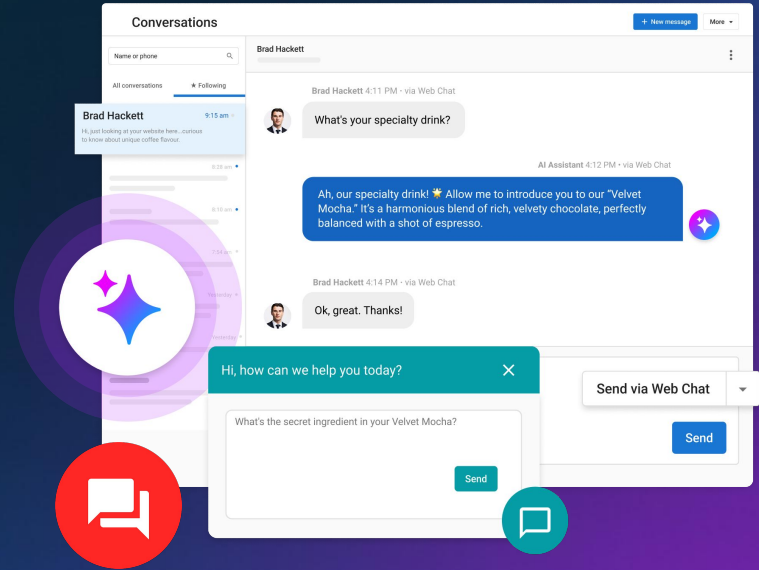


Conversations AI

Product Overview



The Challenge:

SMBs may be missing valuable leads when they're busy

Leads are lost to competitors

when no one's available to respond.

Managing multiple channels

is a challenge with limited resources.

Customer context is missing

with data scattered across platforms.



Introducing Conversations AI

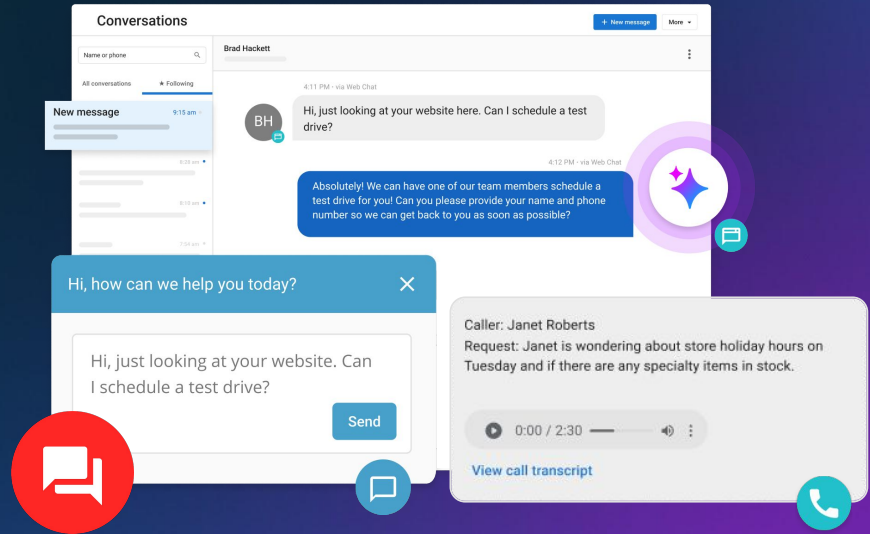
Your Always-On Voice and Messaging Assistant

Engage every lead instantly
with AI voice and chat

Manage multiple channels
on a centralized dashboard

Follow up with context
with a record of every conversation

Extend your AI
with Custom Capabilities



Never miss another lead with AI Receptionist

Unlocks with Conversations AI

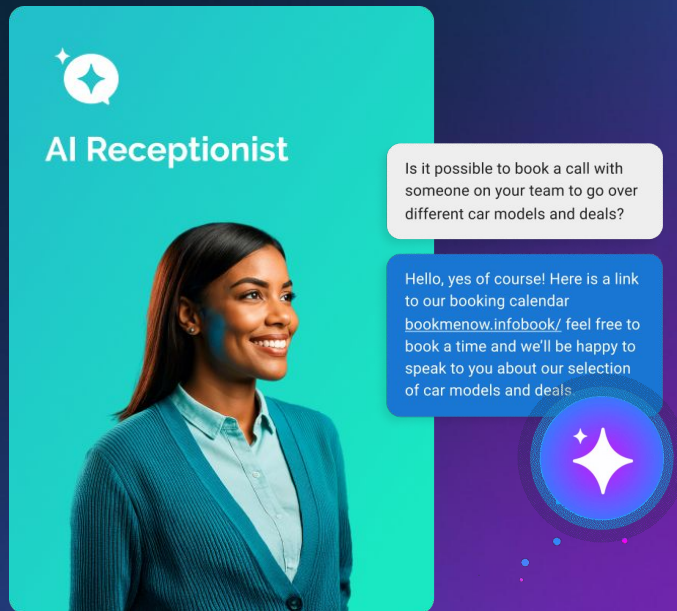
Engage with every customer even when you can't get to the computer or phone.

24/7 AI-powered handling of calls and web inquiries.

Accurate, real-time responses using your business information.

Natural, multilingual conversations.

Instant lead capture and appointment scheduling.



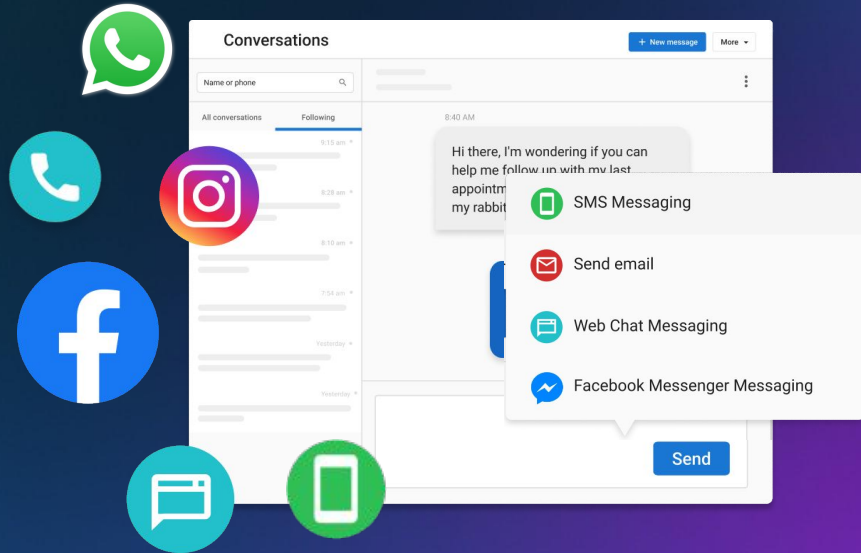
Manage multiple channels — and never miss a conversation

Multiple channels. One dashboard.

Handle Phone, SMS, email, web chat,
Facebook, Instagram, WhatsApp

Centralized visibility. Improved collaboration.

View interactions across all channels
on a shared inbox between your team
and AI.

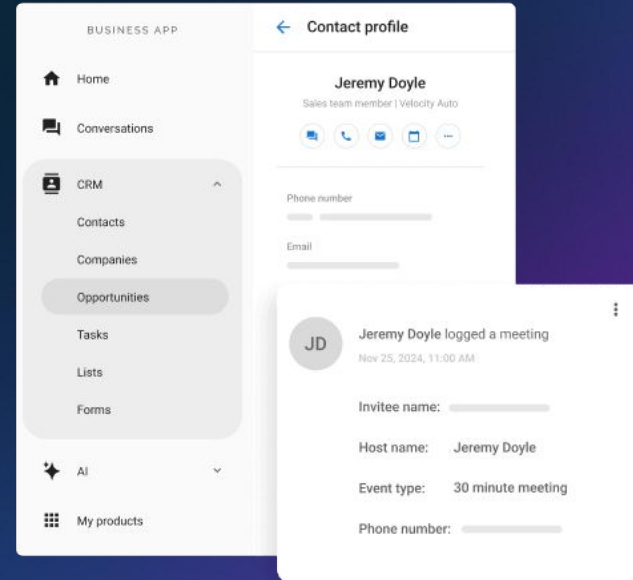


Follow up with context with a record of every conversation

Provide exceptional service.

Get a single source of truth with a record of every customer interaction.

Grow your customer base. Use a database you own to build customer relationship and drive repeat sales.



Extend your AI with Custom Capabilities

Use APIs and prompts to create AI employees that can do more for your business:

Order updates:

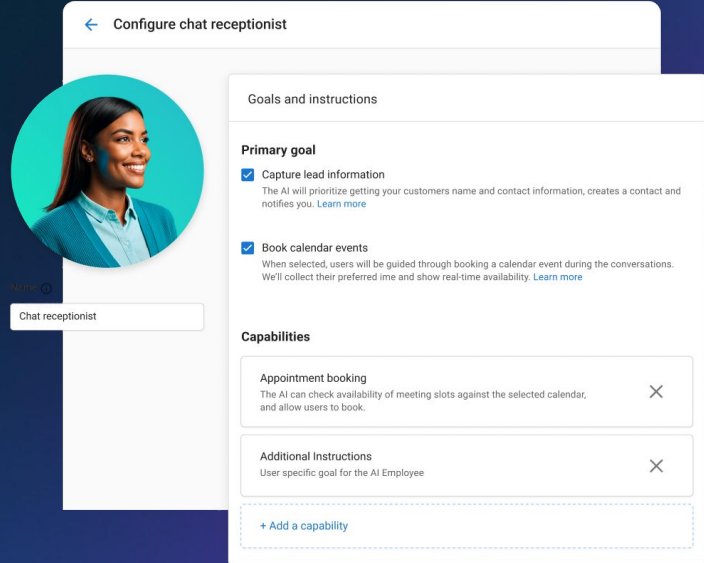
Connect with Shopify for AI to answer questions on product availability, order status.

Weather alerts:

Use weather data to schedule appointments in favourable conditions.

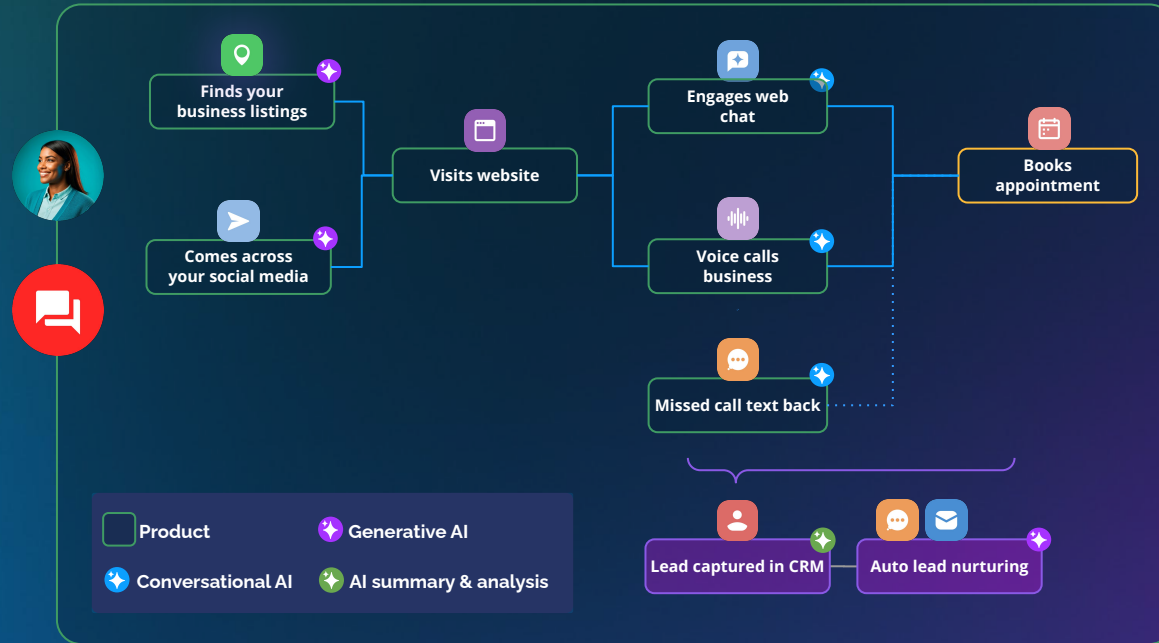
Job estimates:

Connect with job management solutions to share accurate estimates with the customer.



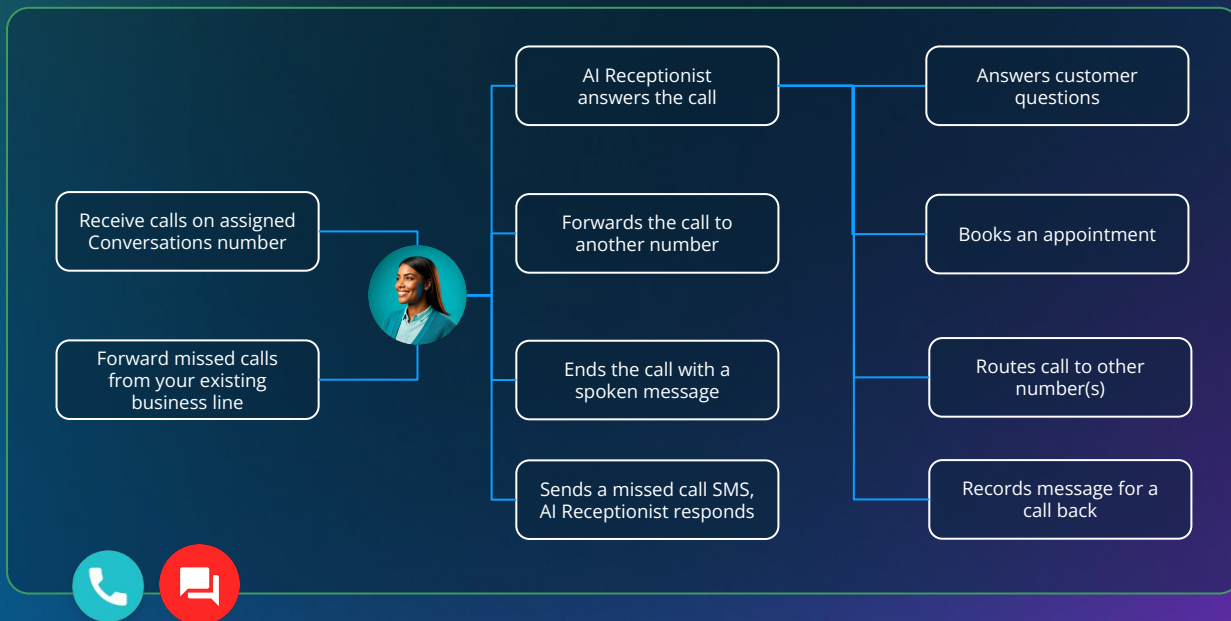
Automate the customer journey

From lead capture to conversion across multiple channels



Customizable to suit your business

Choose from multiple options for call handling and customer engagement



Thank you!

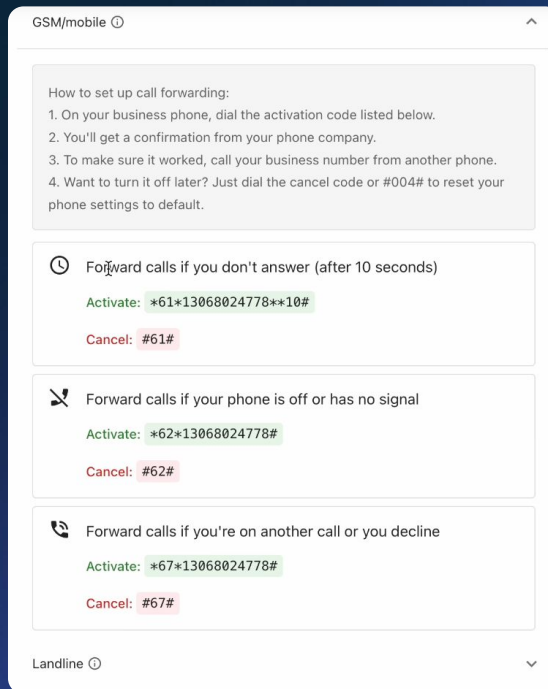
Appendix

Get AI to take calls when you are busy

Call forwarding

Set call forwarding with easy to follow in app instructions:

- Forward calls made to an existing business line to your assigned Conversations AI number
- Enable missed-call text backs
- Get AI Receptionist to answer your phone, when you or your staff is unavailable



Missed calls don't mean missed revenue

Missed Call Text-Back

Automatically trigger an SMS with AI responses when you miss a call.

- Enable AI Receptionist to start a conversation via SMS, capture leads, their contact details and book appointments.

Phone number settings

When a call is received...

Forward the call

Forward to

Incoming calls to your platform number will be forwarded to this number

Follow up with an SMS message

If the forwarded call is disconnected before being answered, or a busy tone is received, then the call is considered missed.

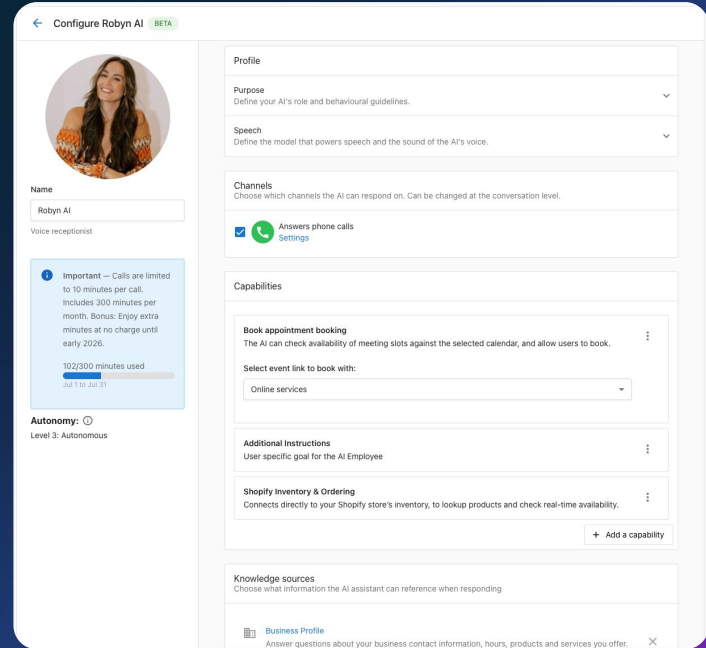
Message to send

AI employees that do more than just talk

Custom Capabilities

Allow your AI employee to interact live on a call with any APIs, giving you limitless possibilities!

- Look up live inventory, check the weather, make a reservation or booking across platforms.
- Give additional knowledge and capabilities to your AI employees

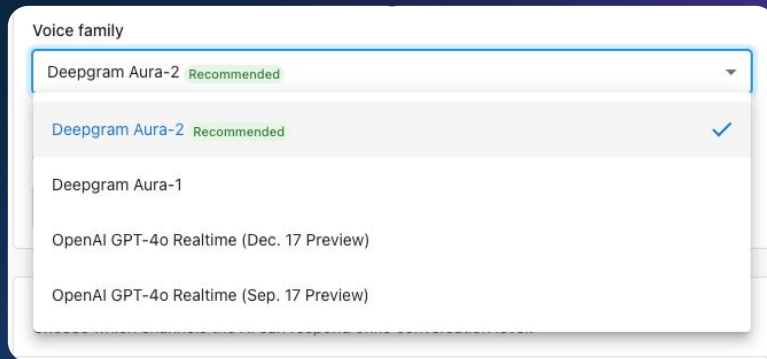


AI employees that use the best AI models

Choose your own AI models

Make the most of rapidly advancing AI technology. Easily switch between various available AI voice models based on your use case.

- Current Recommended: Deepgram Aura-2 (English and Spanish)
- New voice models are regularly tested for improvements in speech and more language options.

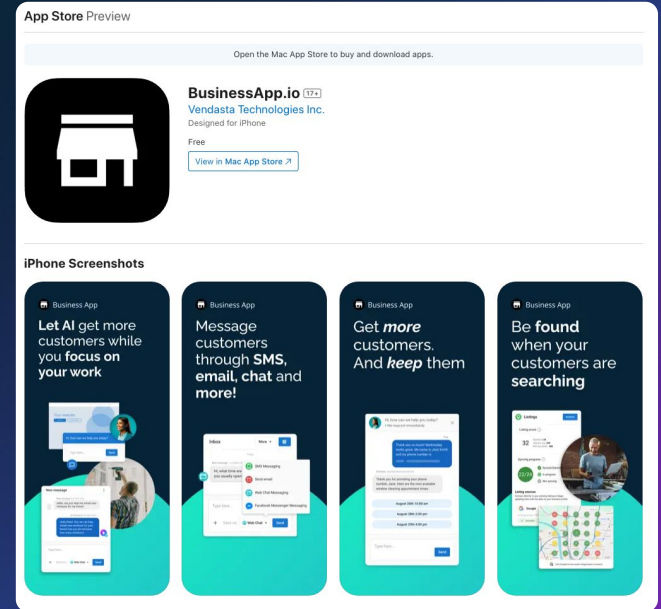


Take Conversations AI with you

iOS & Android Mobile app

Keep track of leads, bookings and your business even when you are on the go.

- Get instant push notification for new leads, and new calls.
- Message on the go!
- Mobile app “BusinessApp.io” is available



Data Slides

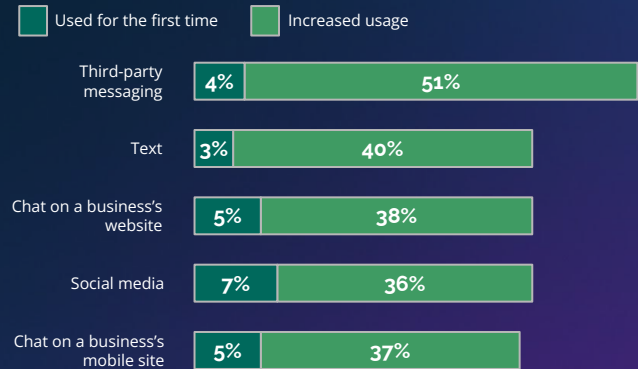
“30% of customers will go straight to competitors if SMBs don’t respond!”

"**68% of consumers** prefer businesses with convenient communication."

“61% of customers prefer faster AI responses over waiting for a human.”

SMBs don't have time for more communication channels.

- Customers are using more channels like **direct messaging, SMS, email, web chat and phone** based on their convenience.
- SMBs need to be **available across all channels** to acquire customers.



Source: Forrester/Google, U.S.
"What Businesses Need to Know About Communicating With Consumers," Dec. 2020.