



The Trusted Communication Platform



Nick Millward – General Manager & VP Europe

# Improve YOUR CUSTOMERS Experience

**84%** of customers say the EXPERIENCE a company provides is as important as its products or services.

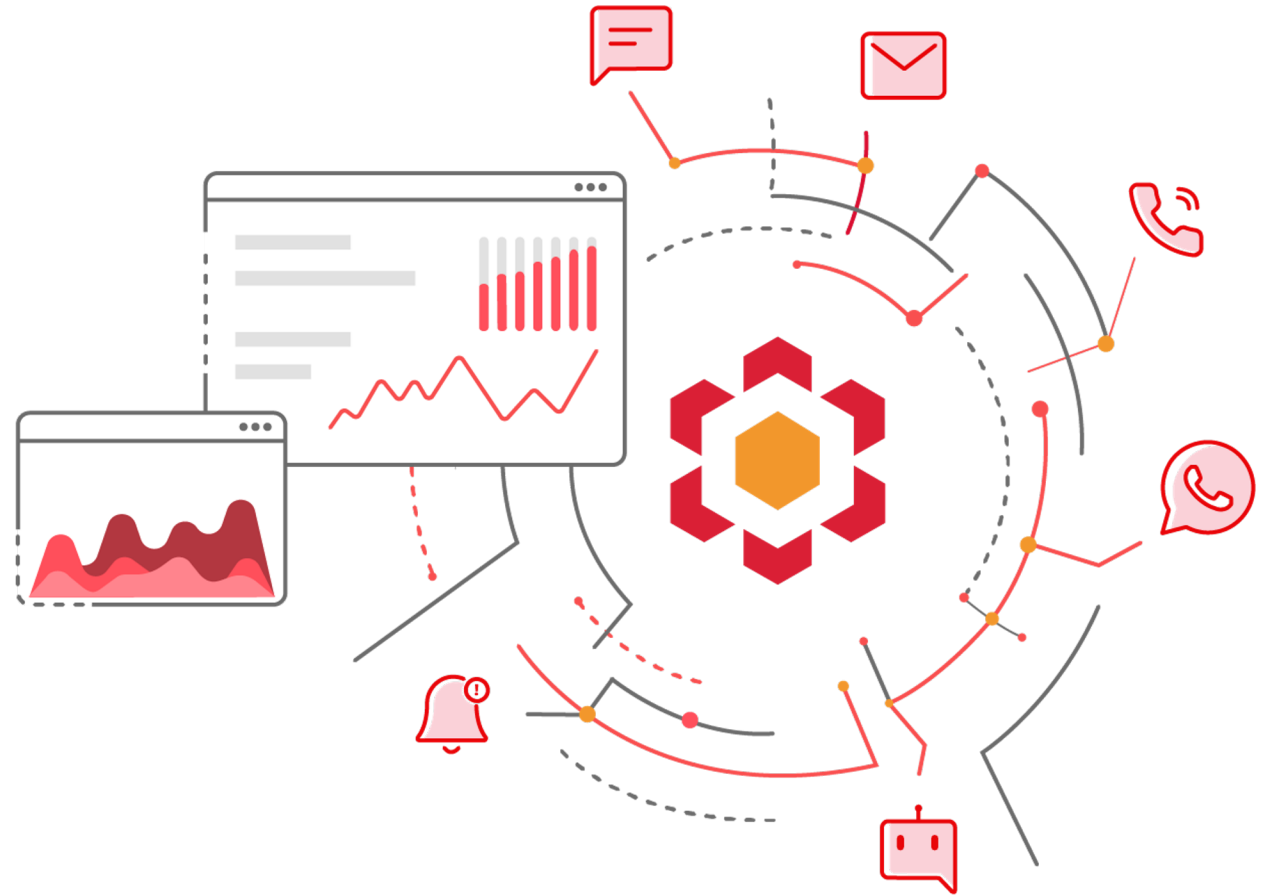
**75%** of customers expect companies to use new TECHNOLOGIES to create better experiences.

**66%** of customers are willing to PAY MORE for a great experience

[FullStory]

How Do Businesses  
Meet Customers  
Where They Are?

## Omnichannel Marketing



# Kaleyra (NYSE : KLR)- the World's Most Trusted CPaaS

Global Footprint  
with Localized  
Servicing

High Quality  
Security  
Reliability

Experience with  
Highly Regulated  
Sectors

Track Record in  
Transactional  
Communications

Enterprise  
Focused



**Messaging**  
(RCS & SMS)



**Rich Messaging**  
(WhatsApp)



**Voice**



**Push Notification**



**E-mail**



**Video**

**21+yrs**

Serving Businesses Globally

**3,800+**

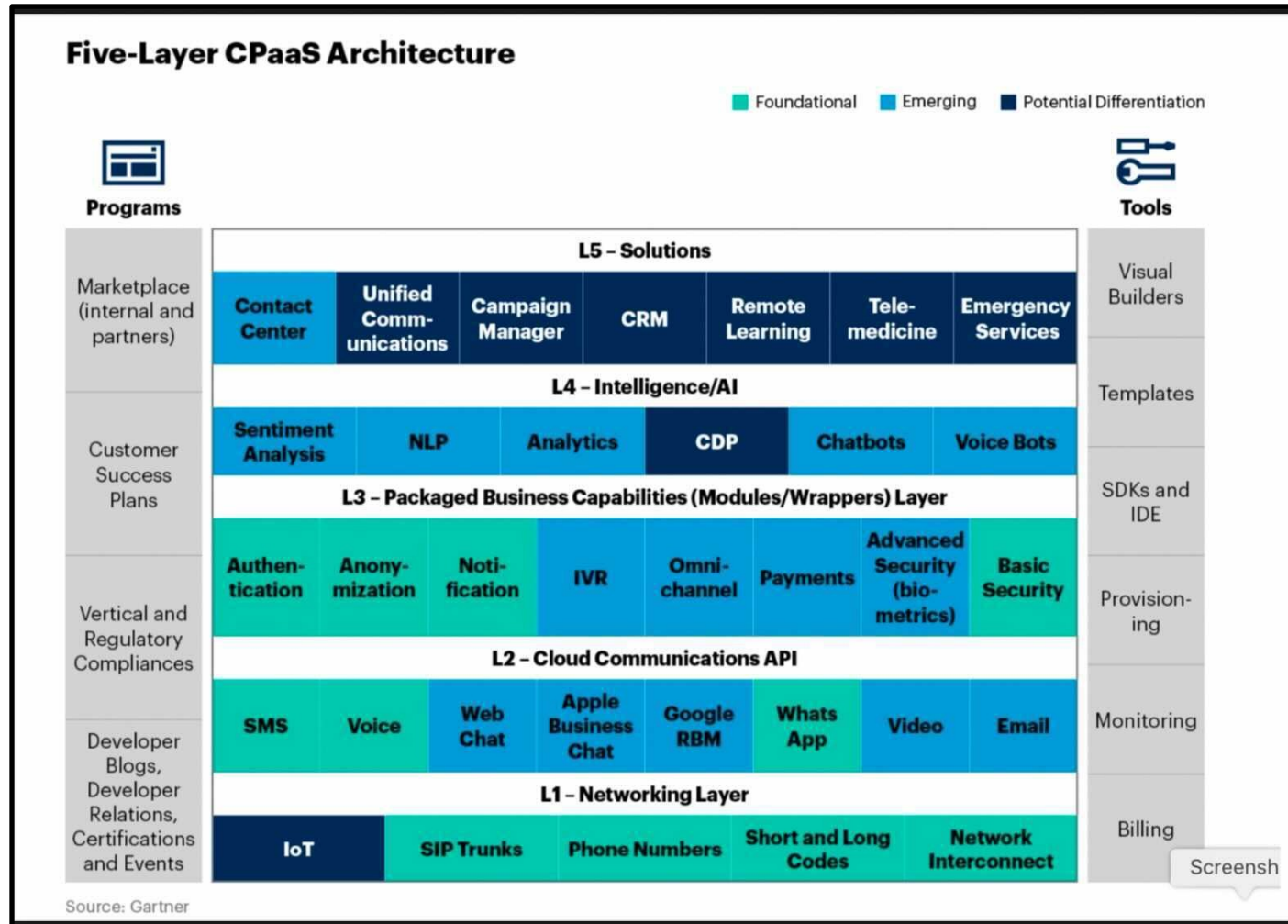
Global Customers

**99.99%**

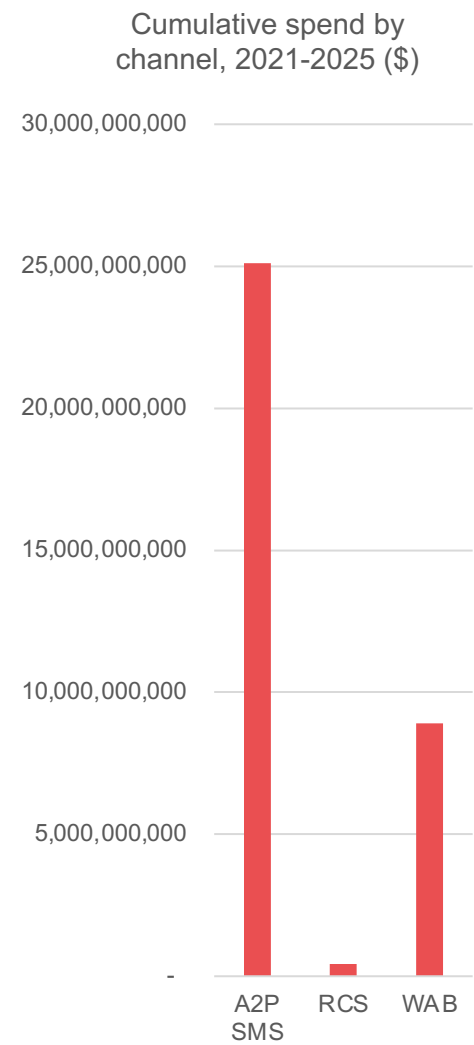
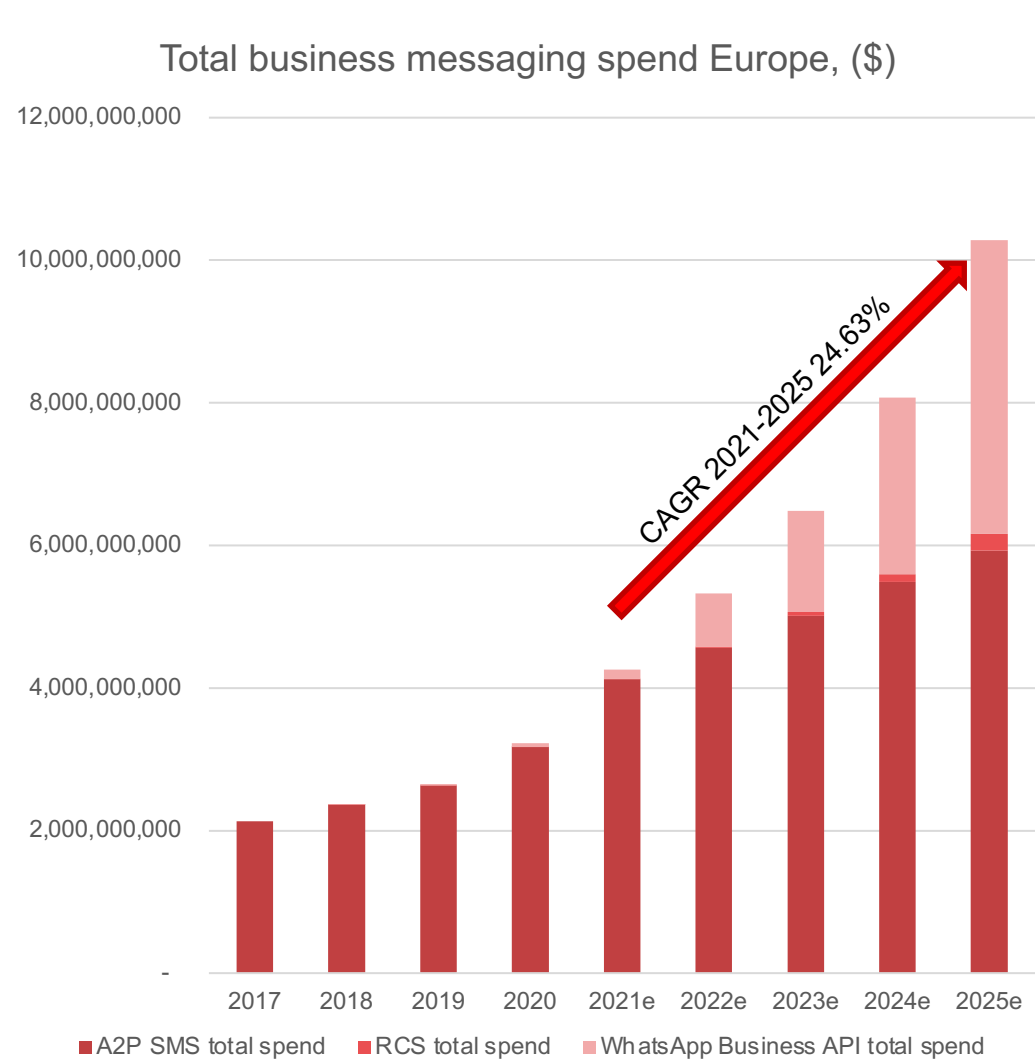
API Uptime

# CPaaS

Kaleyra offers a wide variety of **mobile communications channels, tools, solutions, and services** that developers and enterprises can access through APIs or a user-friendly web interface.

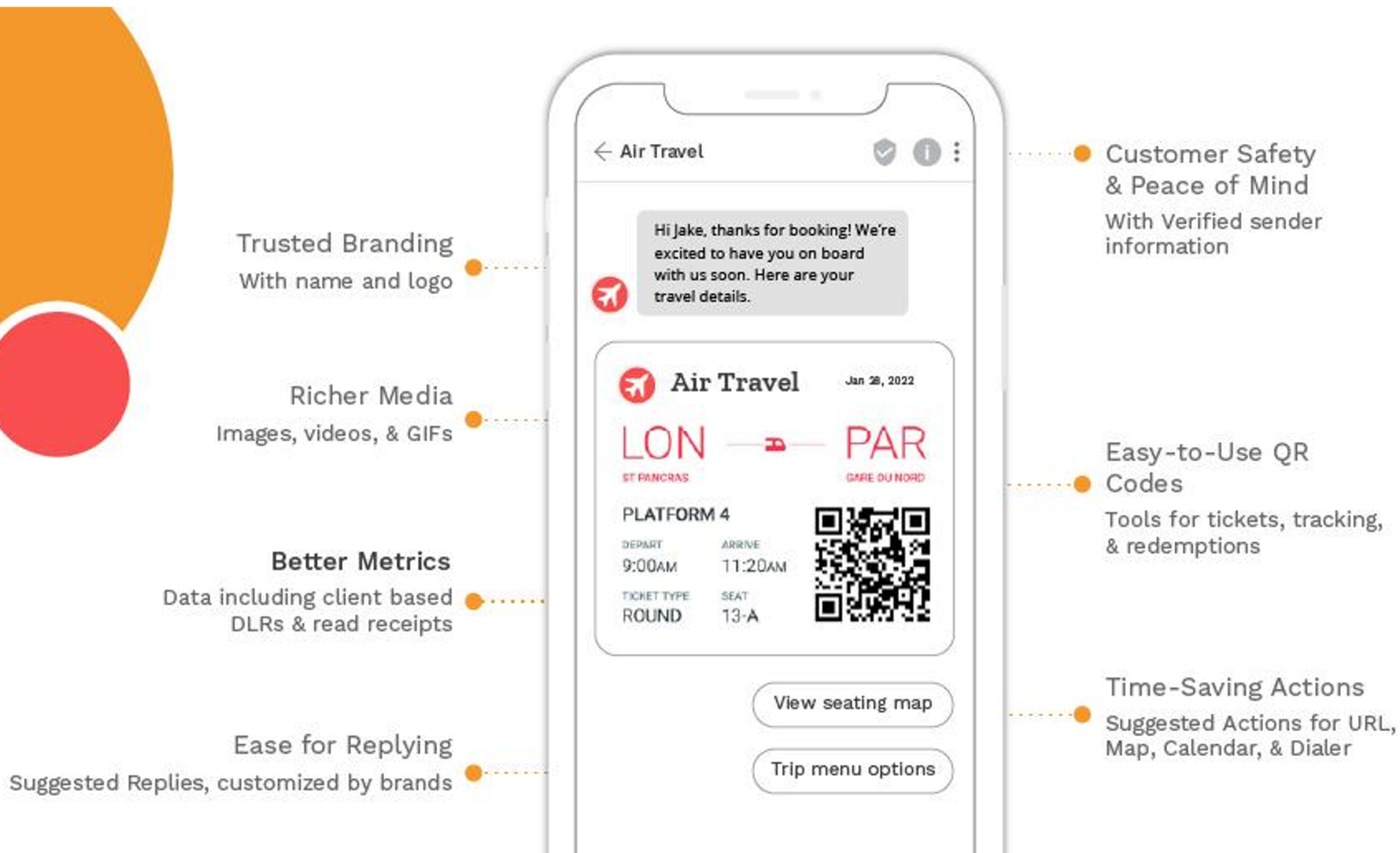


# Total business messaging spend, Europe



Brands in Europe will invest an additional \$6 billion per year in business messaging by 2025 compared to 2021.

# RCS Messaging



**19%**

interaction rate from  
messages read on RCS

**over 4x**

improvement in the  
interaction rate, against SMS

## Black Friday and Cyber Monday promotions with RCS

Largest DIY retailer in the UK



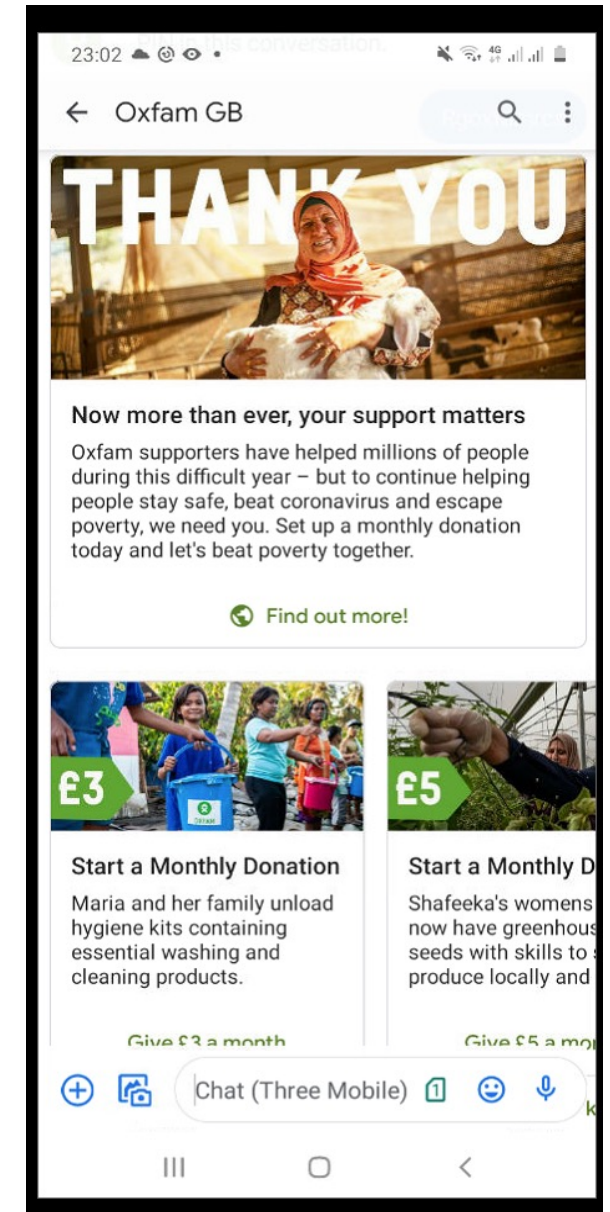
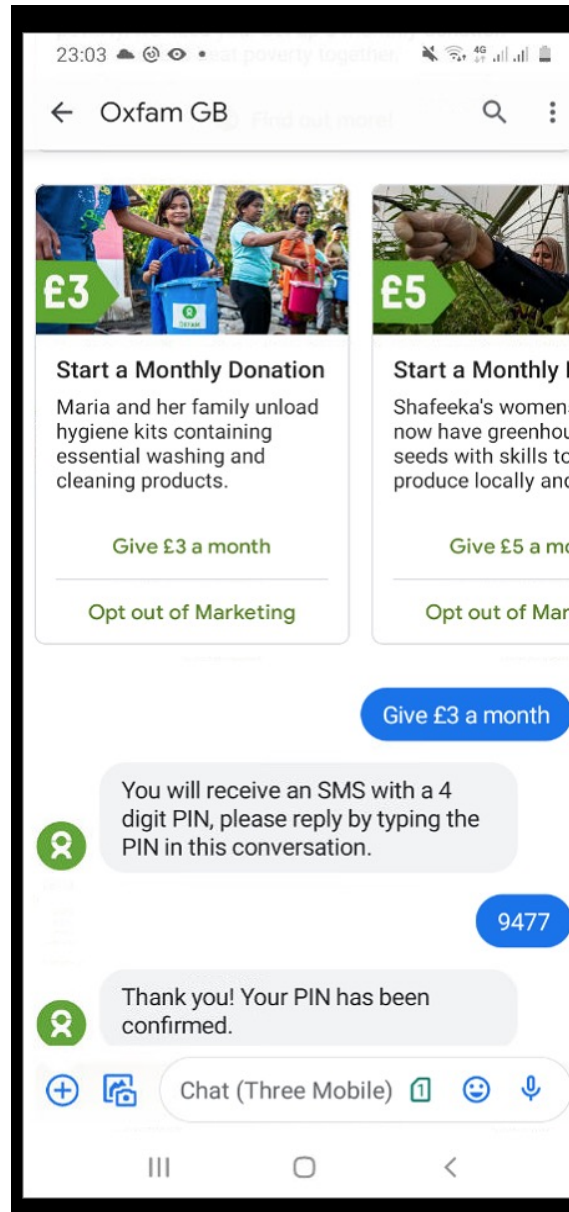
UK's Largest DIY retailer sent SMS and RCS campaigns for Black Friday and Cyber Monday 2021 to their customers, with the aim of getting interactions and sales on their e-commerce platform.



RCS campaigns reported average interactions around 19% from total messages read, over 4x the typical interaction rates for similar campaigns on SMS.



# Mobile Payments meets RCS

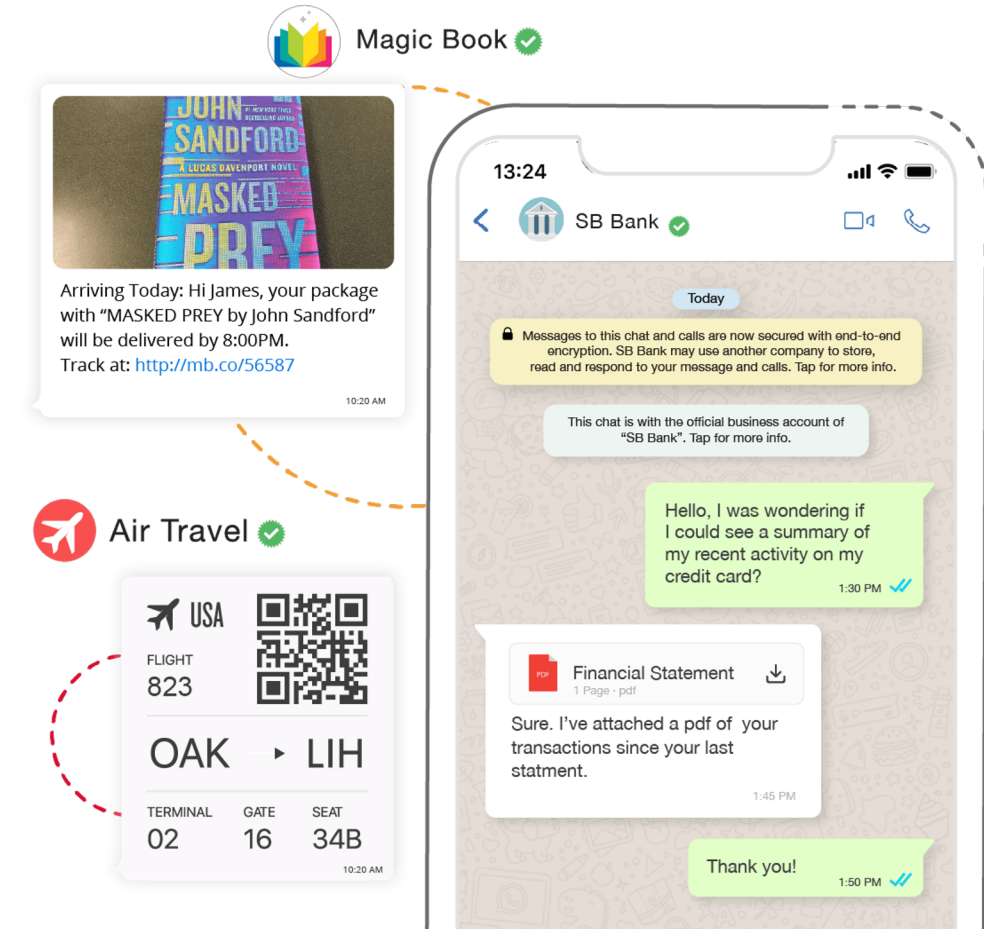


Oxfam RCS

# WhatsApp Messaging

**Medium** and **large businesses** can communicate with customers at scale with the WhatsApp Business API.

Our simple API hides the complexity of hosting WhatsApp software so that you can focus on elevating customer experiences.





# 6000

Customer interactions carried out via WhatsApp

# 99%

Customers said they would re-use WhatsApp to communicate with Verisure



## Improve Customer Engagement Through Kaleyra's WhatsApp Business API

Verisure - Smart Automation Solutions Provider (Italy)



Verisure wanted to build its presence on a customer-preferred channel, and enable two-way, real-time conversations with clients to offer impeccable customer experiences.



Kaleyra's WhatsApp Business API enabled Verisure to be available round-the-clock, provide timely responses, and give their customers the focused attention they deserved.



# Kaleyra WebRTC

By adding **Kaleyra WebRTC** (Web Real-Time Communication) technology to your services, you can easier interact with your customers

**Branded audio or video** calls **directly** from your **app** or **Website** instead of using normal voice phone calls.





## Link

solution connected to  
client's website

## 650

advisors were enabled with  
video calling capabilities

## Case Study - A Smooth Banking Experience With Kaleyra Video Capabilities

Banca Widiba (Italy)



Banca Widiba wanted to facilitate remote communication between customers and bank agents and enhance their customer experience.



Using Kaleyra Video API, Widiba Bank provides its customers with a digital communication channel alongside the traditional "face-to-face" system to interact with its agents.

Thank You!



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