

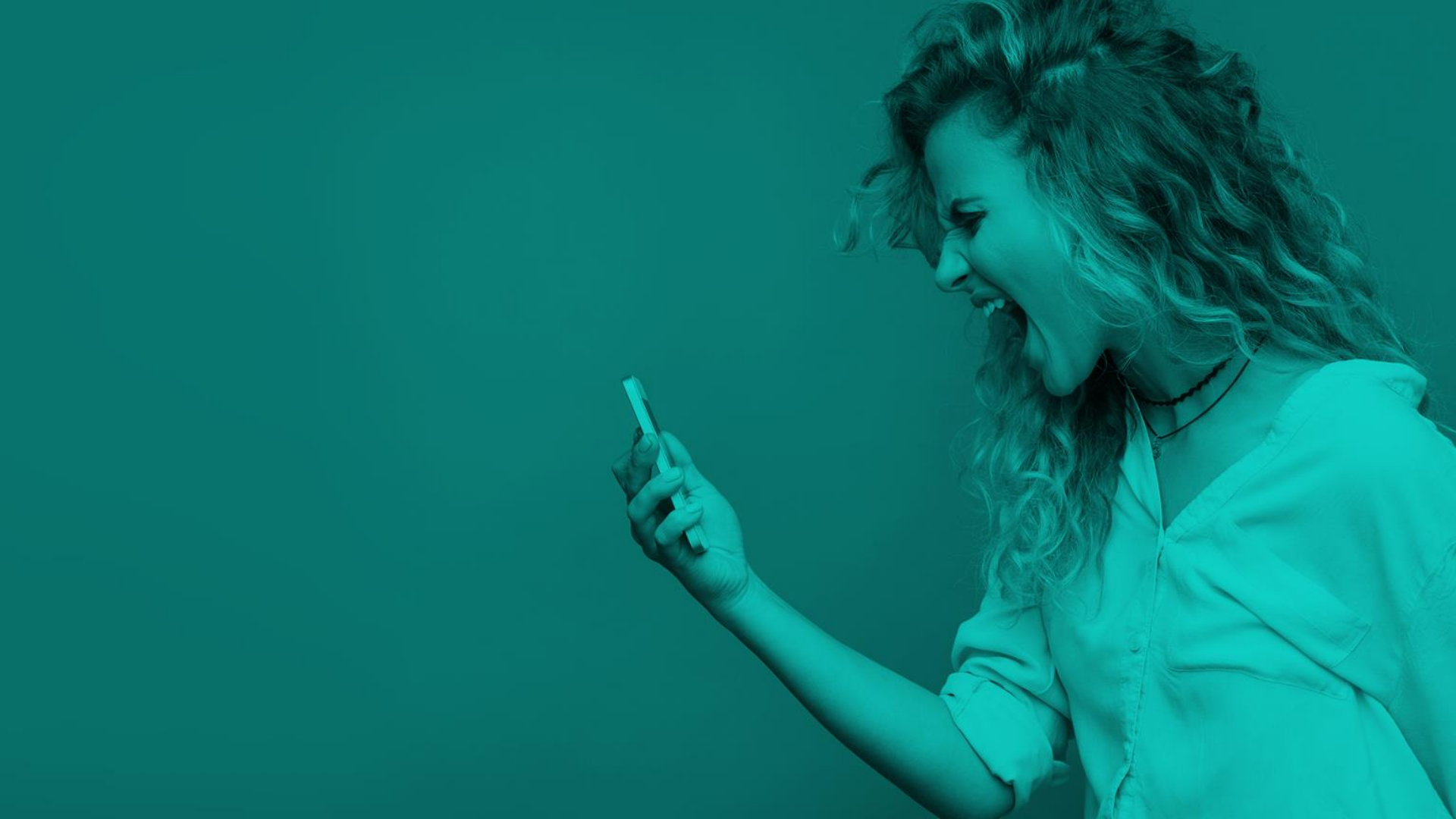


The Disruptive Opportunity: Enhancing the Digital CX Through Social Messaging

Chris Venus

VP Professional Services

London, November 2018



Sainsbury's
Argos



★macy's

Virgin
mobile



vodafone

Hertz

TESCO

volaris +

Google

AIR NEW ZEALAND 

Lebara
mobile

BRITISH AIRWAYS 

eir

Alaska
AIRLINES

boohoo.com
TWENTYFOUR | SEVEN | FASHION

BW | Best Western.
Hotels & Resorts

SOCIAL MESSAGING is
THE DISRUPTIVE OPPORTUNITY

The unique nature of Social Messaging and
advancements in intelligent automation
unlock the CX/Cost Equation. Finally.

UNCOMPROMISED

WhatsApp daily message volume 3x peak SMS



Peak:
20 billion



Today:
60 billion

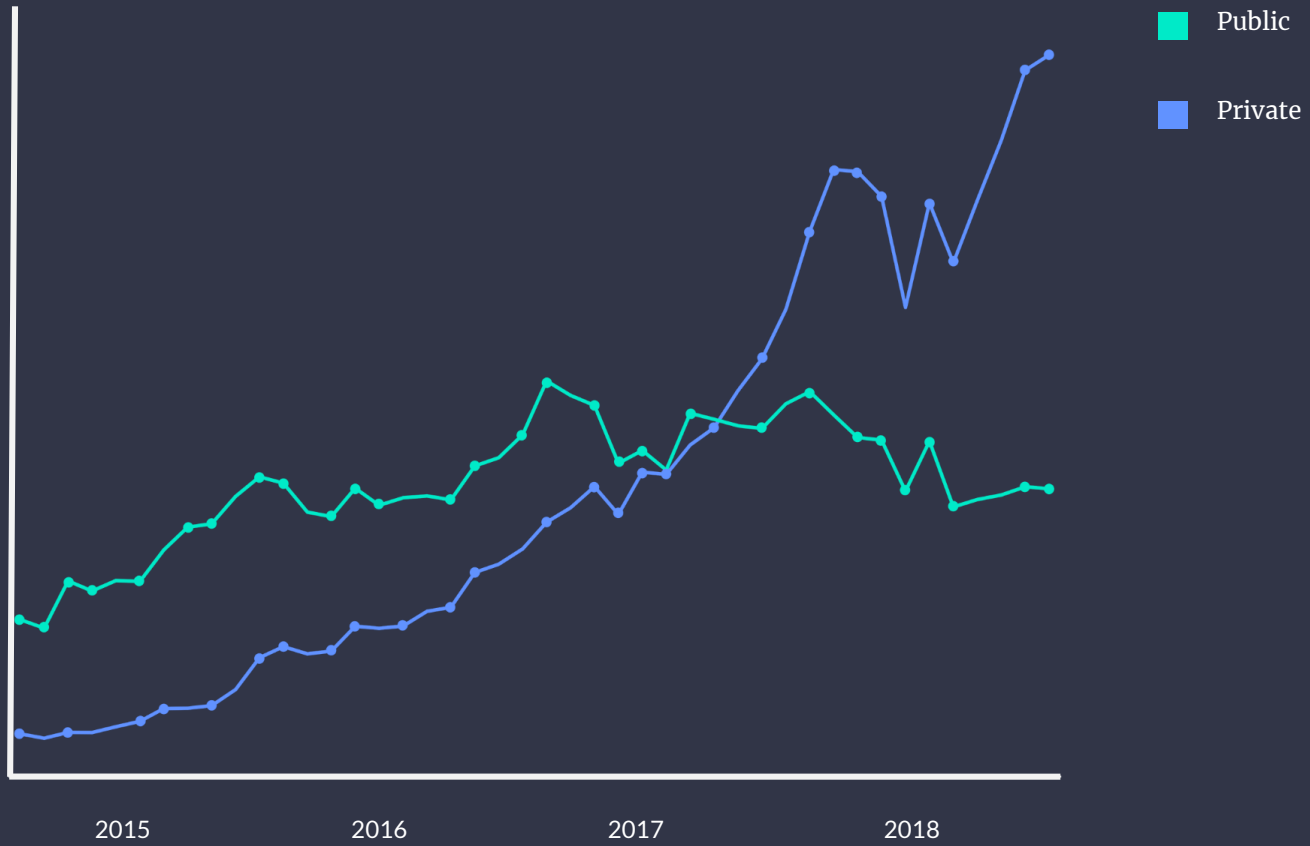
User <> Business messaging over Messenger 5x in last 18 months



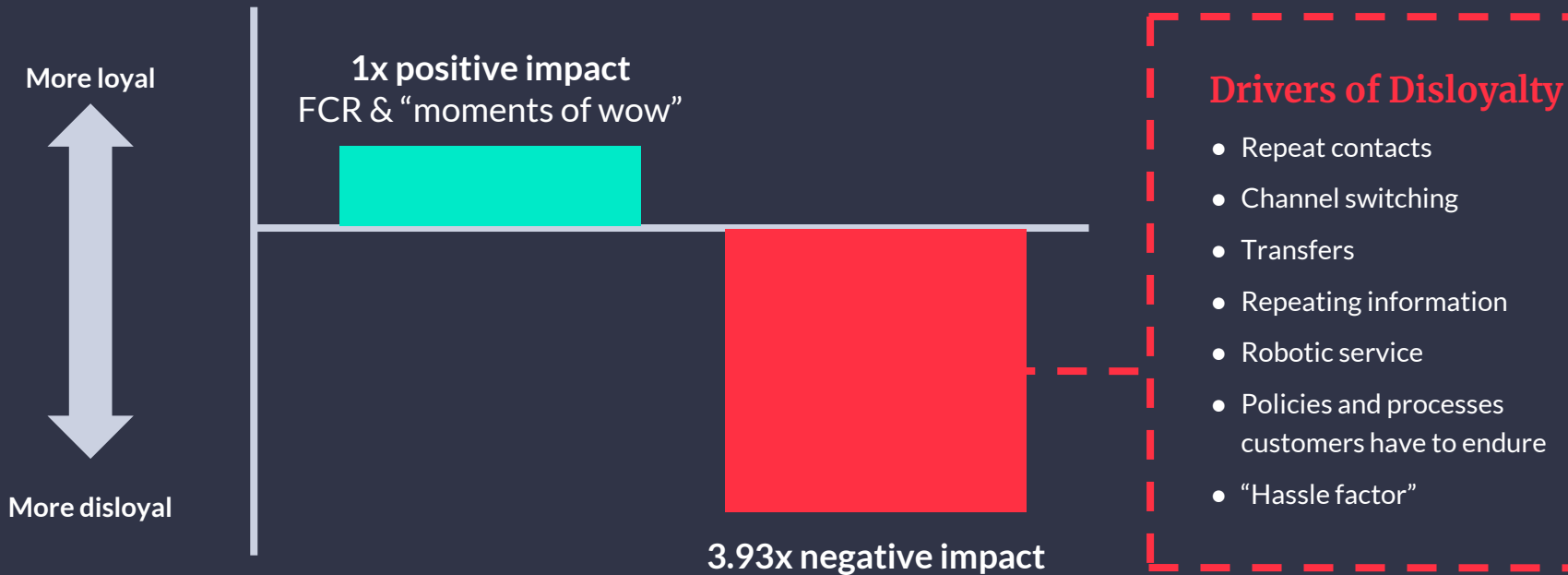
April 2017:
2 billion per month



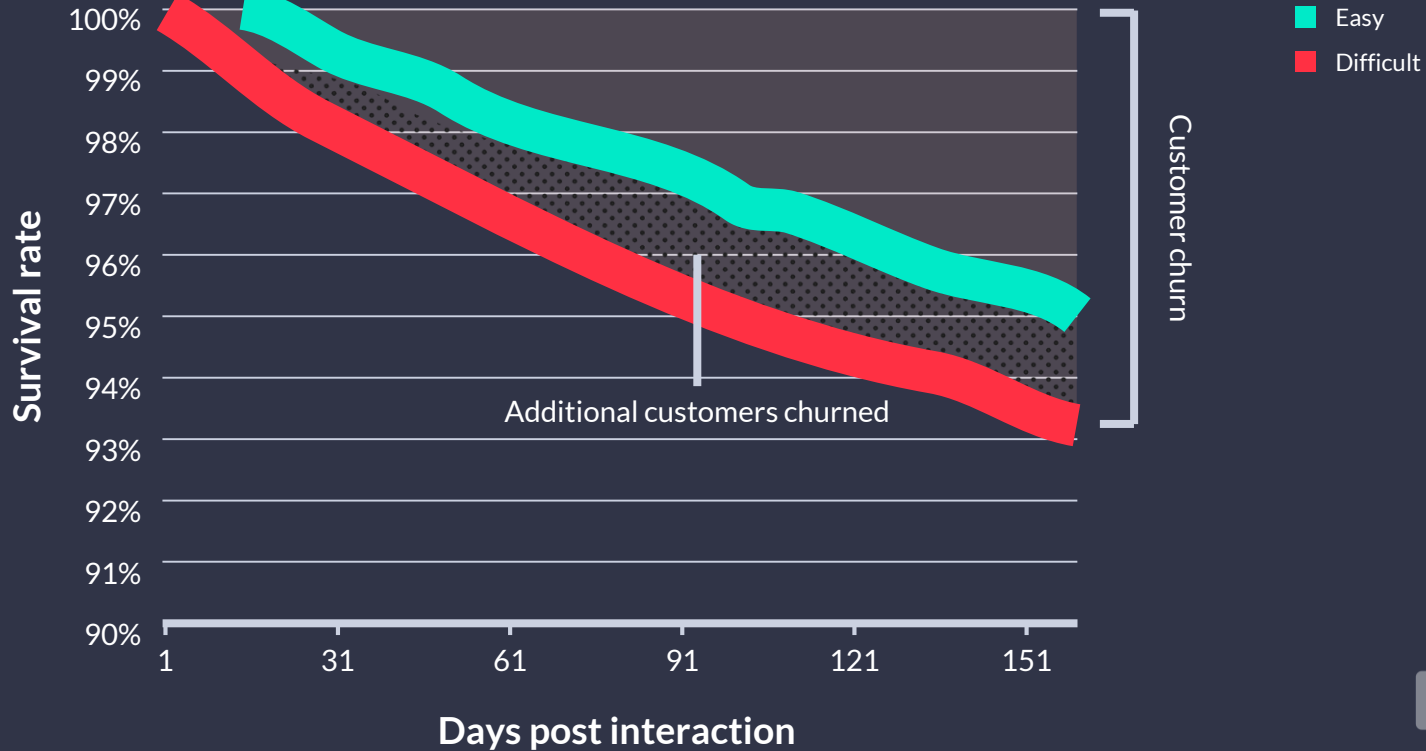
September 2018:
10 billion per month



High customer effort leads to high disloyalty



Social messaging easier than phone by 4:1

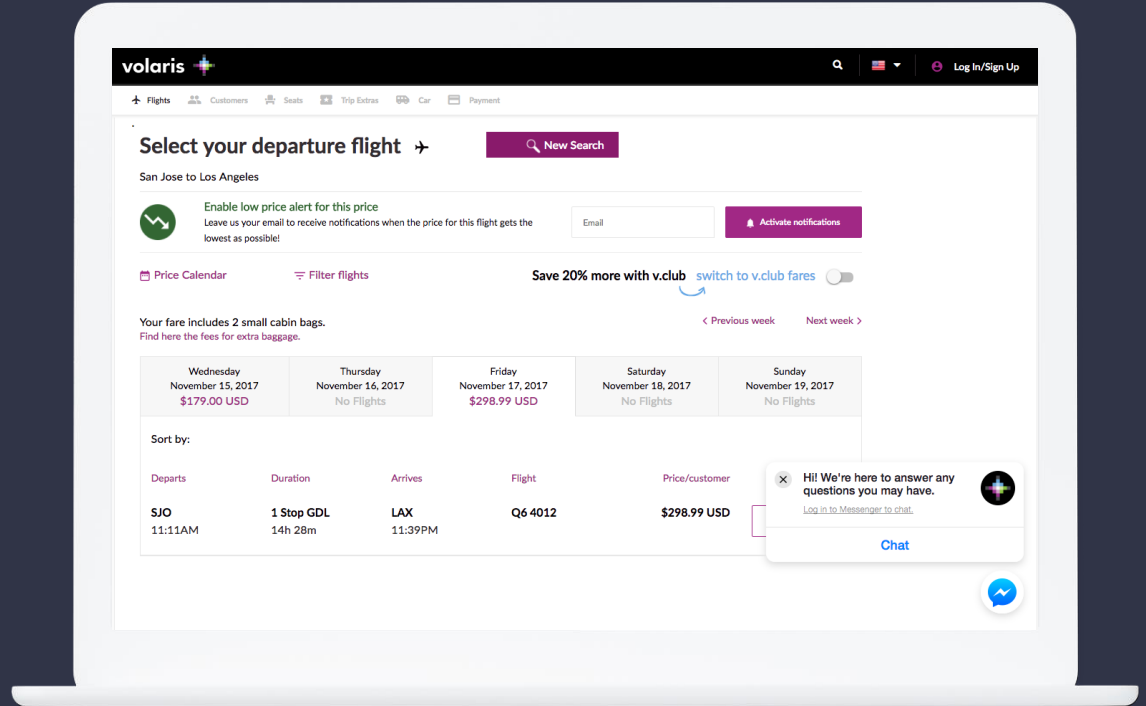




volaris 

83%

efficiency gains
compared to web chat



The screenshot shows the Volaris website interface for flight selection. The main heading is "Select your departure flight" with a search button labeled "New Search". The route is "San Jose to Los Angeles". There is a notification section for price alerts with an "Activate notifications" button. Below this are options for "Price Calendar" and "Filter flights", along with a toggle for "Save 20% more with v.club". A table shows flight options for different days: Wednesday (Nov 15, 2017) at \$179.00 USD, Thursday (Nov 16, 2017) with "No Flights", Friday (Nov 17, 2017) at \$298.99 USD, Saturday (Nov 18, 2017) with "No Flights", and Sunday (Nov 19, 2017) with "No Flights". A "Sort by:" section is visible above a flight details table.

Departs	Duration	Arrives	Flight	Price/customer
SJO 11:11AM	1 Stop GDL 14h 28m	LAX 11:39PM	Q6 4012	\$298.99 USD

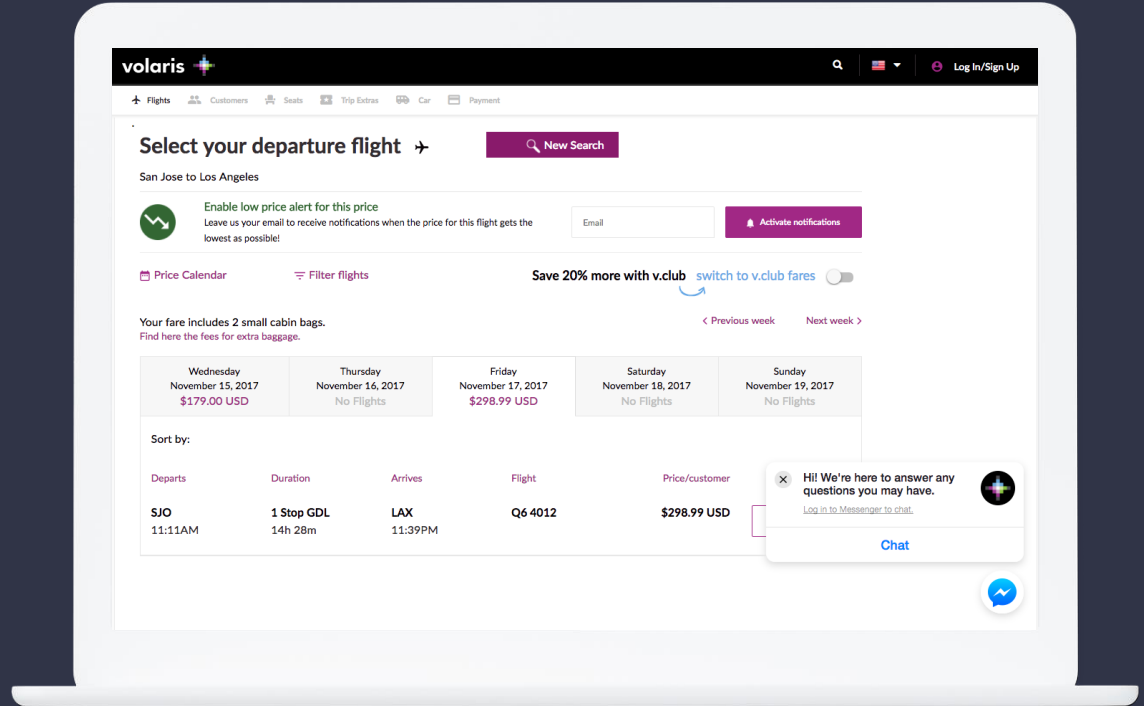
A chat window is open in the bottom right corner with the text: "Hi! We're here to answer any questions you may have. Log in to Messenger to chat." and a "Chat" button.

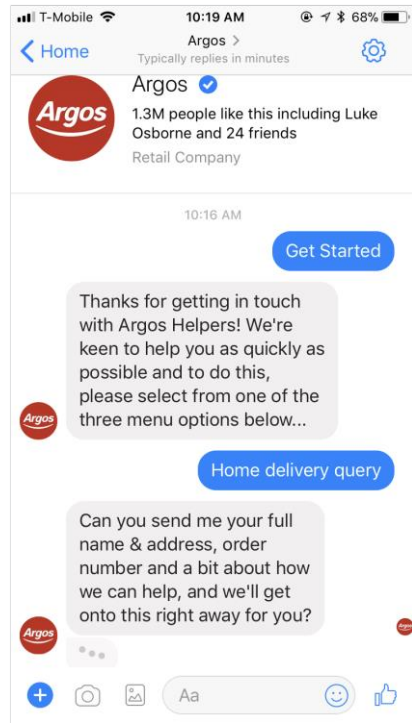
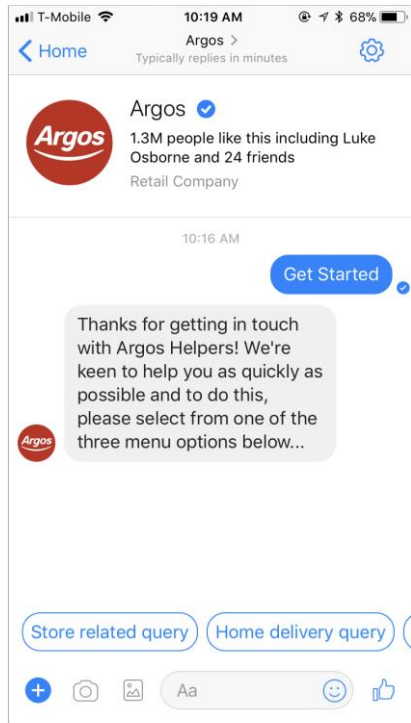


volaris 

60%+

of customer care volume is coming through messaging





Thank you

