

# AI Built for When Your Customers Need It Most

Bold360's digital engagement solution brings the best of bots and live agents to your customers and employees when they need it most. From the first interaction with a prospect through ongoing customer support, Bold360 delivers rich, personalized experiences across digital channels. Leveraging the power of artificial intelligence (AI), Bold360 helps you engage more efficiently from the contact center, the front desk, or the field.



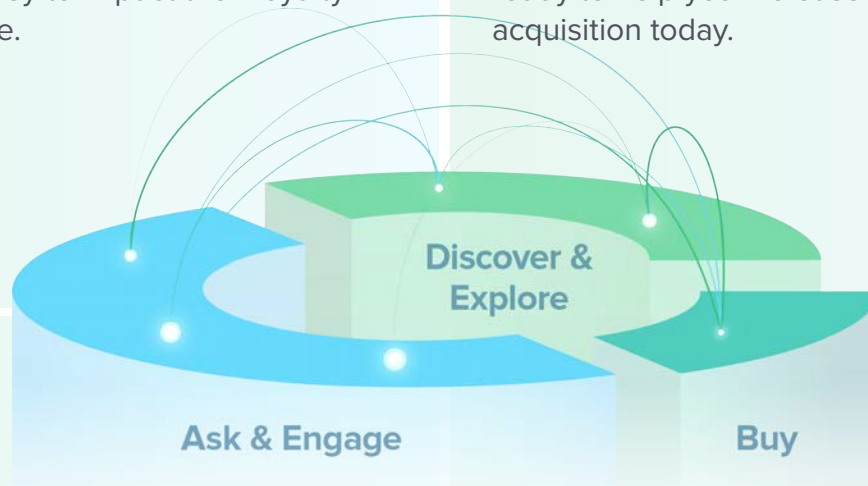
## Revolutionize Customer Experience

The bottom line is, customer experience (CX) can make or break your business. Companies that focus on customer experience as a competitive differentiator grow 5X faster.<sup>1</sup> It's time to know every detail of your customer journey to impact their loyalty and your bottom line.



## Increase Customer Conversion

Companies that use AI cognitive technologies see 36% greater year-over-year increase in annual revenue and attain 63% greater annual improvement in customer lifetime value.<sup>2</sup> Conversational commerce is here, and it's ready to help you increase your customer acquisition today.



## Empower Customer-Facing Employees

62% of customers said that an agent's knowledge and/or resourcefulness was key to their positive service experience.<sup>3</sup> AI boosts both. Empower your customer-facing employees with contextual customer information, fast access to answers, and consistency of message to support a more satisfying customer experience.



## Personalize Customer Service

By 2022, 70% of customer interactions will involve an emerging technology such as AI.<sup>4</sup> That's a big pendulum swing from just 15% in 2018, and there's a big reason for it: better customer service. Get ahead of the AI customer service trend and start moving the needle on your metrics today.

“Our support strategy hasn’t changed in over 35 years. We change lives. And we do that with 1-on-1 dedicated personal support. But this past year was a record-breaking year. We’ve helped more people get started just this past year than we have in the previous five years. So, Bold360 really has been a gamechanger to say the least.”

-HEIDI ROTE, Director, North America Sales Center, Jenny Craig

“We knew we had to make it easier for our customers to navigate [our business requirements] and get the answers they needed. We didn’t set out to solve that problem with AI, but AI ended up being the best solution. What made Bold360 rise to the top was that they offered the full package: easy to use, easy to maintain, easy to implement.”

-BILL CLEARLY, VP Policy, Fannie Mae

See how Bold360 unlocks AI to deliver this value to your business.



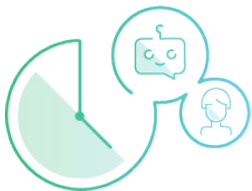
### **Bold360 Acquire**

The traditionally distinct lines between sales and support are blurring. If you’re only engaging reactively to provide customer service, you’re missing out on a lot of potential revenue. Bold360’s AI chatbots proactively engage prospects to show them what you have to offer, help them find what they need, and remove barriers to conversion.



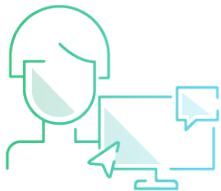
### **Bold360 Advise**

Bold360 is not just for contact center agents. We know that your field agents who meet customers face-to-face also need quick access to information they can trust. Give every customer-facing employee in your organization the tools they need to solve problems faster.



### **Bold360 Service**

Our flagship customer engagement solution delivers rich, personalized interactions and fast time-to-value. Leveraging the power of AI, Bold360 enables fundamentally better experiences for customers and agents, no matter the problem, channel or device.



### **Bold360 Agent**

The demands on customer support agents are increasing as new engagement channels and higher customer expectations add complexity to their workflows. Bold360 puts the all the tools they need at their fingertips so they can maximize every customer conversation.

## **Sources**

- 1 Forrester, CX Index: Better Customer Experience = Higher Revenue Growth, 2017
- 2 Aberdeen, Cognitive Customer Experience: The Future Is Here, April 2017

- 3 American Express, 2017 Customer Barometer Survey

- 4 Gartner, Magic Quadrant for the CRM Customer Engagement Center, May 2018