Customer Experience Automation
Where are we now?

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IMImobile

Rostrvm are now part of the IMImobile Group

Who we are

- A market leader of cloud communication software and services for digital interactions

- Profitable and cash generative growth for more than 10 years

- 1,300+ employees globally, HQ in London, offices in North America, Dubai, Hyderabad and Johannesburg

What we do

- Provide cloud communications software to help businesses automate and improve two-way customer communications across channels

- Enable businesses to use omni-channel communications in Contact Centres, Service Operations and Marketing CRM to improve CX

Why clients use us

- **Best of breed** – over 15 years experience in managing digital communication channels

- **Enterprise grade** – 24/7 global cloud managed service infrastructure

- **Innovation** – strong track record of delivering innovation for leading enterprises

42bn	Messages per year	44bn	Commerce transactions	80	Countries served	1	UK , US, Canada & SA Market leader

British Gas · Foxtons · BARCLAYS · BT · RBS · IKEA · EE · O₂ · LLOYDS BANK · vodafone

FARFETCH.COM · BBC · orange · Hermes · Ford · gsk · NEDBANK · Standard Bank · telenor

IMImobile

Welcome to the age of building digital customer experiences

"The digital revolution has forever changed the balance of power between organisations and their customers." Forrester

Rising customer service expectations
Your customer experience is measured against the digital unicorns (e.g. Amazon, Netflix, UBER, etc.)

Explosion of new communication channels
Customers demand service in the channels they use every day, not the ones convenient to your business

CX robotics and automation are becoming the new reality
AS AI and NLP capabilities improve the dynamic of human engagement is fundamentally shifting

Does this mean that the contact centre is dead…….?

There are some clear trends and challenges for contact centres

It's not just about voice
Effective customer engagement through digital channels is booming

Automation is on the rise
But avoiding technical/operational silos and enabling live agent collaboration is key

Proactive contact is a critical part of the service mix
Keep your promises and follow-up. Make things happen, don't let things happen

Contact centres are now the place to handle high tariff contact
Complicated, high value, Clearing, VIPs, vulnerable individuals, escalations, exceptions and complaints

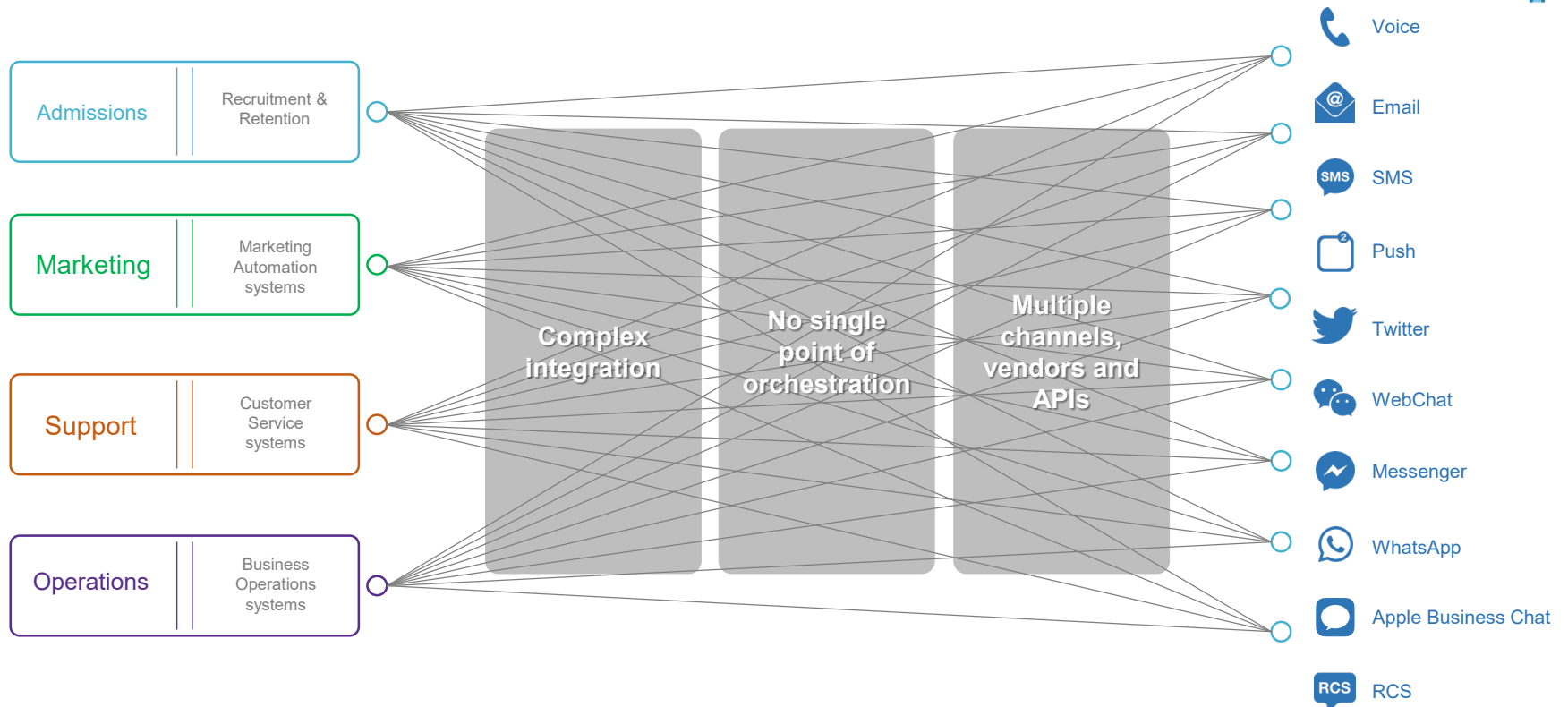# Does this mean that the traditional contact centre is dead…….?

NO!

Does this mean that the contact centre is dead…….?

BUT…..

It's getting complex to manage and orchestrate communications

Admissions | Recruitment & Retention

Marketing | Marketing Automation systems

Support | Customer Service systems

Operations | Business Operations systems

Complex integration

No single point of orchestration

Multiple channels, vendors and APIs

Voice

Email

SMS

Push

Twitter

WebChat

Messenger

WhatsApp

Apple Business Chat

RCS

Centrally managed command and control with simple API connectivity is essential

Salesforce | Hadoop

SAP | PEGA

Cisco | Lithium

Worldpay | WMIS

IMIconnect

Business events

Customer events

Rules

Workflows

Integration actions

Message interactions

IMIchat

IMIbot.ai

rostrvm

Voice

Email

SMS

Push

Twitter

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Messenger

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RCS
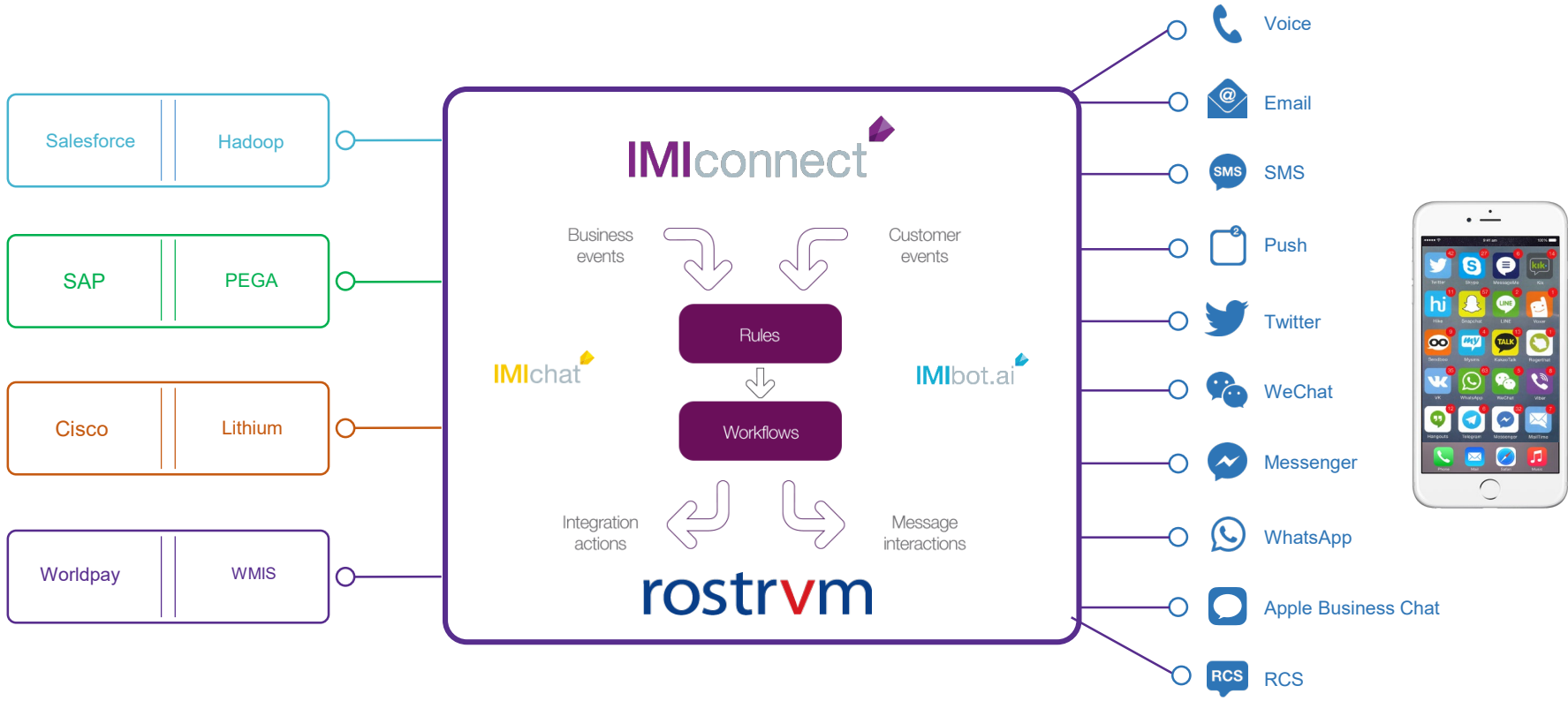
Command & Control

IMIconnect

Intelligent enterprise control centre

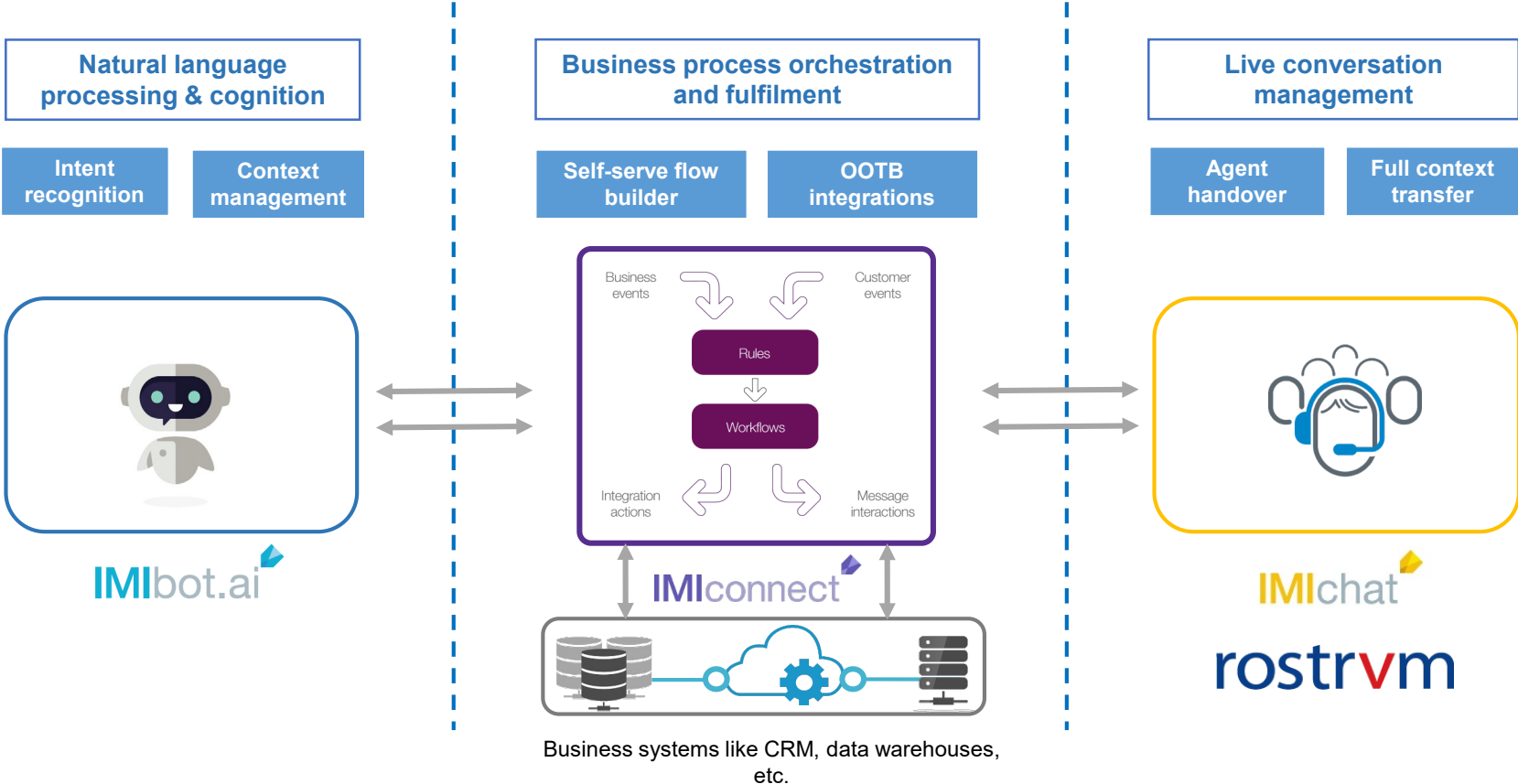| Integration set-up & management	Business Logic & flow orchestration	NLP & AI powered conversational Automation	Communications channel management

Service assurance & infrastructure management

CORE BUSINESS SYSTEMS

TRANSACTION PROCESSING

FRAUD MANAGEMENT

ORDER MANAGEMENT

CASE MANAGEMENT

COMMERCE PLATFORM

BILLING PLATFORM

APPOINTMENT MANAGEMENT

3rd PARTY SERVICES

DELIVERY / FULFILMENT

NAME / ADDRESS VERIFICATION

CREDIT CHECK

PAYMENTS

rostrvm

APP 2

Our approach for end-to-end customer interaction management

Natural language processing & cognition	Business process orchestration and fulfilment	Live conversation management

Intent recognition	Context management		Self-serve flow builder	OOTB integrations		Agent handover	Full context transfer

Business events

Customer events

Rules

Workflows

Integration actions

Message interactions

IMIbot.ai

IMIconnect

IMIchat

rostrvm

Business systems like CRM, data warehouses, etc.

Customer service automation through AI Augmentation

Status Update

FAQ

Student Services

High Tariff Contact

Facebook Messenger

SMS Chat

Twitter

Web Chat

Email

Enrich with existing CRM data & customer history

Intelligent enquiry routing for high priority enquiries

Handover for live chat or call to customer service agent

Most common enquiries handled through chatbot

Controlled response patterns (assisted learning approach)

Controlled outbound engagement

Customer service agent contacts customer to resolve complaint

A single conversational view across digital channels is essential

Agent chats and quick search

Real-time Queue

Advanced Search

Multi-channel

Tag chats

Switch team

Quick Templates

Add user to 'do-not-contact' list

Customer Details

Attachments

Threaded view

Events

Customer chat history
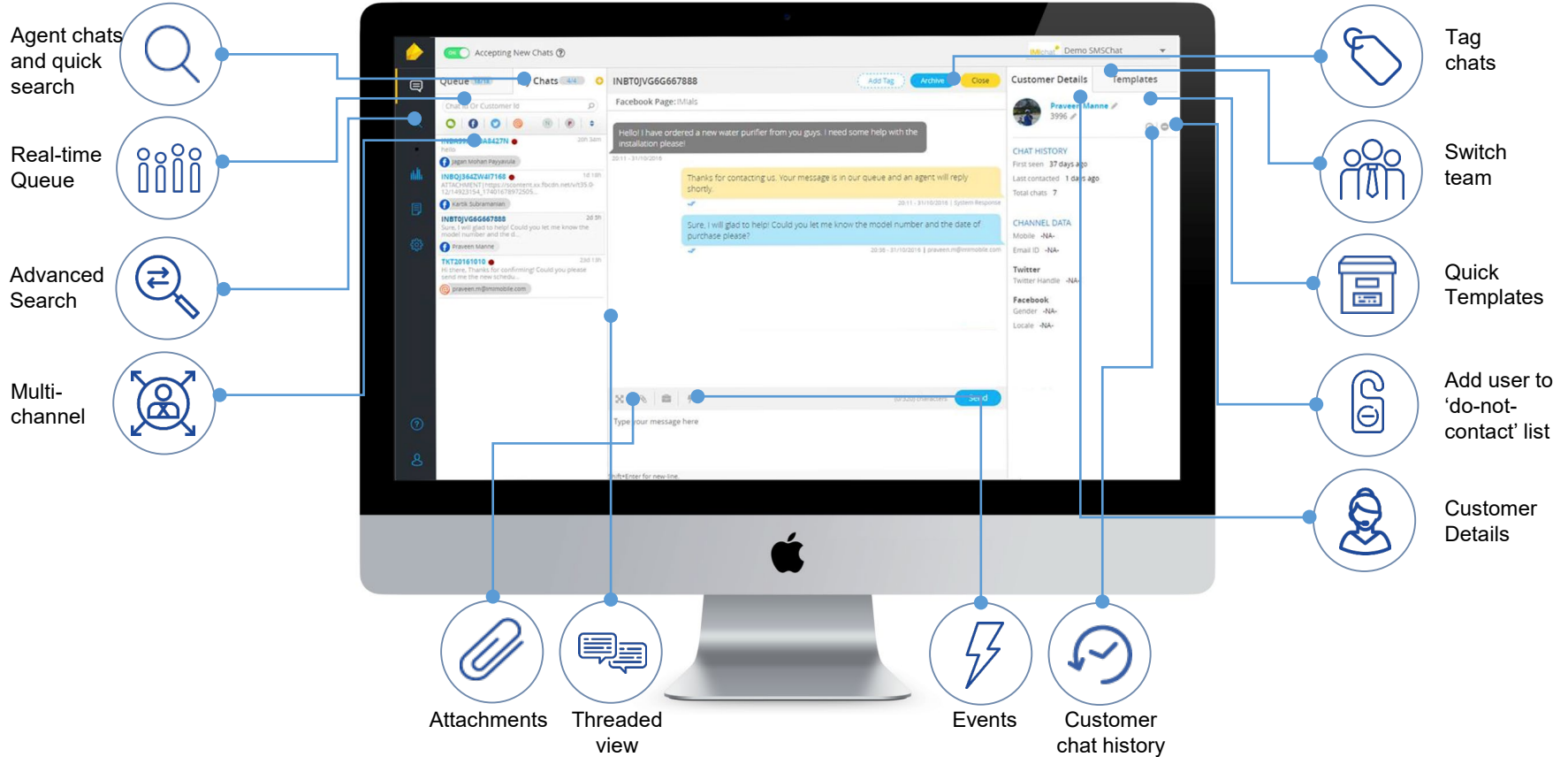
rostrvm encapsulates IMIchat to voice enable and expand services

Click to dial

Shortcut Buttons

Quick SMS

Agent Status Bar
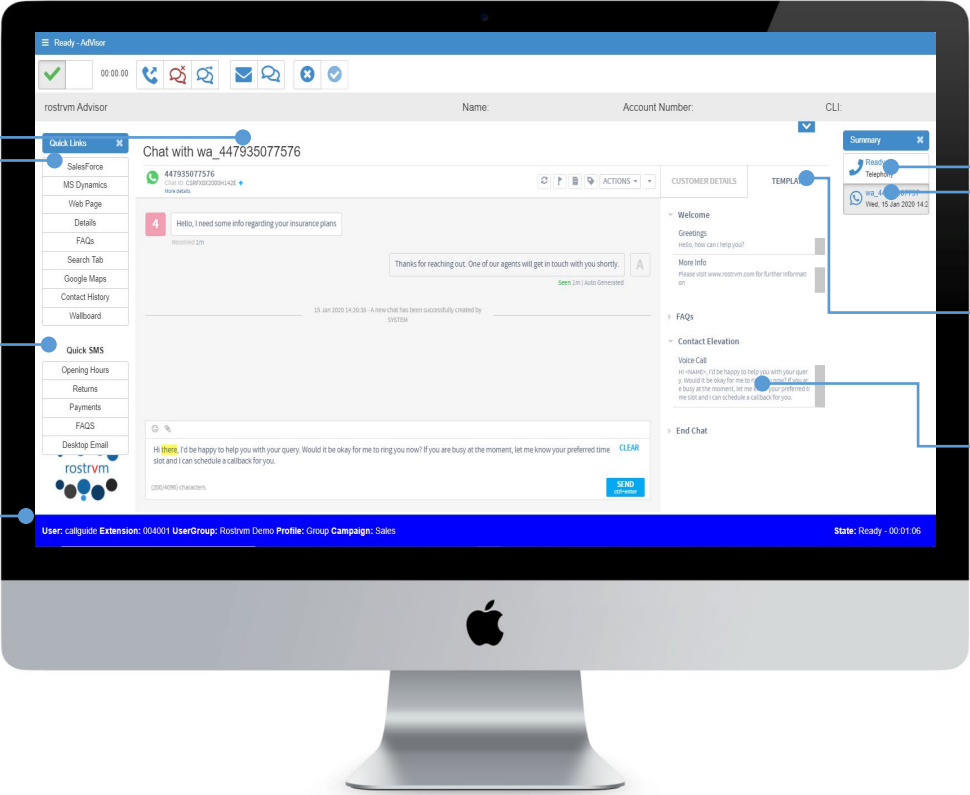
Voice enabled

Real- time task list

Quick Templates

Elevation to voice call

The bot ecosystem keeps the platform highly flexible

Social platforms	Websites	Private apps	Virtual assistants

Click Bots	Query Bots	Smart Bots

Different kinds of bots with varying capabilities (ex: NLP vs no NLP)

Comprehensive bot building platform for businesses and industries

Bot Building Platform for Developers

IMIbot.ai

NLP & ML Tools : Open Source & Paid Libraries

Dialogflow

spaCy

Google Developers
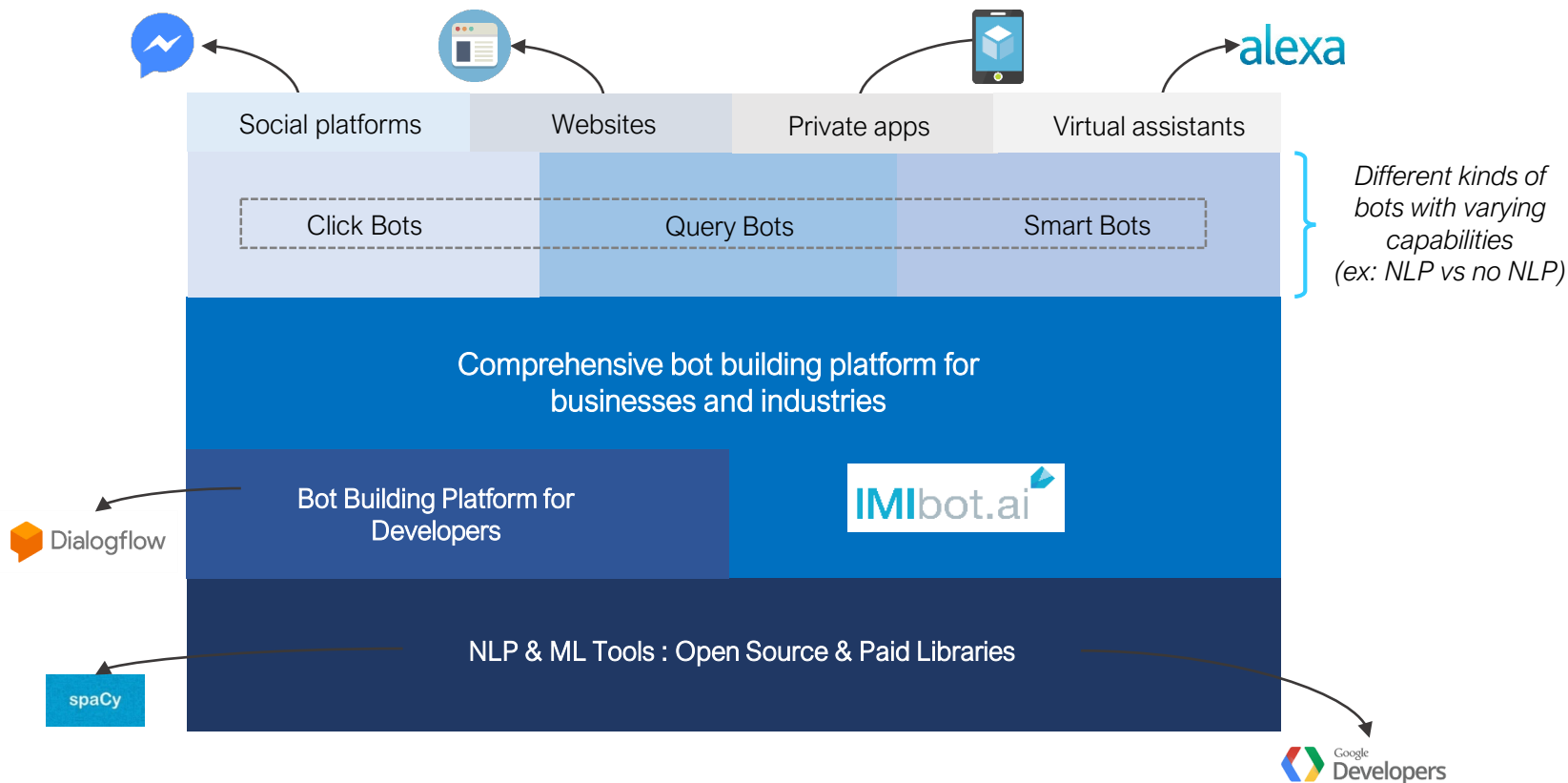
Questions?

SOLUTION FEATURES

Role-based access control
Allow for the separation of privileges by user role

Audit logs
Provide admins with a detailed trail of account activity

Reporting & analytics
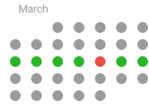Reports allow admins to demonstrate value gained from the use of an application

Deployment options
Balance data security concerns and application overhead with flexible deployment options

Disaster Recovery
Full database redundancy through multi-site DR setup

Winston B.
Admin | Marketing Manager | Add/Edit

Grant H.
Business Analyst | Add/Edit

G action.create | 192.168.0.1
E action.edit | 216.27.61.137
S action.delete | 66.249.66.253

SERVICE

March

SLA and support
Multiple levels of premium support with 99.95% uptime

24*7*365
Round the clock monitoring with teams spread across different time zones

Change Management
Reports allow admins to demonstrate value gained from the use of an application

ITIL system
Fully integrated internal support systems with full traceability of issues and corresponding resolutions
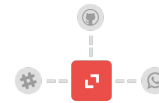
SECURITY & COMPLIANCE

Audits
Restricted production access to internal teams and regular internal and customer audits

ISO compliance
Provide admins with a detailed trail of account activity

PROFESSIONAL SERVICES & CONSULTING

Sign in

Integration capabilities
Integration support with a large professional services team to push and pull data from your systems

Setup & training
Balance data security concerns and application overhead with flexible deployment options