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Responsible: [-]

How can we help

Blip Platform

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- Official integration with main messaging channels
- Artificial intelligence
- Automation
- Integration with APIs
- Human attendance
- Safety
- Data and Metrics
- Scalability and stability

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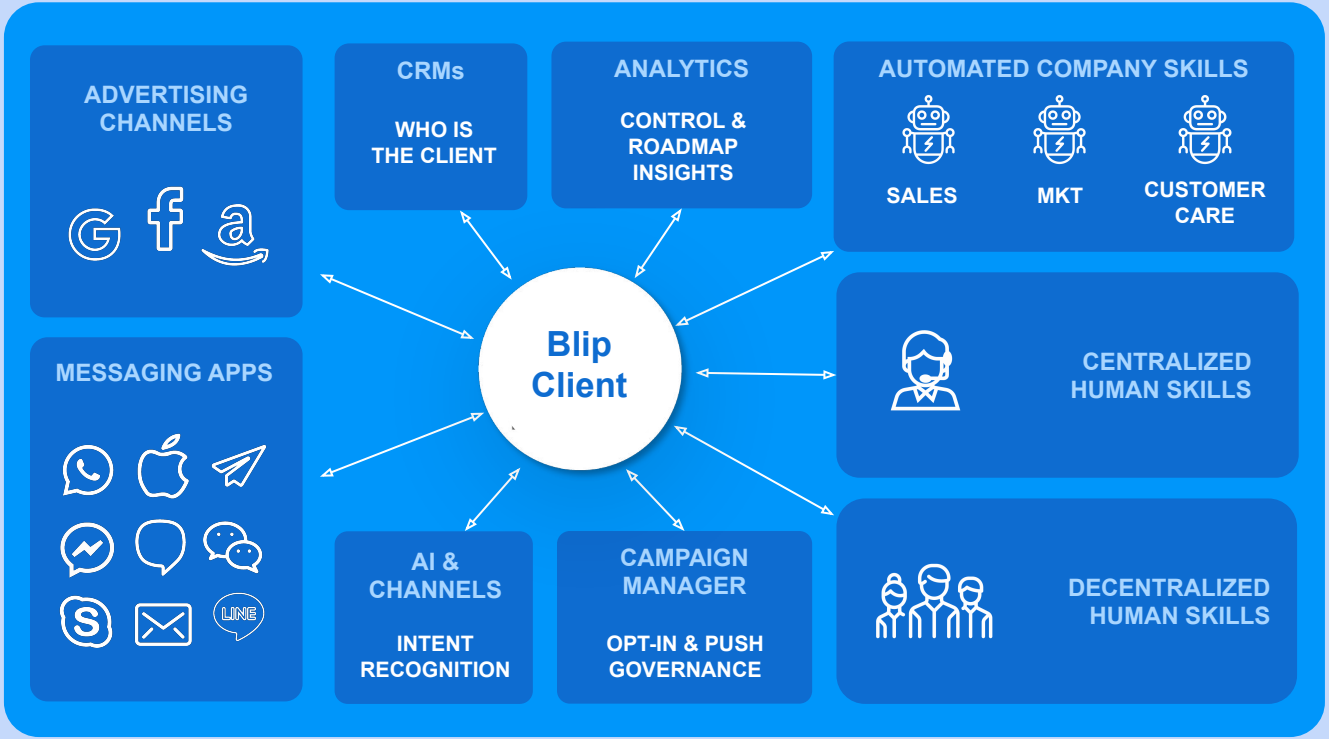
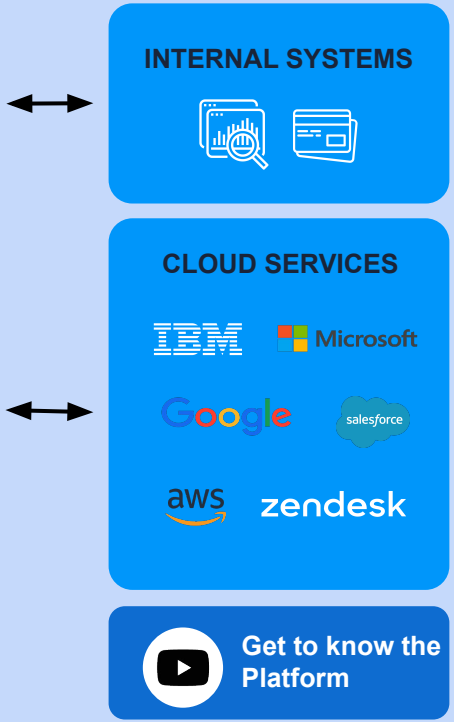
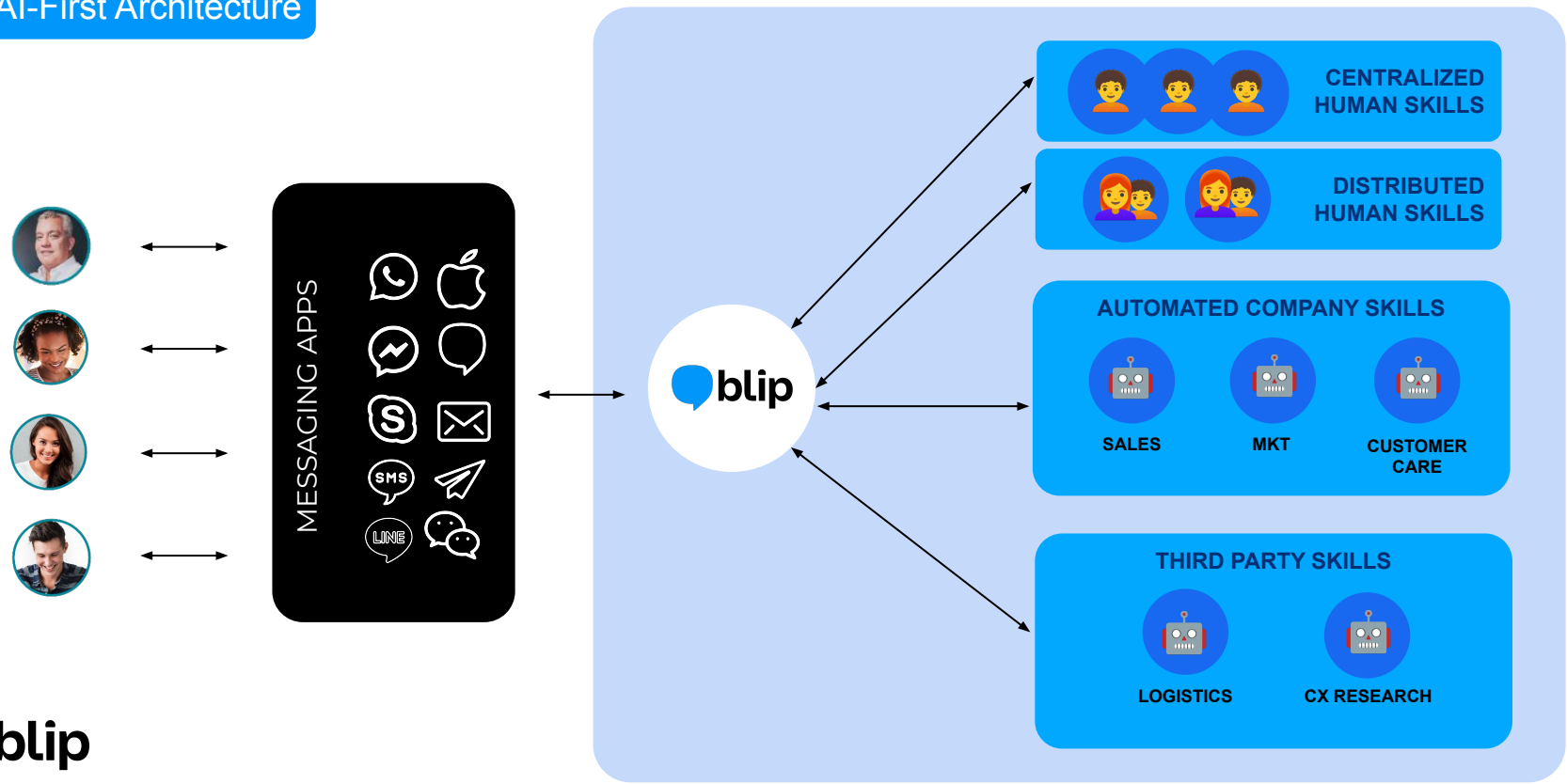
Blip Platform Overview





Blip Platform

AI-First Architecture



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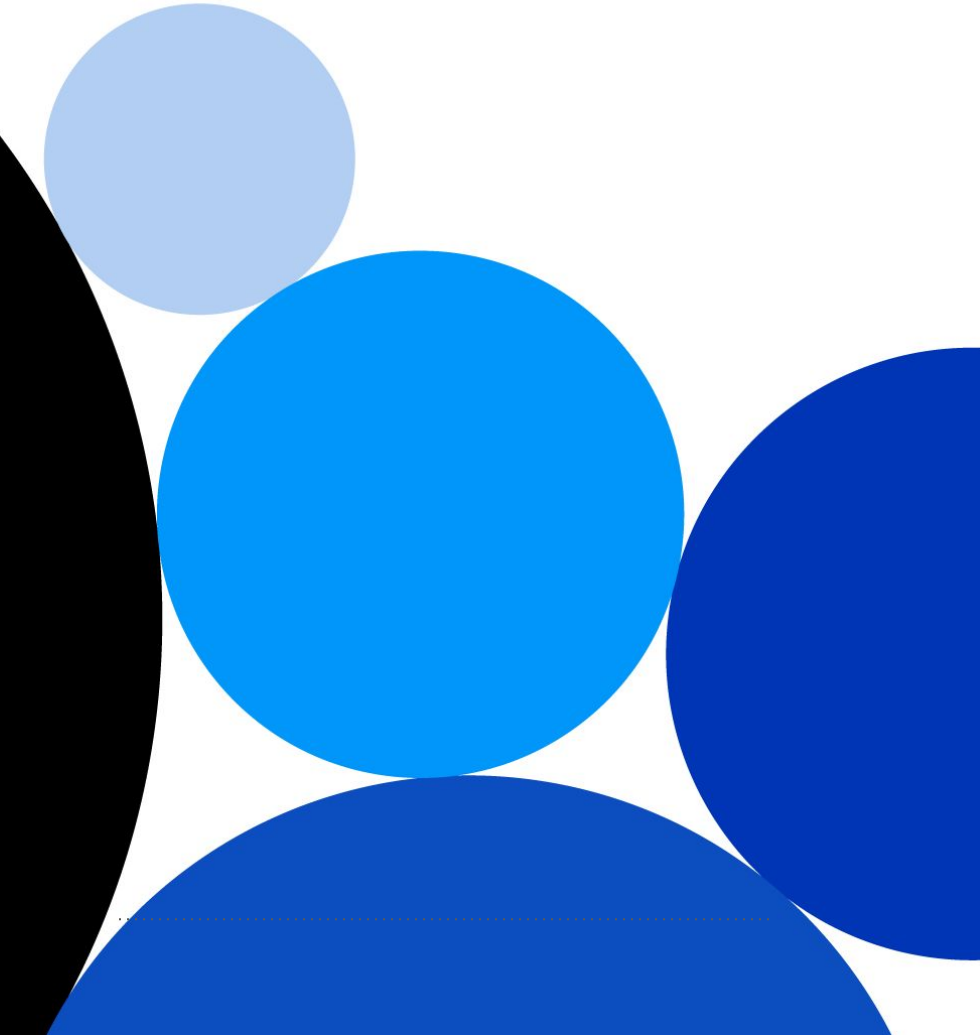
How we work

Blip focus is to ensure the best communication experience for everyone.

Moved by this mission, we developed our own methodology that guides our professional's work, as well as the development of our platform.

Blip's **methodology** has as DNA the **Software Mindset**, a cyclical model of **continuous improvement** that ensures quick evolution from the interaction of users with the solution - our own or our customer's.



Pillars of The Blip Methodology

How Blip is structured and operates in the practice of creation, management and evolution of smart contact

1 Software Mindset

The evolution of our work is based on the user

2 Short feedback loop

To experiment and learn quickly to evolve

3 Customer Experience

User experience is the new competitive frontier between companies

4 Artificial Intelligence

With each interaction, a learning curve

5 Data-driven

"In God we trust, all others must bring data".

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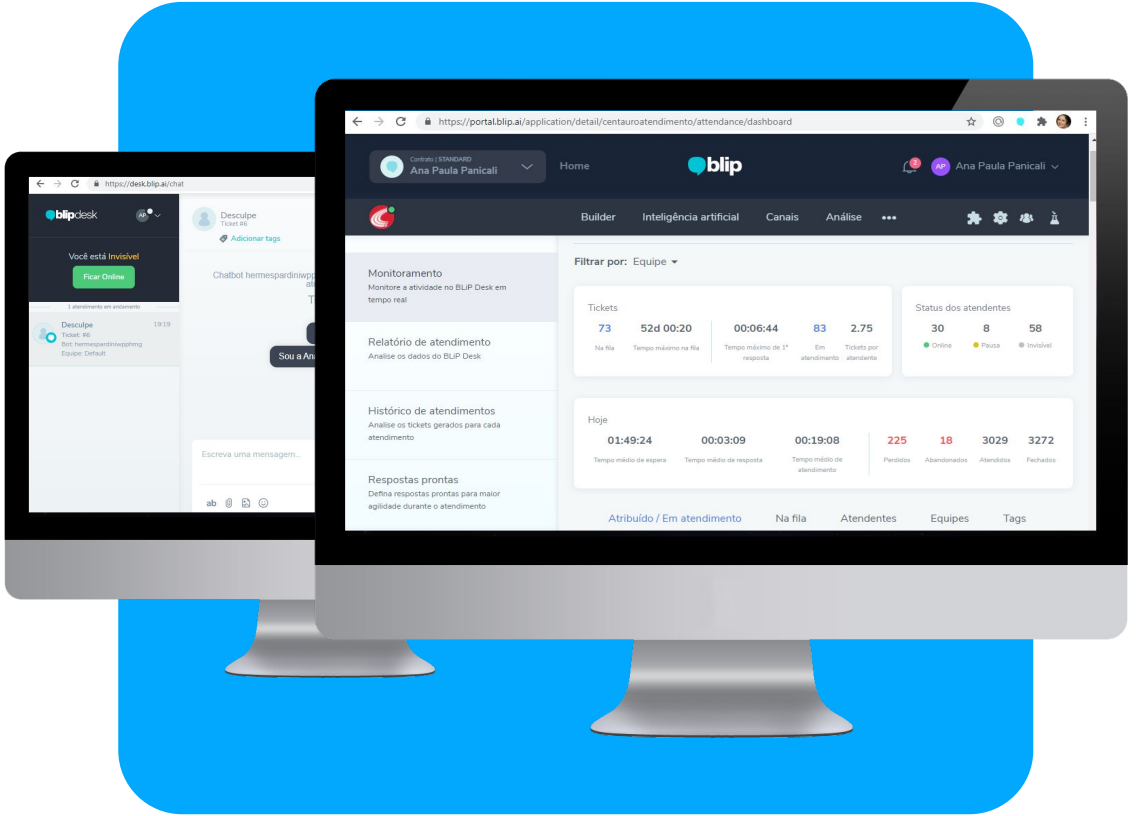
Blip Platform

Customer service and sales training with Blip Desk

- A customer service solution
- Service and sales centralization
- Performance Dashboards and Reports



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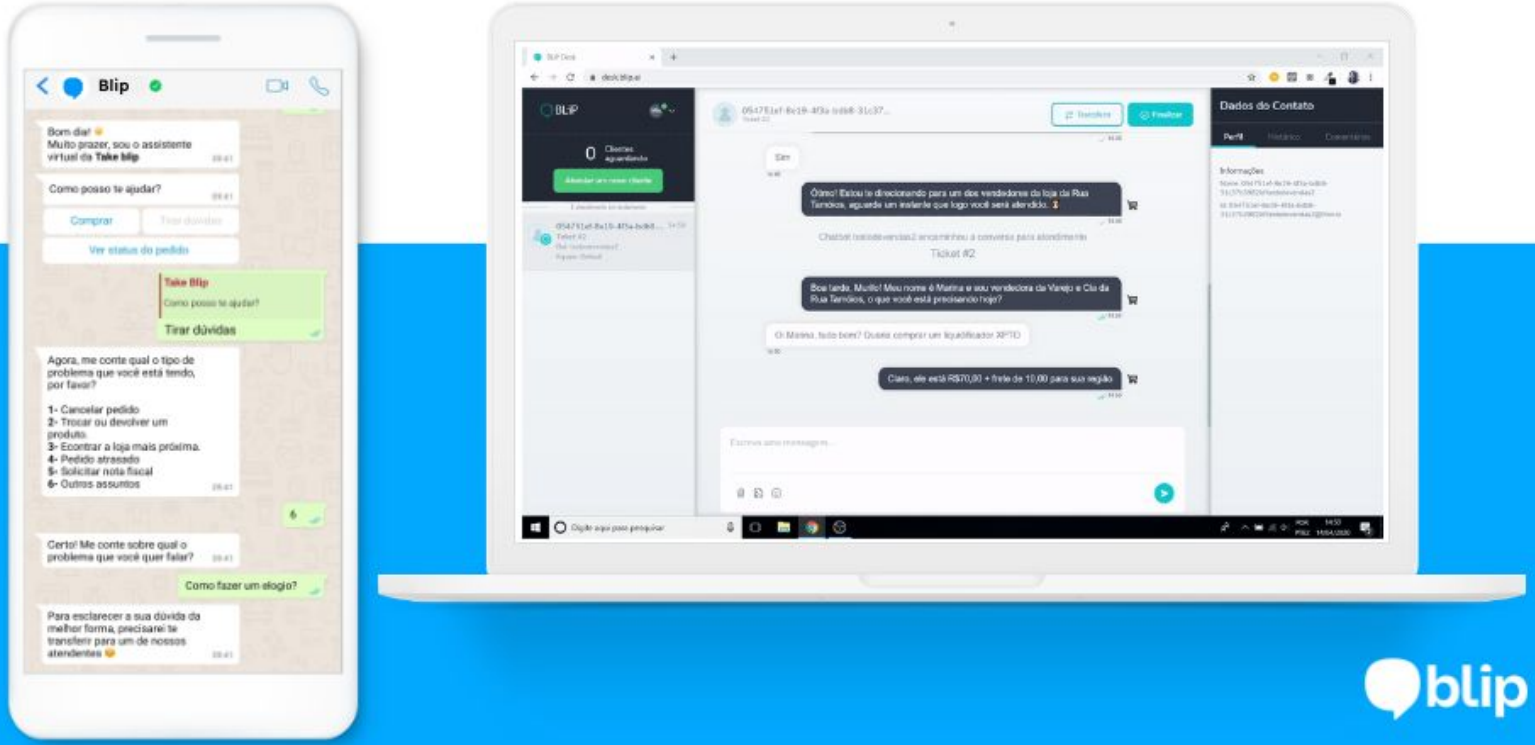
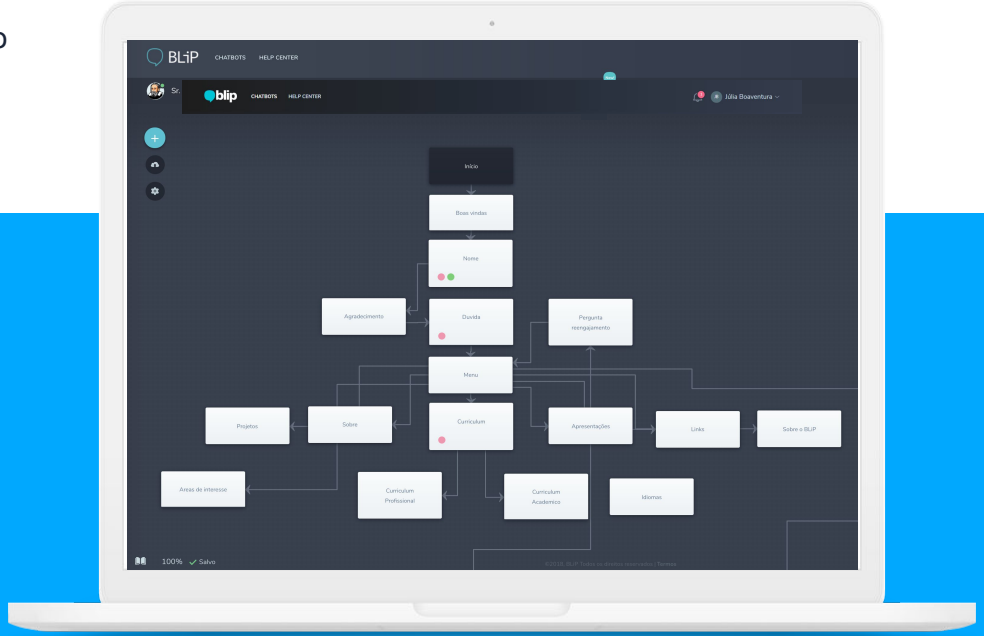
Service centralization and sales on Blip.Desk



Blip Platform

Conversations that transform business

The Blip platform offers everything companies need to **optimize and go beyond customer service, communication and services on WhatsApp and digital channels.**



+270k

Chatbots on our platform

+3bi

messages exchanged in the first half of 2021

blip

Platform Blip

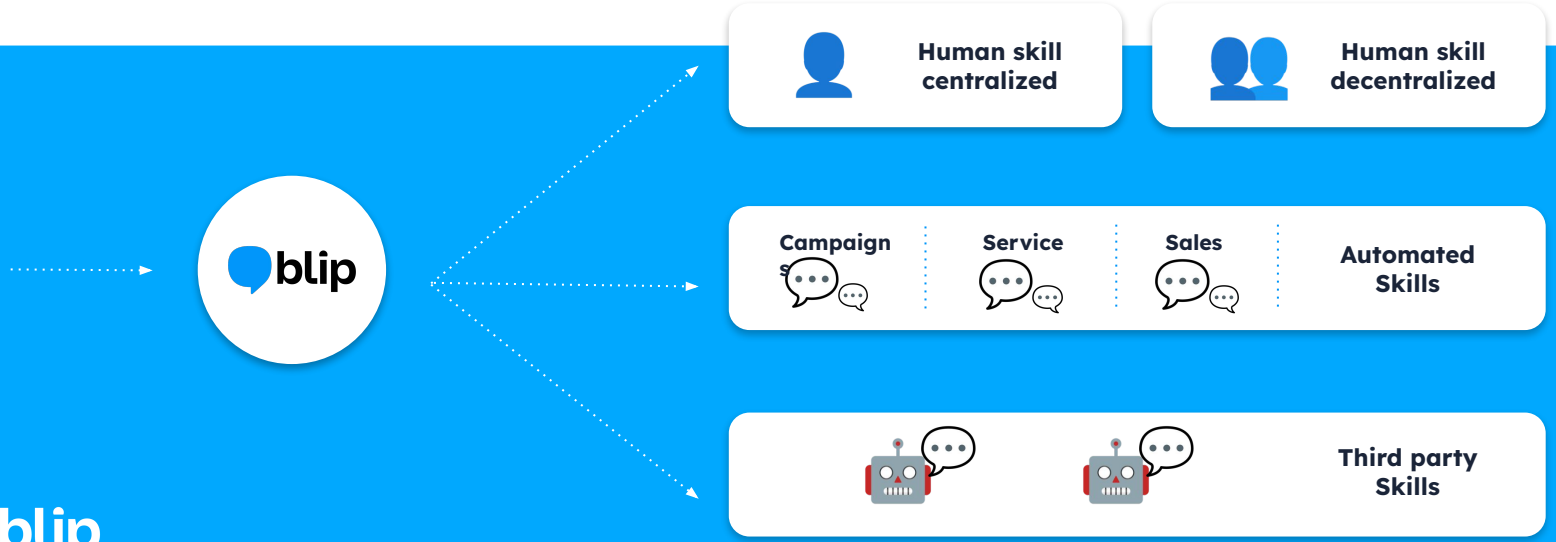
Smart Contacts

The next step in communication, service and relationship between companies in the messaging channels.

Blip Platform

Routing between intentions and skills

Architecture of a bot router, with the intelligence to direct the user to specific competences according to their intention. In this way, it is possible to build several use cases within the same Smart Contact.



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Blip Platform

Infinite thread

A communication based on an infinite dialogue, enabling a unique view of the relationship with the user and bringing the concept and possibilities of conversational CRM.

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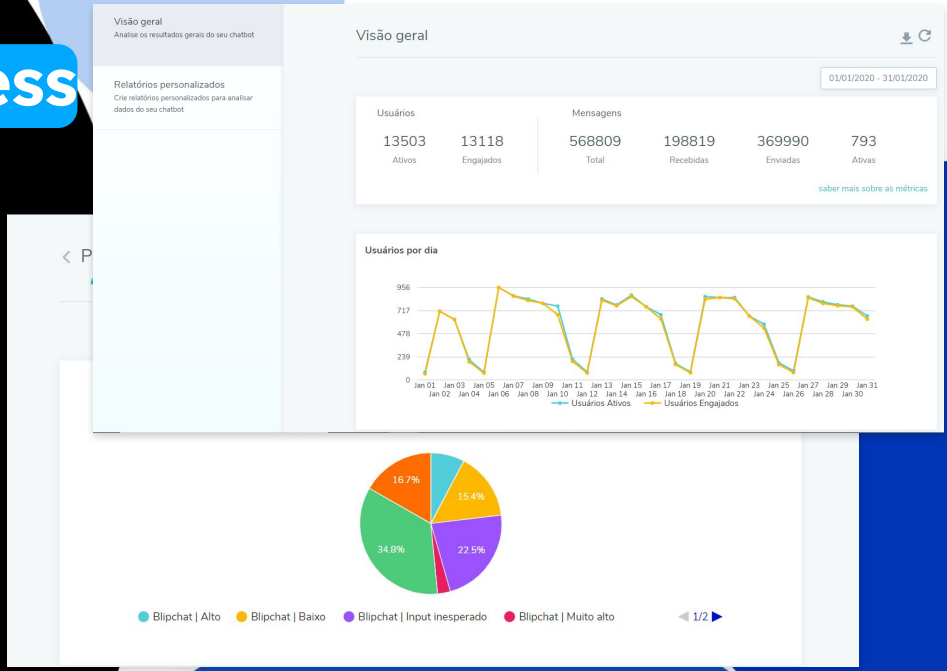
Blip Analytics Performance and Business

Track metrics

Your **smart contact constantly evolving:**

- Data analysis and interaction metrics
- Report Customization
- Real-time information on active users, messages and events
- Possibility of extraction in CSV



Blip
Information security

How Blip has been addressing the issues Information Security

- Implementation of the **GDPR Compliance Project** in progress;

- **ISO 270001 certification;**

- The compliance project aims to support the execution of a **strategic plan of regulatory compliance with the data protection legislation** applicable to the client's business, and that allows:
    - identify exposures;
    - measure risks;
    - adopt mitigation measures;
    - and constantly monitor suitability.

- We work with a professional **DPO (Data Protection Officer).**

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