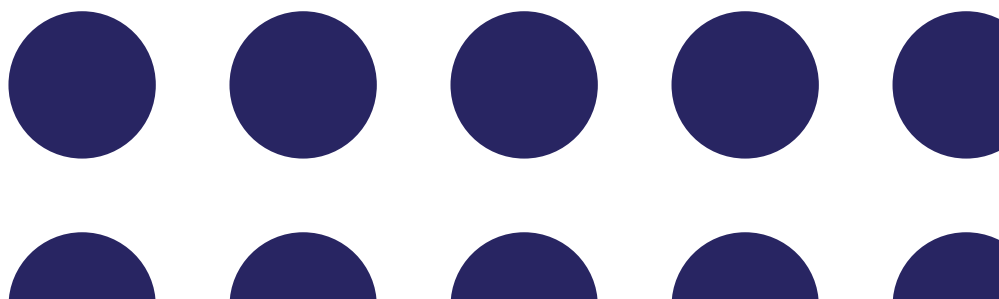


FABRIK

real-time community engagement





WE'RE FOR HUMANS

*Fabrik gives you **real-time**,
structured **engagement** with
customer that yield
progressively deeper data
insights through **personal**,
human connections.*

WHY FABRIK?

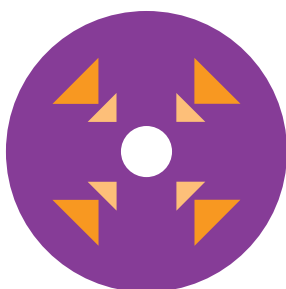
The fast pace of technological change and adoption has made customer engagement increasingly difficult to manage. Technology affords customers and companies many options for engagement, but how can companies keep track of the flow of information in and out of the organisation?

More importantly, how can this engagement retain the authenticity of a real, intimate, human connection? To address this, Fabrik creates real-time information and service convergence through its three key approaches: **community, context, and trust.**



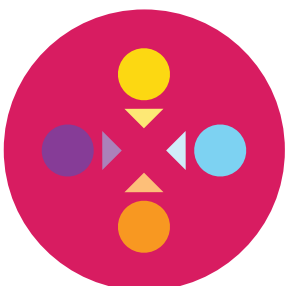
COMMUNITY

Fabrik is focused on making customer engagement more human. The platform fosters human connection so that you and the customer you serve become one community with shared value creation.



CONTEXT

Fabrik facilitates highly contextual customer engagement through real-time, media enriched communication. Furthermore, companies are able to better understand the customer's context through structured data representation that yields specialised and broad data insights.



TRUST

Build trust over time through personalised and contextual customer engagement. Fabrik enables this by balancing public broadcast capabilities with private engagement. Fabrik deepens this level of trust by ensuring no data-leakage, third-party observation, or harvesting of customer data occurs.



THE FABRIK MODULES



MOBILE APP

The 'white-label' Fabrik mobile app offers a compelling customer experience, while maintaining a degree of customisation for your business needs. The customisation is enabled through the app's architecture which allows for continuous improvement and feature development – at the cost of a monthly subscription fee.



SMASHBOARD

Smashboard is a real-time, consolidated messaging and engagement dashboard for Fabrik. It offers a powerful single view of the audience by covering messaging from various sources that range from SMS, social media, and the mobile app's direct messaging service.



CLOUD CONCIERGE

Leverage the power of this messaging service to bring your community closer through Fabrik. The service enables customer conversations to be enriched by images, audio and content in real-time. Enriched engagement such as this fosters a sense of intimacy and convenience. This is engagement for the modern era.



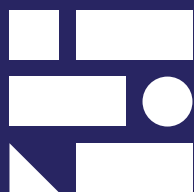
STATISTICS

Get real-time and over-time statistical views of your customer community to drive data insights. Customer data is transformed into insights using analytics, Machine Learning & Cognitive Services available through Fabrik. Insights gained can be used to enrich the customer's user experience, drive impactful outcomes, and create innovation by joining the dots to drive top- and bottom-line yield.



BROADCASTER

Fabrik's Broadcaster module enables the business to send alerts and other mission-critical messages as push notifications. These notifications can be sent to an entire community or a segment of it. This service elevates important messages in a separate section of the messaging feature, apart from the noise of the multiple community groups.



F A B R I K

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LET'S CHAT

T 031 566 8000

E sales@fabrik.fm

Level 3 The Quarterdeck
69 Richefond Circle
Ridgeside Office Park
Umhlanga
4321

WWW.FABRIK.FM