sounds familiar?



Conversational AI in HR

- Optimise your internal communications and recruitment costs
- Keep employees engaged, informed and loyal
- Improve recruitment, onboarding and probation processes

HR management functions most impacted by AI

58%

Performance
management

52%

Employee engagement
and satisfaction

50%

Training and
development

76%

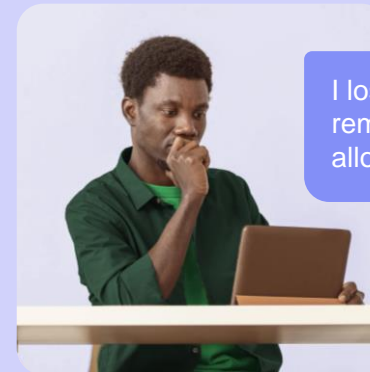
of HR leaders believe their organization will be lagging in success if they don't adopt AI solutions in the next two years

Gartner, 2023

68%

of Employee Experience professionals believe AI and chatbots will drive cost savings over the coming years

Zendesk, 2024



I lost track of my remaining leave allowance for this year.

No problem. You have 12 days remaining, hope you'll enjoy it.



Use cases

Leverage automation for all types of routine tasks



Recruitment

- Automated candidate sourcing
- Vacancy promos
- Candidate screening
- Interview scheduling



Onboarding

- FAQ
- First-day checklists
- Knowledge base navigation
- Information sending like passwords, logins and links



HR Helpdesk

- Vacations and sick-leaves
- Order of documents
- News feed



Offboarding

- Last day checklists
- Automated exit interviews

Marketing and Sales

Key challenges

59%

of consumers are interested
in using AI chatbots for
shopping-related activities

eMarketer, 2023

60%

of organisations report
positive results of AI
adoption in Marketing

Forrester, 2024

- Abandoned checkouts
- Incomplete customer journeys
- Low conversion rates

- Rising customer acquisition costs
- Uncontrolled lead leakage
- High cart abandonment rates

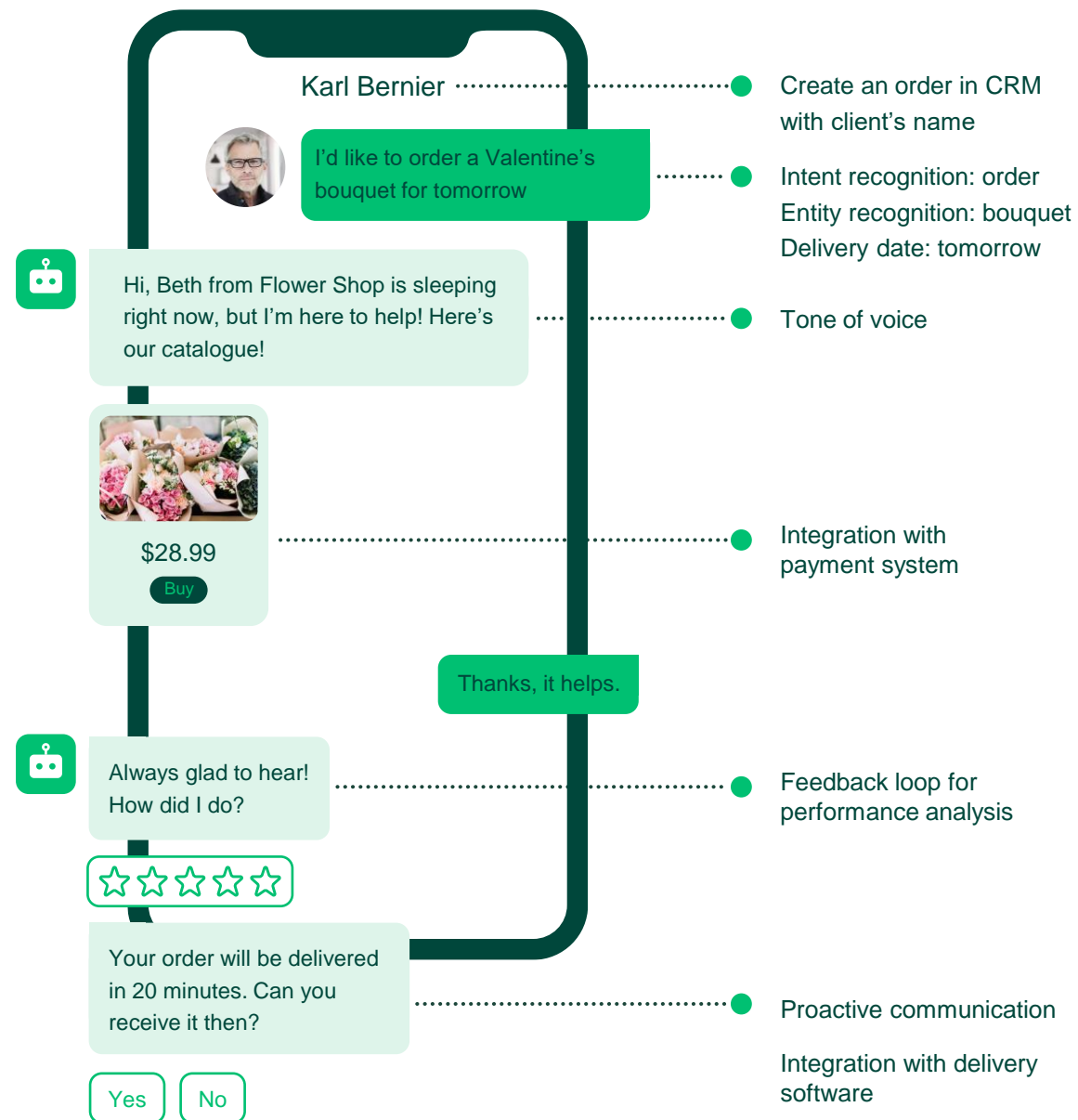
...sounds familiar?



Build engaging customer journeys

Grow your revenue with an intelligent chatbot

- Engage and win customers, across any stage of the funnel
- Boost your conversion rates and diversify your demand generation strategy
- Scale your revenue generation efforts with no additional headcount



Marketing and Sales use cases

Provide consumers with critical information throughout their journey



- Consultation on products and services
- Product search
- Shipping and delivery information



- Personalized shopping assistance
- Product recommendation based on order history
- Special offers, last minute deals, tailored promotions



- Shopping cart recommendations
- Order status, pickup, delivery and returns
- Billing and pricing info

GMS AI Chatbots

Boost your CX metrics while taking the load off your human agents



Artificial Intelligence

Natural Language Understanding (NLU) and Large Language Models (LLM)



Chatbot builder

Simple no code / low-code chatbot designer and import options



Integration framework

GUI Console, REST, SOAP, Webhooks, CRM, ERP, Any Corporate System



CX Insights

Conversation analytics and other business functions

Can be deployed for:



Web



WhatsApp



Viber



Telegram



Facebook

- ✓ Goal-driven conversations
- ✓ Pro-active support
- ✓ On-brand answers



Hi there! I'm CashBot,
TopBank's chatbot.
How can I help you today?

Check balance

Manage account

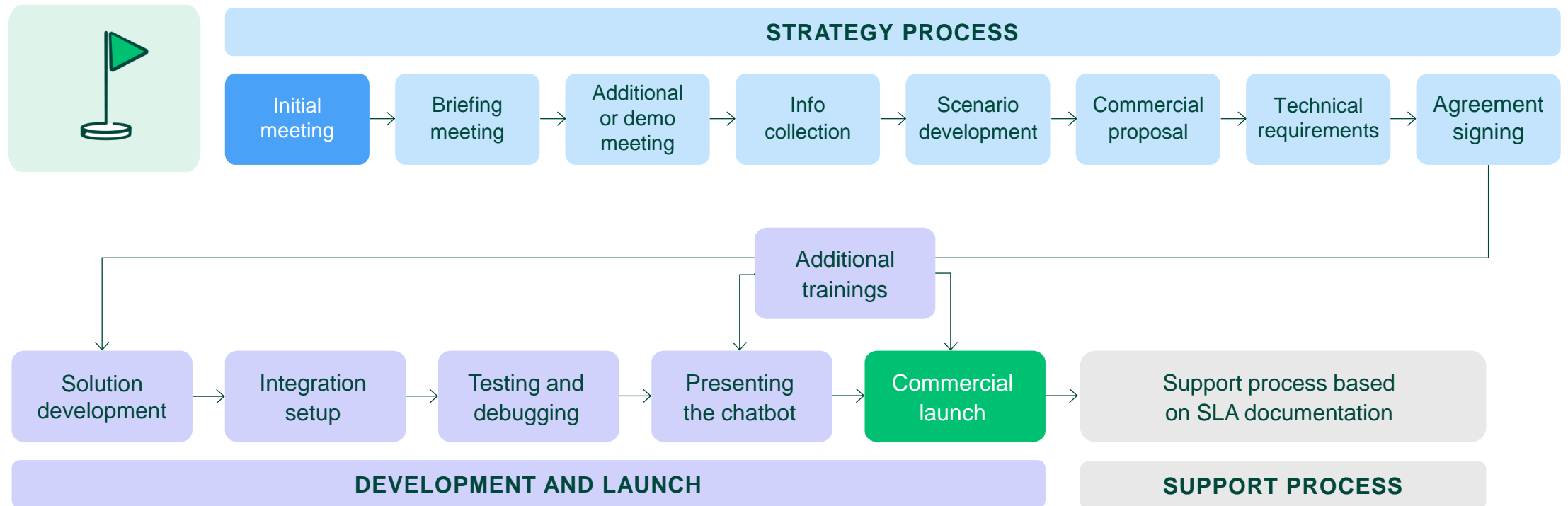
Manage overdraft

Transfer money

Report fraud



Onboarding process



Greenlight Tomorrow.

