# Company Overview

Deliver intelligent customer experiences in key moments to delight customers, foster loyalty, and increase revenue.

We are functioning in an Uber-like generation where consumers want info at their fingertips; they want a real-time experience and want the brands they interact with to know and understand them. Companies have no choice but to meet their needs or risk losing them. Sadly, despite the hundreds of millions of dollars spent on advertising, search, and promotions to drive traffic to digital sites, the average conversion rate ranges from 2% to 4%.

Best-in-class companies will not only compete on products and services but on experience which requires a next-generation personalization solution. Such a solution provides access to timely and relevant information, accurate insights, and the ability to scale interactions with a visitor on a 1:1 basis.

The ZineOne Intelligent Customer Engagement (ICE) platform uses Artificial Intelligence to obtain insights into visitor behavior and provides predictive recommendations while they are engaged with a company, in-the-moment. Such relevant and meaningful engagement helps companies to influence loyalty and increase conversions across a multitude of channels such as the website, mobile, social, ATM, POS, chatbots, kiosks, and on-site.
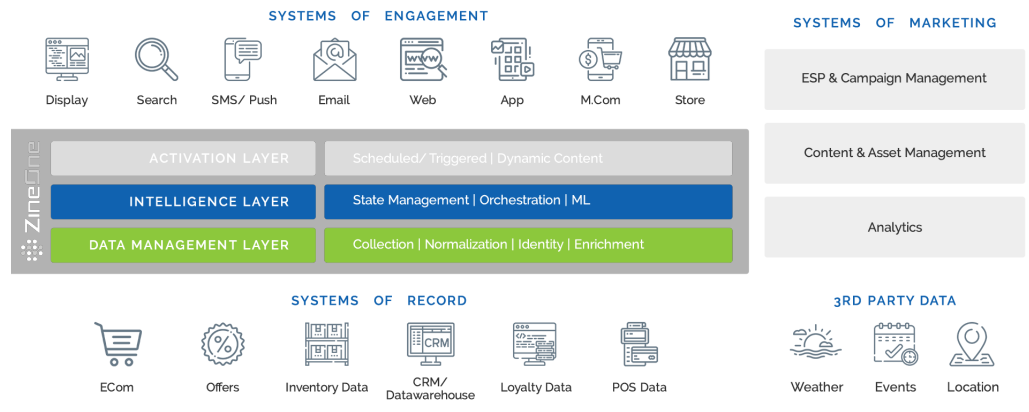


# ICE Platform at a Glance

## Personalization at scale, in real time

- 900+ million behavior profiles
- Over 6 billion interactions processed/year
- 100 gigabytes of data generated every hour, worldwide

## Capability

- AI-powered streaming analytics for decision support
- Real-time decision orchestration and governance
- Individualized triggers for decision automation

## Effortless implementation

- Codeless integration
- SaaS-based deployment
- Low developer burden
- SDKs for Android, iOS, Windows, HTML5, JavaScript, and Cordova

## Customer benefits

- Up to 90% intent prediction accuracy by the 5th click or tap
- 12% net revenue lift with real-time interactions
- Up to 20% increase in transaction completion rates by capturing transactions that were previously abandoned when visitors moved from channel to channel
- 3x more click-through rates than with traditional methods with hyper-targeted interactions across channels

# How companies are using the ZineOne personalization platform

In many industries, personalization is critical to acquiring and retaining customers. ZineOne helps companies achieve a higher response rate compared to other forms of customer engagement solutions. Here are examples of how companies leverage the ZineOne personalization platform:

## RETAIL

In-Session
real time offers

Contextual in-store
microtargeting

Offers based on
e-commerce trends

## QSRs & C-STORES

Drive traffic to
store/restaurant

Weather, time and
location sensetive offers

Cross sell and upsell
based on context

## BANKING

Cross-channel
transcation completion

Activity-based
information

Orchestrating the next
best offer across LOBs

## HOSPITALITY

Optimized Pre-trip
planning

Front desk/
concierge enablement

Personalised Chat Bot
engagement

# Why ZineOne?

## "In-the-moment" personalization

ZineOne provides business users full control to manage customer interactions for personalized user experiences. The platform captures a visitor's most immediate and relevant context and enriches it with their historical engagement and environmental data. The Machine Learning models analyze this information in real-time to determine the best time, channel, and interaction type that will provide the visitor with the best experience.

## Omni-channel, omnipresent marketing

The ZineOne personalization platform is built from the ground up to collect data across systems and touchpoints, recognize patterns in real-time, and trigger personalized actions on the channel a customer is currently using— all in milliseconds. Channels can be digital and physical.

## Customer data management

The ZineOne personalization platform does not copy or store data to generate insights. Instead, it performs a real-time lookup to rapidly access profile and transaction data from enterprise systems and third-party data to create an "in-the-moment," 360°customer profile of every customer. You can bring your own or use our virtual CDP.

## Real-time, AI-based interactions

At the heart of the ZineOne personalization platform is machine learning, which enables it to continuously learn from and act on the customer data it ingests to predict intent with high precision. The platform uses insights from a customer's activity patterns over time to determine the most relevant engagement that help and guide customers in their journey.

ZineOne's #1 AI-based personalization platform enables industry leaders to understand and respond in-the-moment to individual customer activity, while engagement is still relevant. Recognized by Gartner as a "Cool Vendor," its Intelligent Customer Engagement platform provides insights into each and every visitor across digital and physical channels. The patent-pending platform and continuously learning models deliver intelligent customer experiences in key moments to delight customers, foster loyalty, and increase revenue. Learn more at www.zineone.com.