

Contactone... from personalized communications to personal conversations

Real-time, effective and personalized conversations with
your customers and prospects to drive and grow sales

Contactone supports company sales representatives in creating and managing high value customer engagement, through direct and personal communications and true conversations with their shoppers. Contactone was conceived to meet the needs of the fashion retail sector, but it can also be successfully applied to any market where customer relationship to generate greater sales are of the utmost importance, such as the banking, travel, automobile industries.

What is Contactone?

Contactone boost sales creating lasting engagement with retail clients through 1-to-1 direct and personalized conversations supported by rich contents and clients information.



Why customers use Contactone

- Give access to your sales reps to a comprehensive and real time set of information regarding their customer's behaviors on every touch point on and offline
- Manage 1-to-1 and multichannel effective conversations via SMS, Instant Messaging and email
- Corporate visibility and ownership of generated customer interactions and information
- Enable and stimulate "in-app" click to purchase within the messaging conversation

Corporate, strategic and commercial use of messaging

- **Instant, Text Messaging and Emails direct to customers all in one place**
- Extended customer profile, enriched data and events
- Digital assets availability for effective conversations

Powerful conversations based on clients data and corporate assets

Expand 1 to 1 messaging to a larger number of clients

- **Initial conversations can be automatically managed via BOT framework**
- Clients are connected to the right person at the right time
- People can focus only on meaningful interactions

The right combination of a HUMAN-FIRST approach, with the scalability of AI

Easy to integrate, simple to extend

- **RESTful API based solution**
- Easy to integrate with external data sources like CRM and DAM
- Easy to integrate within an existing clienteling solution

Scalable architecture ready to support your growth

Contactone on Microsoft Azure allows customers to scale at large and take advantage of Azure services



Proof & Statistics

- Seamless conversations across multiple messaging tools
- Easy to integrate with complex customer application framework
- Generate and boost sales through conversational engagement



Proof & Statistics of Joint Solution

- Expanding functionalities thanks to Azure extended services (BOT framework, PowerBI, etc.)
- Easy to scale thanks to Microsoft Azure infrastructure
- Business Outcomes not yet measured as the solution has been just released

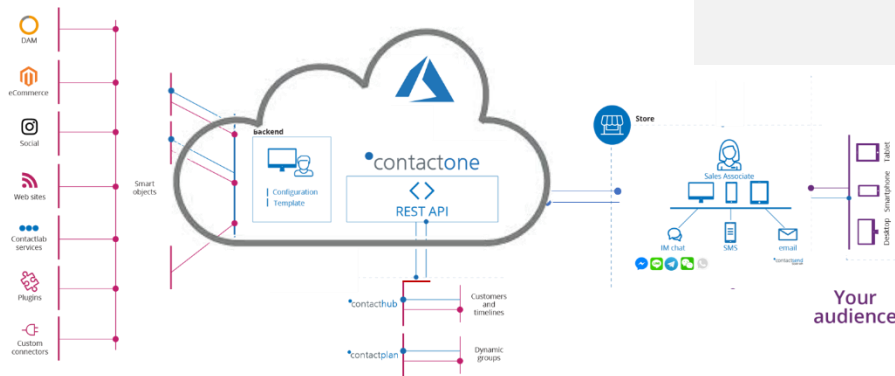
Boost additional sales through true conversations

Our promise to you

Don't miss any sale keeping in contact with your clients before and after store visits

An offer to get you started

- Expand customer lifetime value up to +50%
- Enable conversations with customers to boost sales
- Less than 1€ per year per customer
- Extremely quick Return of Investments



Desired Outcomes

- Expand Contactone customer base thanks to Microsoft Azure
- Demonstrate how Conversational commerce boosts sales
- Expand Contactlab market presence thanks to Microsoft partnership

Why Contactlab

Contactlab has a unique value proposition as Italian market leader in Customer Engagement Marketing solutions, fully developed internally, with integrated marketing services capabilities and a strong knowledge and leadership in the Fashion Retail sector.