Born Digital
The future of client´s interaction

Pitch Deck
May 2021

WE AUTOMATE UNSTRUCTURED HUMAN CONVERSATION

Mission /Business/

AI - Driven Digital Contact Centre objectives:

➢ Reduce operation costs
➢ Increase sales potential
➢ Improve customer experience

Allow humans to focus on tasks with higher added value

Product /Technology/

AI - Driven Digital Contact Centre components:

➢ Digital voice/chat assistant with intelligent routing
➢ Automated unstructured e-mails processing
➢ Customer insight analytics
➢ Cloud telephony, chat, video, messaging and other channels

Company /Traction/

Business Results
2,5 Millions+ Calls Automated

Own Products
Own Products Based on AI

Language Support
8+ languages

Strong Team
25 Team Members

Financial Traction
Strong Traction

Overview

Use case

Forgotten PIN on your payment card

Other frequent use cases:

Electricity outages
Internet malfunctions
Rescue/Fire reporting
Order status check
Lead validation
Debt collections
CX surveys
Logistics parcel location
HR hiring
…

You are in front of ATM and you forgot your payment card PIN so you call the contact centre

Recent Call Centre

First you must press numbers to select reason of the call (IVR)

Then you wait for an operator

The operator can't tell you the PIN because of potential fraud. He offers you to send you the PIN via post office in several days

Digital Call Centre

Immediately available voice assistant 24x7

Prediction of call reason or open question "How can I help you?"

Voice biometry or "human like" authentication

After authentication it tells you the PIN

Customer Experience

Cost of Call Centre

Products

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
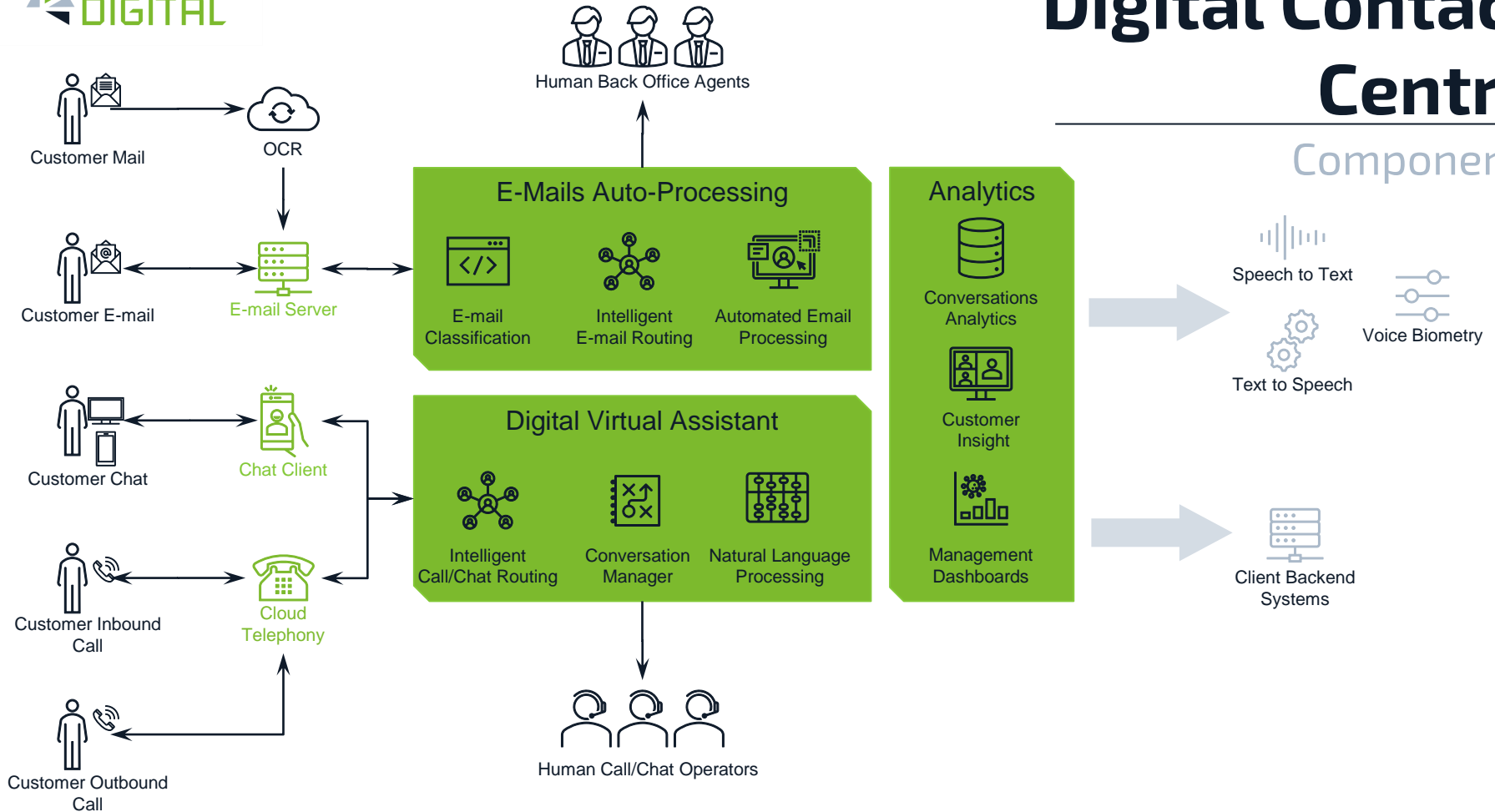- ✓ Unique combination of cloud telephony and AI products

Product Maturity
★☆☆☆☆
To be developed

Digital Contact Centre
Components

BORN DIGITAL

Customer Mail → OCR

Customer E-mail → E-mail Server

Customer Chat → Chat Client

Customer Inbound Call → Cloud Telephony

Customer Outbound Call

Human Back Office Agents

E-Mails Auto-Processing
- E-mail Classification
- Intelligent E-mail Routing
- Automated Email Processing

Digital Virtual Assistant
- Intelligent Call/Chat Routing
- Conversation Manager
- Natural Language Processing

Analytics
- Conversations Analytics
- Customer Insight
- Management Dashboards

Human Call/Chat Operators

Speech to Text
Text to Speech
Voice Biometry

Client Backend Systems

Key Team

BORN DIGITAL

- **17+ years of experience** in delivery management and business/digital transformation
- Managed digital transformation of Backoffice & Contact Centres for CZ/SK telco operators (700+ FTEs)
- Managed several business transformation programs for telco operators (200+ FTEs delivery team in peaks)

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

Business Consulting
L. Manuel

Technology Lead
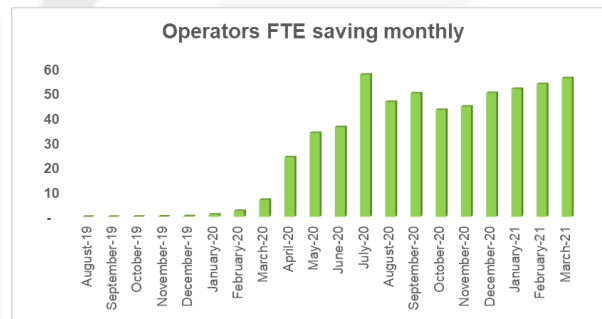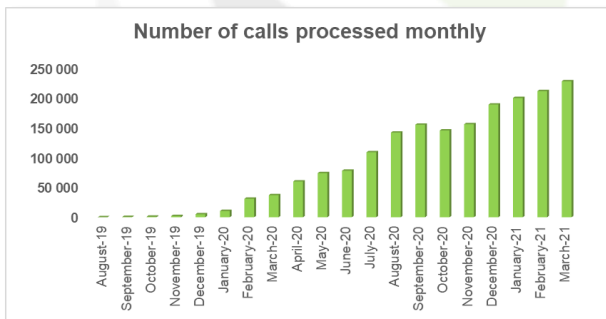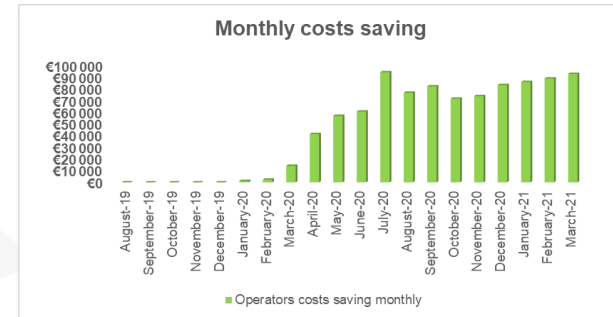D. Dudáš

Delivery Lead
P. Kalný

Operations
D. Dlasková

Our 25 members team combines people with excellent **delivery, innovation, business and technical capabilities** from various industries.

Client Benefits Example

Simplified Client Business Case (One of Our Clients)			
Cost		**Benefits**	
Set-up and Scale-up	350 000 €	FTEs saved	56
Client Cooperation	320 000 €	Monetary saving (yearly)	1 059 692 €
NLP Licence	25 000 €		
HW+Infrastructure	80 000 €		
Oprations+ Licences (yearly)	150 000 €		
Total 5 years TCO	**1 525 000 €**	**Total Benefits 5 years**	**5 033 538 €**
ROI	**330%**		
Payback Period [years]	**0,9**		

Monthly costs saving

Number of calls processed monthly

Operators FTE saving monthly

Cummulative costs saving

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