



Conversational Engagements for MNOs, Aggregators & Brands



– **Inderpal Singh Mumick**
EVP, & CEO Dotgo BU, Gupshup

CUSTOMER EXPERIENCE OVER WEB & APP IS BROKEN

Websites were
designed for the big
screen.

**On smaller screens,
the experience is
not optimal**



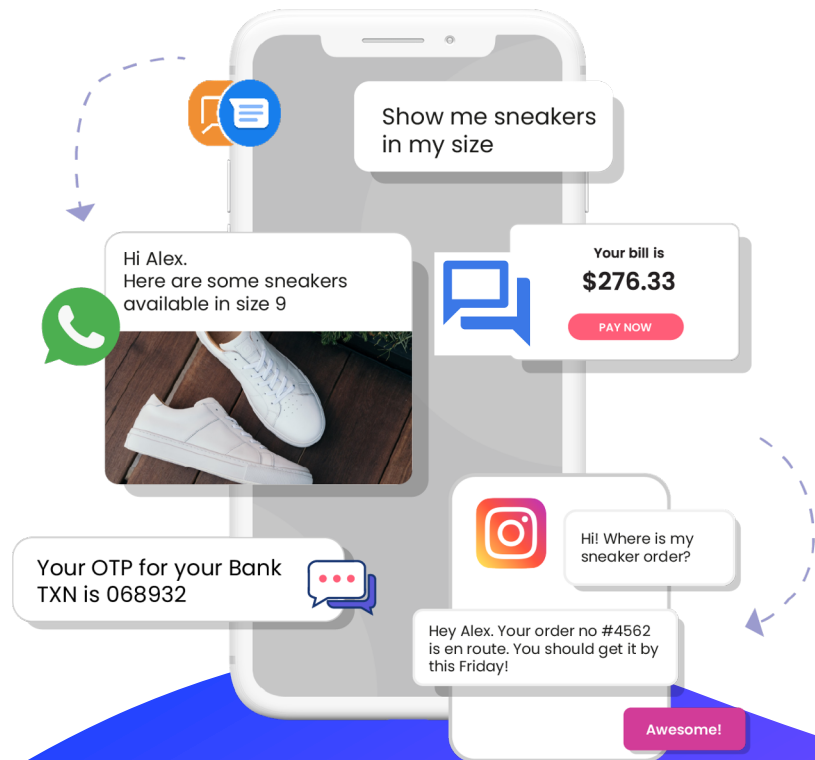
Effectiveness of
Mobile Apps are
diminishing.

**Download barrier,
expensive to build,
works for few businesses**



**Messaging apps are
where the
customers are, and
where they want
businesses to be...**

POPULAR MESSAGING APPS



Go-to-messaging app
for **2 B+** people



Juncture of social media &
messaging for **1.3 B+** people



Next generation of SMS with
500 M+ users



Messaging point for users
searching for solutions on
Google. **5.5 B+** Searches are
done every day

Customers are using messaging apps to engage with businesses across multiple use cases

Marketing



84%

make a general inquiry

81%

ask about a product or service

Commerce



74%

make a purchase

71%

schedule an appointment

Support



76%

get product or service support

79%

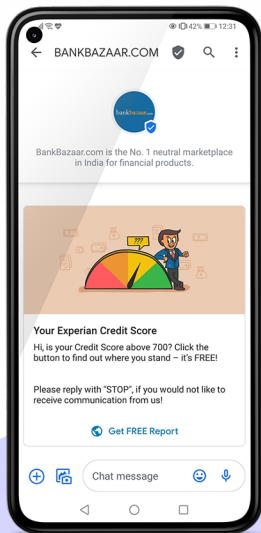
comment about a product

...of the customers who interact with businesses on messaging apps

Source: Facebook survey (based on respondents who message a business)

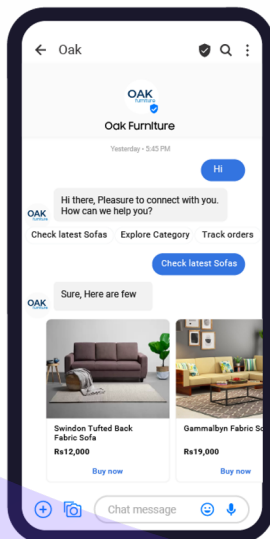
Customer engagement on RCS through conversational messaging solutions across:

Marketing



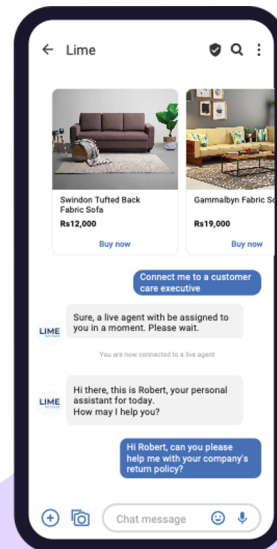
Promotional campaigns

Commerce



Product purchase options

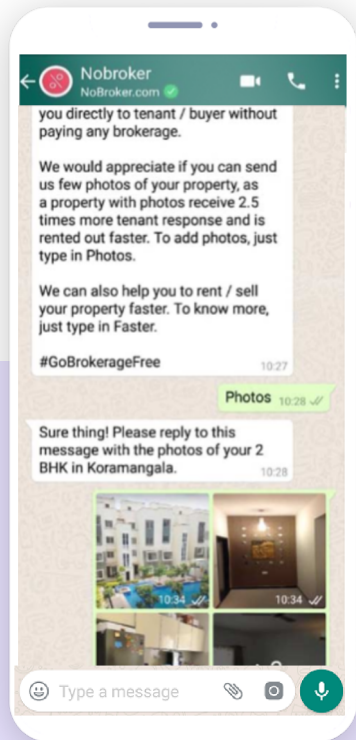
Support



Live Agent escalations

Let's take a look at some Case Studies

NoBroker automated property photo collection process, delivering a 20x ROI



20x

Annualized ROI
boost

2.8x

Increase in property
let outs and sales

6 min

To upload photos to
property listing
(reduced from 6 days)

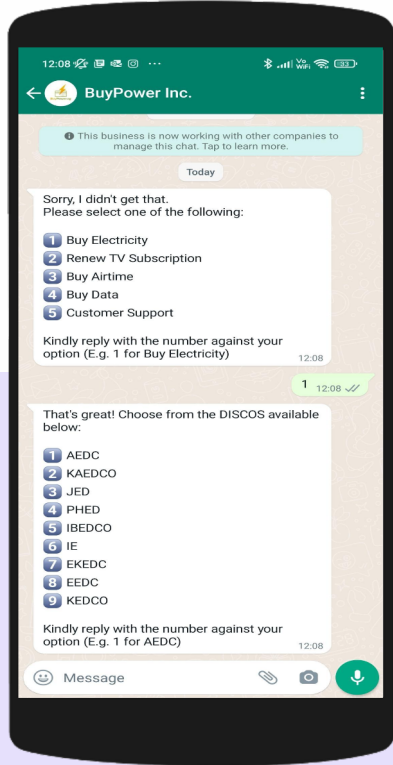


Objective

NoBroker realized that 80% of the owners prefer WhatsApp over Email to share their property photos which has given a big boost in interactive engagement on the NoBroker platform.



BUYPOWER INC, simplifies payments and customer support



15%

Reductions in refund related calls to customer care centers

5X

higher open rate for WhatsApp notifications compared to email



Objective

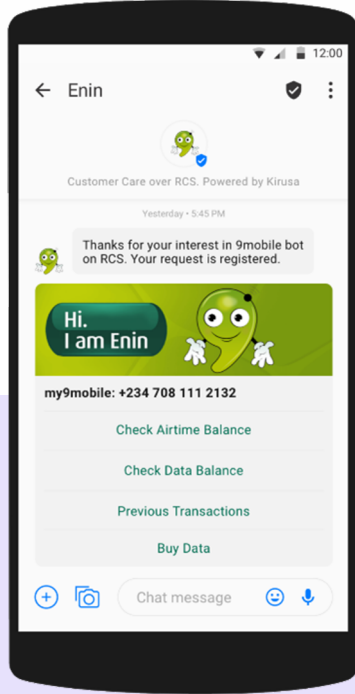
- BuyPower is a Nigerian company which uses mobile app and digital payment platform to enables Nigerians to pay for electricity 24/7 from their own home. The company wanted to simply utility payments and enable energy access in Africa.



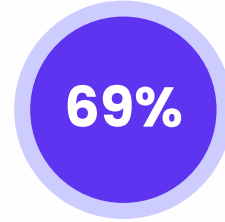
BUYPOWER uses WhatsApp to simplify electricity payments



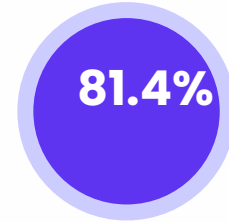
9mobile uses RCS chatbot for customer care



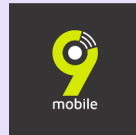
Million RCS messages
sent/received



Read rate received
on RCS



Successful data
purchase attempts

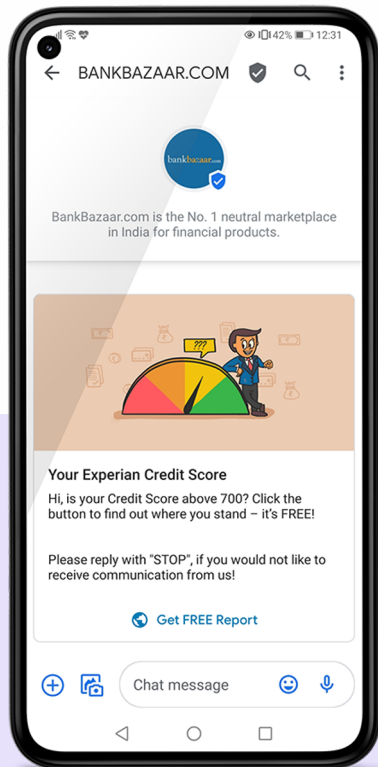


Objective

- 9Mobile sought to automate customer support operations using a system that would be available 24*7. The solution involved a rich communication services (RCS) chatbot that provided self-service capabilities to customers.



BankBazaar increase response rate by 130% with RCS



80%

Increase in CTR over SMS with logo, brand name, and image

130%

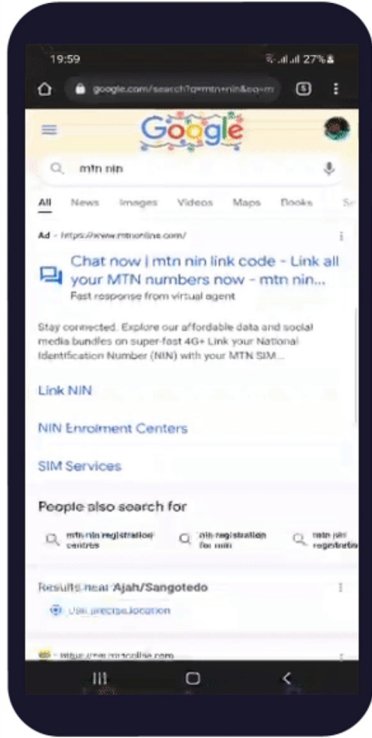
Increase in CTR over SMS with increase in CTR with added animated GIF



Objective

- BankBazaar was looking for new, more effective channels to reach their digitally-aware users. Their goal was to get users to install the BankBazaar mobile app with the enticement of instant credit score checks and the ability to explore other credit products.

MTN creates awareness and facilitate Easy Linking of National Identification Numbers for its subscribers in Nigeria



100K

Users engaged with GBM chat ad in 80 days

5.4%

CTR received on the GBM chat ad

81%

Users successfully linked NIN

90%

Users interacted to learn about NIN



Objective


- To create awareness about NIN(National Identification Number) linking in Nigeria and enable subscribers to link their NIN to their mobile numbers in a easy and conversational manner




Gupshup Solutions

Helping MNOs, Aggregators & Brands excel with conversational capabilities


Gupshup's conversational messaging solutions cover the entire customer journey

Automated chatbot based support 

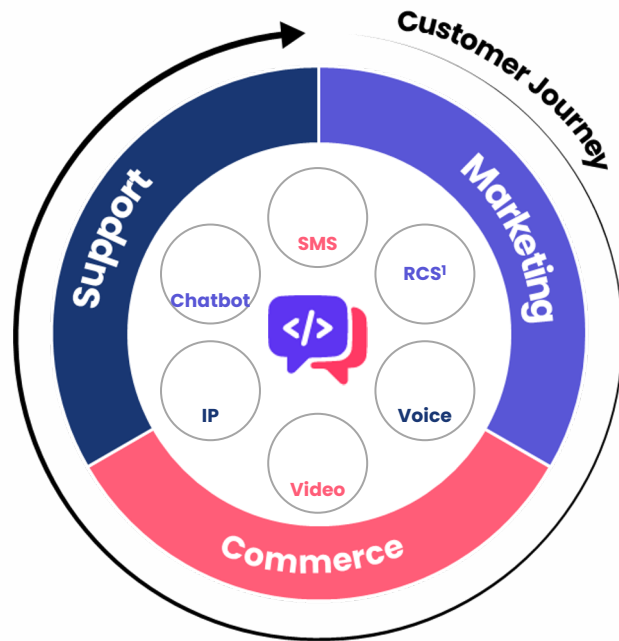
Bot development platform & vertical specific chatbots with AI/ NLP capabilities

Agent based support 

Platform to provide conversational support through agents

Field team coordination 


Service delivery coordination and support for field teams





 **Lead Generation**
Lead generation bots gathering data and automating responses

 **Promotions**
Up-sale and cross-sale platform for targeted promotions, conversational marketing

 **Loyalty**
Automated solutions to engage customers (personalized offers, referrals, assisted sales)

 **Onboarding & registration**
Bots for Authentication, KYC

 **Catalog browsing and purchase**
Digital storefront and conversational payments

 **Order notifications**
Reliable channels (SMS, WhatsApp, Insta) with low latency

Note: 1. Rich Communication Services

Technology: Our market leading platform spans across both CPaaS and CX

Consumer touchpoints

(entry to conversational journey)

Organic

(Website, OTT, SMS, messaging apps)

Paid

(App promotions, search ads)

Offline

(QR codes, PR)

Conversational solutions (CX) for industry verticals

Vertical specific solutions for all industries



Conversational Marketing



Conversational Commerce



Conversational Support

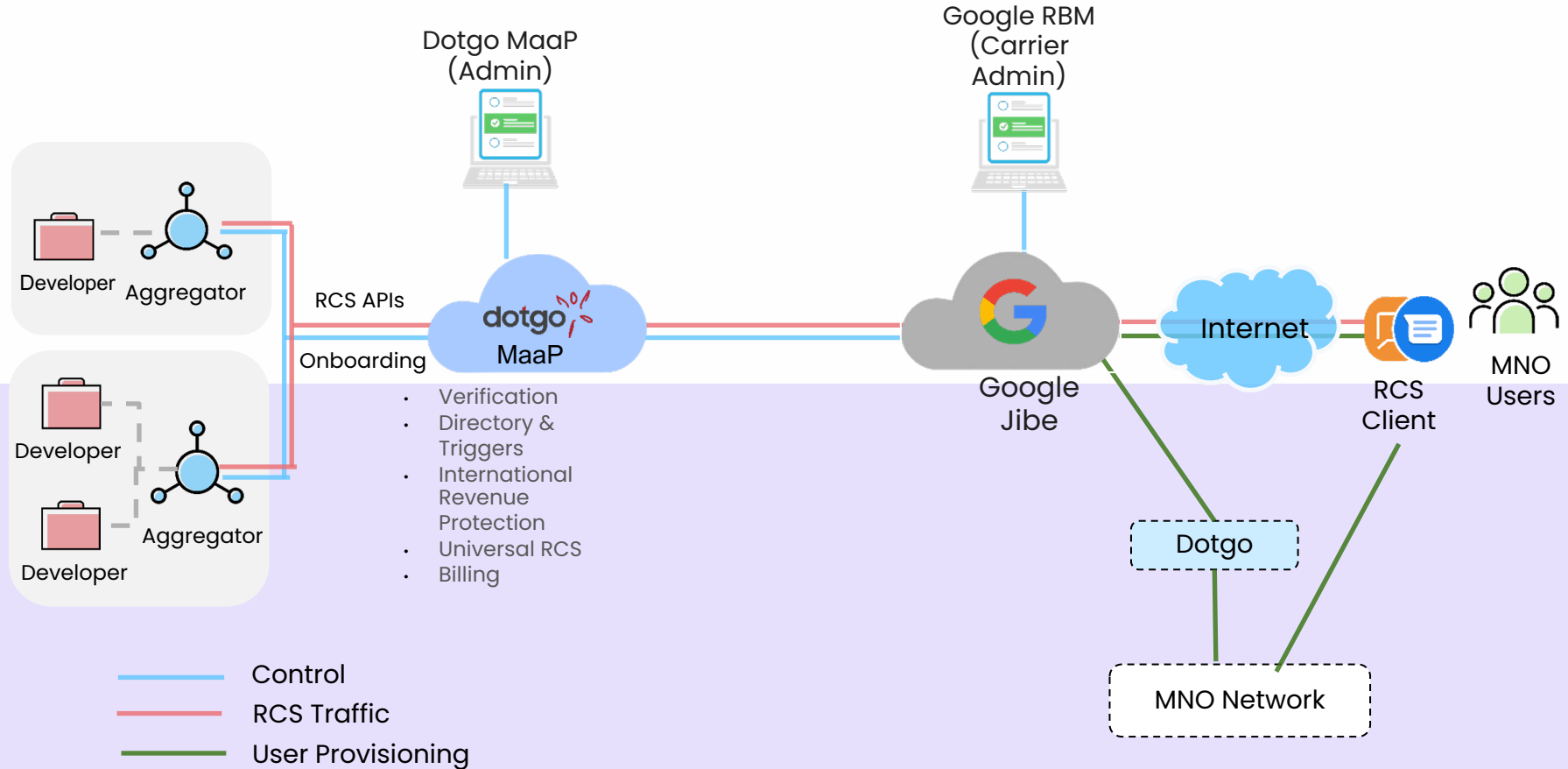
Powered by market leading chatbots and Conversational AI capabilities

CPaaS solutions

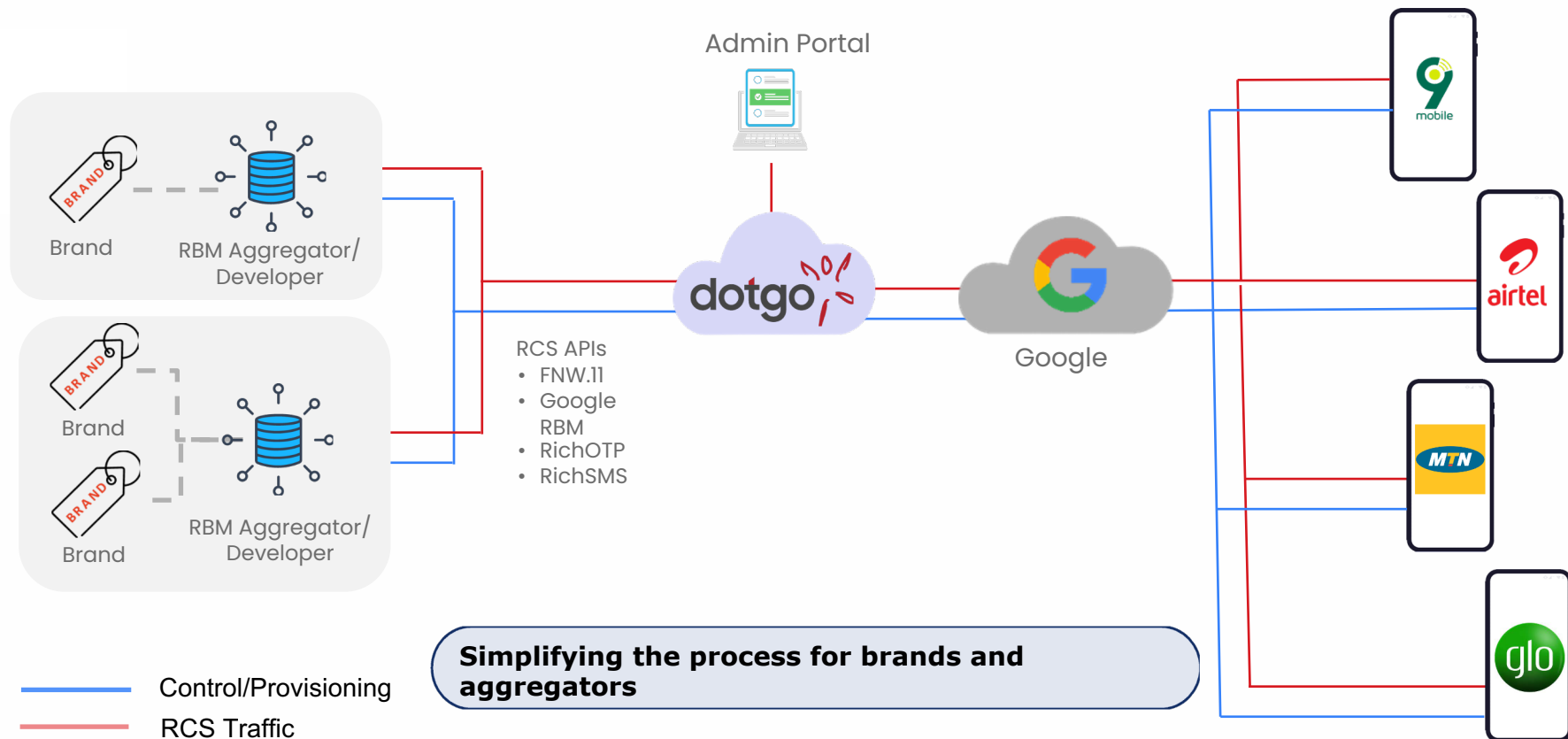


...and other channels

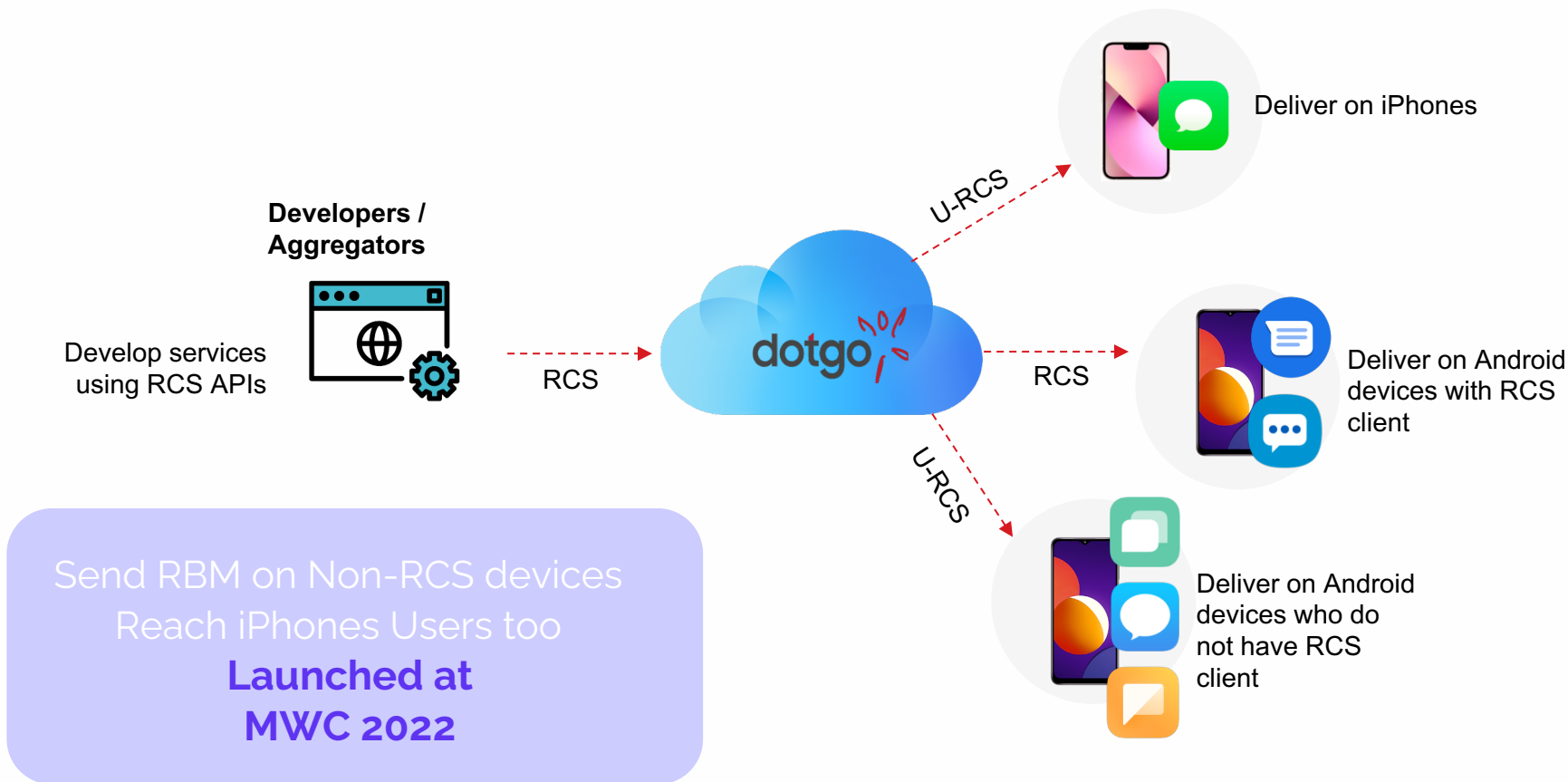
Dotgo MaaP – Helping Carriers Monetize RBM



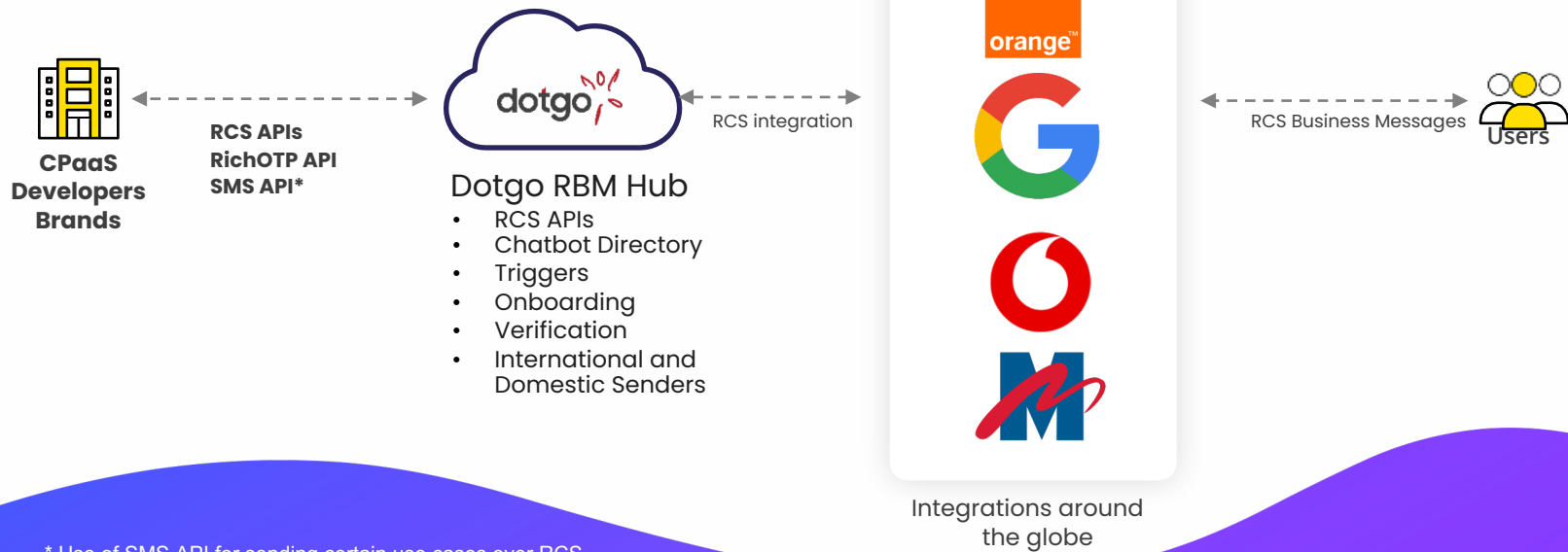
Common Onboarding and APIs for Nigeria



Extending the reach of RCS with Universal RCS

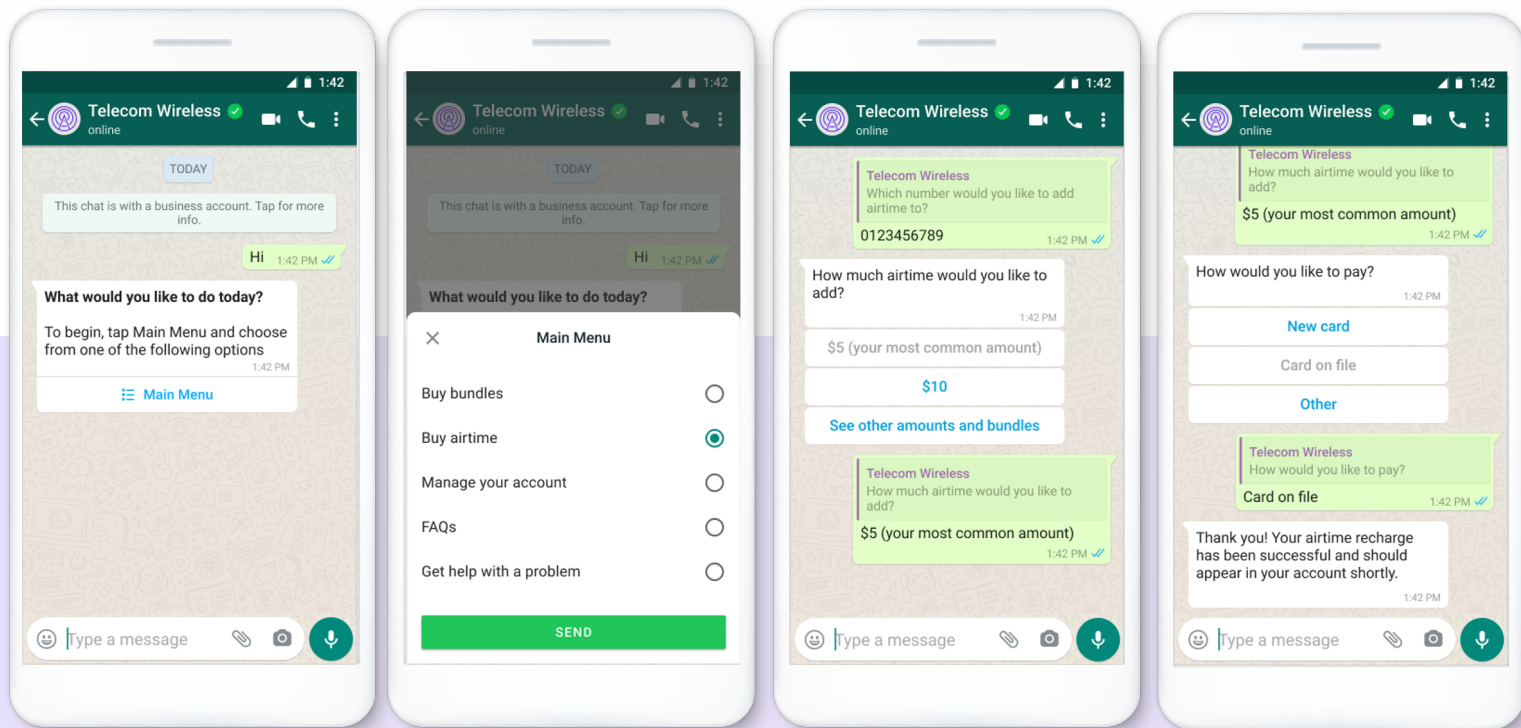


Dotgo RBM Hub enabling CPaaS providers to develop a seamless RBM offering to their customers



* Use of SMS API for sending certain use cases over RCS

Offering WhatsApp solutions for Telcos to provide airtime top ups



Gupshup is accelerating THE CONVERSATIONAL ENGAGEMENT FUTURE



Our depth and experience position us to deliver enhanced customer experience through conversational engagement



Our solutions are applicable for a wide array of verticals/ horizontals



We're in a strong financial position to execute our roadmap



RCS WHITEPAPER LAUNCH

How is RCS Revolutionizing Business Messaging?



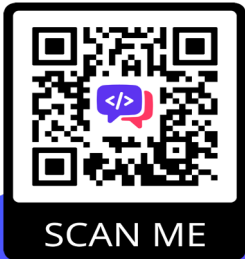
RCS WHITEPAPER LAUNCH

How is RCS Revolutionizing Business Messaging?

- Rich Communication Services (RCS) and its Features
- RCS Business Messaging (RBM) and its Use Cases
- Market Growth Forecast for RCS and RBM
- Challenges in Adoption of RCS
- Dotgo, a Gupshup company, as Global Player in RCS

Download the whitepaper now

Scan the QR code



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Thank you!
Keep conversing...

Any questions?