



Engagement as a Service (EaaS)

The Ultimate Solution for SMBs



OmniCX Simplified

08 November
2024

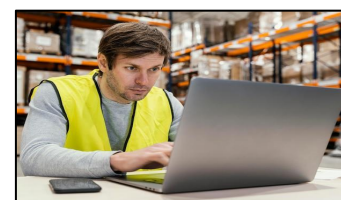
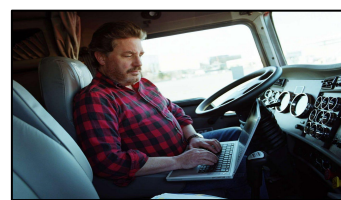


What is Engagement-as-a-Service (EaaS)

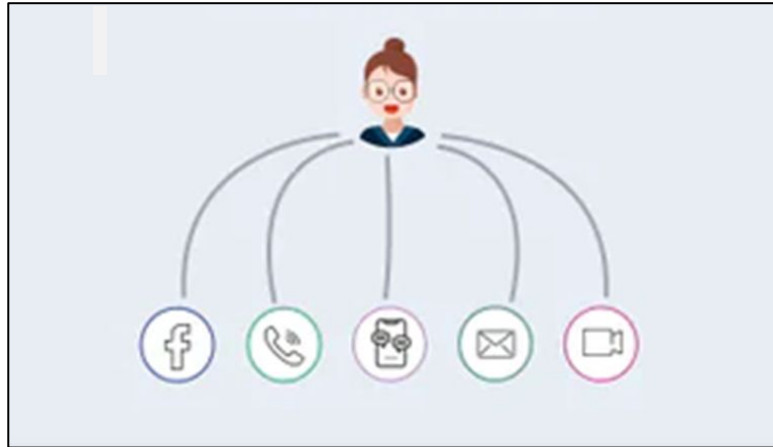
- EaaS is our omnichannel software offering that integrates email, SMS, social media, and live chat communications with AI and automation tools like chatbots specifically for SMBs that don't typically have a call center
- Similar to Call-Center-as-a-Service (CCaaS) which also includes a voice platform, multiple channels, ACD and workforce management for call centers, EaaS enables SMBs to similarly engage across multiple channels but in simple, scalable, and affordable manner.

Why SMBs?

- SME's are expected to create 90% of 11 million new jobs. ([SA National Development Plan](#))
- ~65% of SMBs increasing spend on software to improve customer relationships ([SocialPilot](#), [WebFX](#))
- SMBs have been priced out engagement tools due to cost and complexity
- SMBs do not work in a call center so why sell them call center focused solutions?



Multi-channel



Communication channels are NOT integrated so customer engagement is siloed and cohesive engagement is a challenge

Omnichannel



All the channels are integrated to deliver a consistent cohesive customer engagement no matter the communications method

Multi-channel vs Omnichannel

- 45% of customers in a multichannel marketing environment report failure to provide fast responses. (Realwire)
- Inconsistent customer experiences due to multiple touchpoints yields lost revenue from missed communications

Saving Time Saves Money

The Value of a Single View

- The average time to switch between applications is little over two seconds
- Average user toggles between apps and websites nearly 1,200 times per day
- Works out to over three hours a week toggling between applications.



The Simple Value of 10 Minutes Per Day

Cost Per Minute	
How much does the employee get paid per year?	\$60,000.00
Per Month	\$5,000.00
Per Week	\$1,153.85
Per Hour (Based on a 40-hour work week)	\$28.85
Per Minute	\$0.48
Value of the Time Freed Up	
How many minutes are freed up for the employee per day?	10
Value of Time Saved Per Day	\$4.81
Value of Time Saved per Month (based on 21 workdays per month)	\$100.96
Value of Time Saved Per Year	\$1,211.54

(Harvard Business Review: How Much Time and Energy Do We Waste Toggling Between Applications?)

HELIOS

Beyond Call Centers



“Many excellent CX products are specifically designed for mid- and large-sized customers. These solutions are tailored for formal contact centers, where the primary job is interacting with customers across their journey, from buying to support.....these solutions don’t scale down for small or highly distributed businesses. “

“CX Solutions Suck for Small Businesses – Here’s Why”

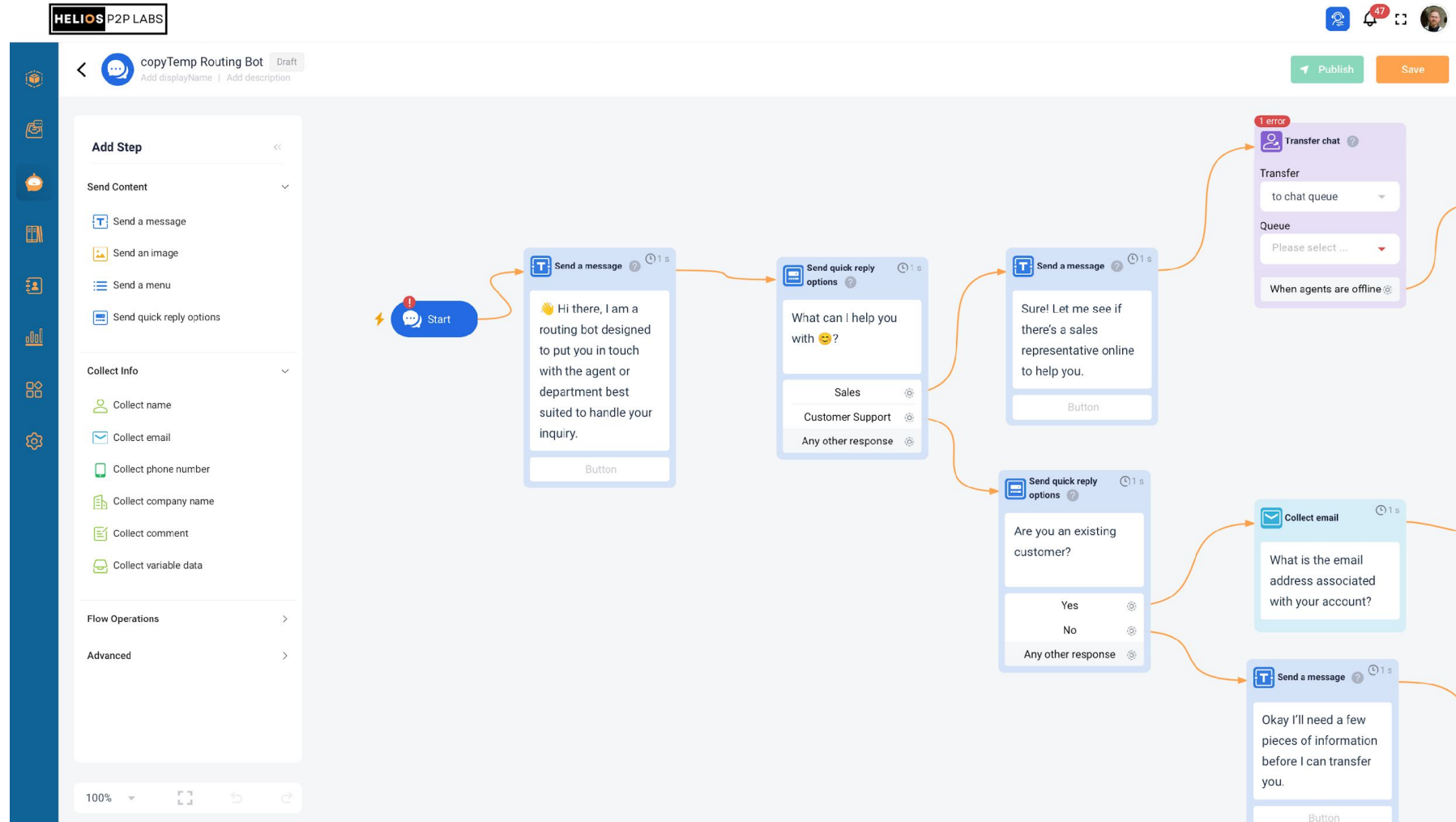


CX Solutions Suck for Small Businesses
– Here’s Why

 Michael Tessler
Managing Partner at True North Advisory



Drag and Drop Communication Flows





< Contact Details



Ava Johnson Contact

Los Angeles, United States(US) 12:15 Cecil

New Conversation

Contact Details

Contact Info

17753829658
zhou22147@gmail.com

Activity

Joined
Oct 2024

Last Message
10d ago

Contact Property

First name
Ava Johnson
Last name
-
Email
zhou22147@gmail.com
Phone number
17753829658
Contact ID
Lt8aT71c1ZILC9UT
Contact owner
Cecil
Lead stage
Contact
Company name
-
Job title
-

Conversations & Tickets

Activity Logs Media

- System assigned this Ticket with Ava Johnson to You 10d ago

#1740 Hi
Okay. Come back and chat with me anytime you like! 😊
- You close this Ticket with Ava Johnson 13d ago

#1739 Hi
[Message For File]
- You replied to this Ticket with Ava Johnson 16d ago

#1728 Welcome to CloudCX - Your Organization Details
Welcome to CloudCX - Your Organization Details
- Theresa Henry assigned this Ticket with Ava Johnson to You 21d ago

#1729 Please check your email box
Hello, dear, we've sent an email to you to introduce our product, please check your email and we will be waiting for your feedback. Thanks.
- You close this Ticket with Ava Johnson 21d ago

#1730 hick
[Message For File]
- Ava Johnson start a Chat with Theresa Henry 21d ago

Widget Sales
Later you will receive an email about your test account.
- Ava Johnson start a Chat with Theresa Henry 21d ago

Widget Sales
I am interested in your product.

Tags

+ VIP x

Segments

test whatsapp campaign 111

Recent Page Views

21d ago preview
21d ago preview

User Notes

Cecil Huw 13d ago
he is a good guy

Artificial Intelligence



- Automation
- Flow Builder >
- Agent Assist Beta ▾
 - AI Copilot
 - AI Assist
 - AI Agent
 - Dataset Resources
 - Inbox Suggestions

AI Copilot

AI Copilot

Use AI Engine to offer smart reply assist features in your conversations.

You can customize a name for your AI: Ai Copilot

language*
English ▾



Summarize conversation

Help agents summarize the entire conversation



Expand text

Help agents efficiently elaborate customer responses



Rephrase text

Help agents rephrase or paraphrase text effectively



Enhance tone

Help agents improve customer interactions with AI Tone Enhancement



Translate

Help agents translate the reply into their desired language



Fix grammar & spelling

Help agents fix the grammar and spelling of responses to make it more professional





- Automation
 - Flow Builder
 - Agent Assist Beta**
 - AI Copilot
 - AI Assist
 - AI Agent
 - Dataset Resources
 - Inbox Suggestions

< Edit Dataset

HELIOS Features In Use

Retrieval Count: 0

Use articles from your knowledge base Disabled

Enable AI to learn from the support content in your knowledge base

Add your knowledge base

Please select

Use external content Enable

Enable AI to learn from imported content from public URLs, such as websites

External Content ?

 <https://engagep2p.atlassian.net/wiki/spaces/CX/>



+ Add a External Content

Upload files and we'll fetch all the text data inside Disabled

Ready to Go Integrations (with more to follow)



HELIOS P2P LABS

App & Integrations



MiContact Center Business

Elevate your customer engagement via MiContact Center Business Integration.

Settings



ZOHO CRM

Integrate HELIOS with Zoho CRM easily share and transfer information between HELIOS Web Chat, Inbox and CRM system.

Settings



Salesforce

Integrate HELIOS Salesforce easily share and transfer information between HELIOS Web Chat, Inbox and CRM system.

Settings



HubSpot

Integrate HELIOS HubSpot easily share and transfer information between HELIOS Web Chat, Inbox and CRM system.

Settings



OpenAI GPT

Integrating OpenAI into your HELIOS system can help improve customer experience by providing faster and more accurate responses.

Settings



Telephone System

Elevate your customer engagement via Bicom Telecom telephony integration.

Settings



API

Share data between your HELIOS and other systems using RESTful and JavaScript APIs. This helps you automate tasks and improve chat efficiency.

[Learn more](#)



Webhooks

A Webhook is an HTTP-based callback function that allows lightweight, event-driven communication between HELIOS and your system.

Settings



Authorization Credentials

The authorization credentials contain identity information that is needed to make authorization decisions when calling another web service.

Settings



Telephone System

Elevate your customer engagement via PortaOne telephony integration.

Settings

Contacts

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