



Born Digital

The future of customer interactions

**Intro Deck
August 2021**

Problem /Business/

Traditional Contact Centre problems:

- **COSTS:** high level of manual human labor
- **CX:** Low customer experience
- **Sales:** Low sales conversion
- **Employees:** Low employee motivation due to repetitive tasks

Solution /Technology/

AI - Driven Digital Contact Centre:

- **Cost reduction** by our AI products (digital assistants, classifiers, etc.)
- **CX improvement** by operating 24x7 with zero waiting times
- **Sales increase** by intelligent calls routing and AI prediction models
- **Humans can focus on tasks with higher added value**

Company Introduction

Company /Traction/



3+ Millions Calls Automated



Own Products Based on AI



8+ languages



30 Team Members



Strong Traction

Example 1

Integrated Rescue System Call Centre (One of our clients)

Other frequent use cases:

Electricity outages
Internet malfunctions
Order status check
Lead validation
Debt collections
CX surveys
Logistics parcel location
HR hiring

...

You need to report a fire in a peak (many concurrent incidents, one big accident, etc.)

Traditional Call Centre



In certain contact centres you must press numbers to select reason of the call (IVR)



Then you wait for an operator – in a peak it can take a long time



The operator sends a rescue unit or inform you about a duplicity

Digital Call Centre



Immediately available voice assistant 24x7 in case all operators are busy



Prediction of call reason based on GPS coordinates or open question “How can I help you?”



Human-like conversation and reporting of the fire



The virtual assistant sends a rescue unit or inform you about a duplicity



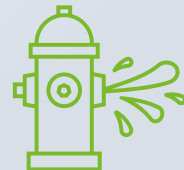
Save Time = Save Lives



No capacity limits in mass events



It can redirect to human operator at any time



Example 2

Telecommunication
Operator
(One of our clients)

Other frequent use cases:

Electricity outages
Order status check
Lead validation
Debt collections
CX surveys
Logistics parcel location
HR hiring
...

Fixed internet/Fix TX/ Fix Phone does not work
so Slovak Telekom customer call the contact center

Traditional Call Centre



In certain contact centres you must press numbers to select reason of the call (IVR)



Then you wait for an operator – in a peak it can take a long time



Most customers hang up the call

Digital Call Centre



Immediately available voice assistant 24x7 predicts your call reason



The Voice Assistant either diagnose and solve the issue or enter ticket for 2nd level support



Customer Experience



Cost of Call Center



Product Modules

AI Digital Assistant

Business Problem:

- ✓ High human costs of repetitive tasks
- ✓ Low customer experience
- ✓ Low sales conversion

Our Solution:

- ✓ Cost reduction by AI digital assistants
- ✓ CX improvement by operation 24x7 with zero waiting times
- ✓ Sales increase by intelligent calls routing

Product Maturity



In Production Use

Automatic E-mails Processing

Business Problem:

- ✓ Manual categorization of all incoming e-mails
- ✓ Manual routing of e-mails to proper department
- ✓ Manual processing of all e-mails

Our Solution:

- ✓ Automatic AI categorization and routing of incoming e-mails
- ✓ Automated or semiautomated e-mails processing

Product Maturity



Being Productized

Customer Insight Analytics

Business Problem:

- ✓ Manual call categorization after each call by operators
- ✓ Low accuracy of operators categorization
- ✓ Missing comprehensive analytics

Our Solution:

- ✓ Automatic AI categorization
- ✓ Real time comprehensive analytics
- ✓ Reduction of unnecessary calls/interactions

Product Maturity



Being Productized

Virtual Cloud Telephony

Business Problem:

- ✓ High costs of traditional telephony exchange
- ✓ Long setup and changes implementation
- ✓ High complexity of setup and operation

Our Solution:

- ✓ Cloud solution with easy self-setup
- ✓ Unique combination of cloud telephony and AI products

Product Maturity



To be developed

Key Team

- **18+ years of experience** in delivery management and business/digital transformation
- Strong track record from global technology companies (IBM, CGI, Hewlett Packard)
- Managed digital transformations of Backoffice & Contact Centres for major telco operators (700+ FTEs)



Founder & CEO
Tomáš Malovec



Founder & CSO
Zenon Sliwka

- **18+ years of experience** in senior management and delivery of business, digital & organizational transformations
- Led line teams in national & international logistics, telecommunication & banking industries (200+ FTEs)
- Led digital transformation of telco & retail banking products, channels & services for CZ bank (150+ FTEs)



Research Lead
E. Citterberg



Innovation Lead
L. Manuel



Product Owner
M. Jurčo



Technology Lead
D. Dudáš



Customer Success
P. Kalný



Operations
D. Dlasková

Our 30 members team combines people with excellent **delivery, innovation, business and technical capabilities** from various industries.



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