CINNOX

Humanising connections for better business

CONNECT. ORCHESTRATE. EVALUATE.

July 2022

CONTENTS

01

The new
CX battlefield

How enterprise communicate with customers nowadays

- **Live human support** still ranks on top when it comes to delivering excellent **Customer Experience (CX)**
- Social media as a service-support channel is on the rise.

	PRE-SALES SUPPORT	SALES SUPPORT	POST-SALES SUPPORT	GENERAL CUSTOMER SERVICE/SUPPORT	FEEDBACK/COMPLAINT
Pre-Pandemic	1. Phone (49%) * 2. Online live chat (41%) * 3. Service centre / store / branch (40%) *	1. Phone (47%) * 2. Service centre / store / branch (42%) * 3. Online live chat (41%) *	1. Phone (46%) * 2. Online live chat (39%) * 3. Service centre / store / branch (32%) *	1. Phone (50%) * 2. Online live chat (41%) * 3. Service centre / store / branch (34%) *	1. Email (46%) * 2. Phone (41%) * 3. Enquiries / contact form (37%) *
Post-Pandemic	1. Phone (47%) * 2. Online live chat (46%) * 3. Social media (31%)	1. Phone (48%) * 2. Online live chat (44%) * 3. Email (34%)	1. Phone (47%) * 2. Online live chat (46%) * 3. Email (34%)	1. Phone (50%) * 2. Online live chat (46%) * 3. Social media (34%)	1. Email (49%) 2. Enquiries / contact form (39%) 3. Phone (39%) *

(*) Live human support

Base: 1,200 consumers who have interacted with brands for purchase and/or customer service/support in the past 6 months

Source: A study conducted by Forrester Consulting on behalf of CINNOX

Global digital transformation is the new normal

The global digital transformation market is expected to grow to US $1,247.5 billion by 2026 from US $521.5 billion in 2021. [1]

91% of businesses are engaged in some form of digital initiative due to COVID-19. [2]

87% of senior business leaders say digitalization is a priority. [2]

Executives plan to participate in business ecosystems 332% more in 2022 than they did in 2018. [3]

Source:
1. Research & Markets
2. Gartner
3. IBM

Line chart with y-axis from 0% to 100% and x-axis years 2018, 2020, 2022:

- +104% Platform business models
- +332% Business ecosystems
- +338% Partner networks within industry
- +338% Partner networks outside industry
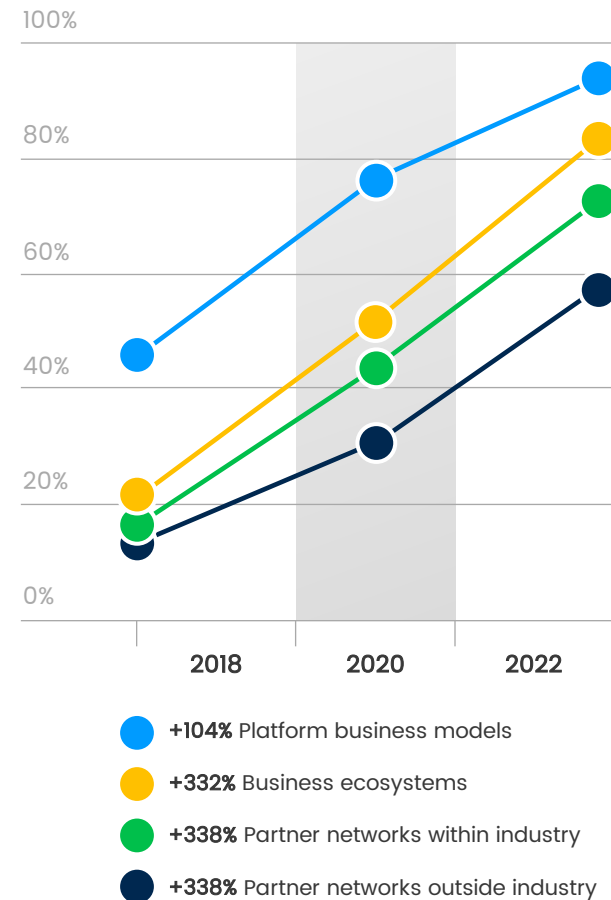
Global Digital Transformation Market
Market forecast to grow at a CAGR of 19.10%

USD 1,247.5 Billion

USD 521.5 Billion

2021   2026
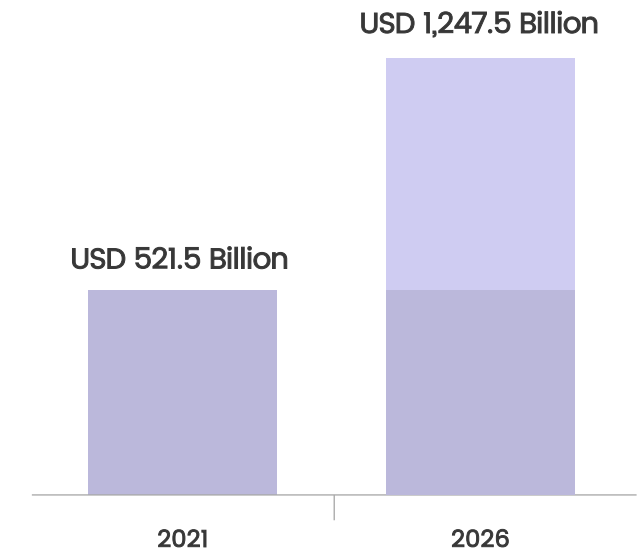
CX engagement is the key to business growth in 2022 & beyond

Studies show that [84%](#) of customers say the experience a company provides is as important as its products & services. [1]

[77%](#) of customers share good experience & recommend the brand to others. [2]

[47.1%](#) of customers would stop doing business with a brand due to poor CX. [3]

[55%](#) of customers expect companies to offer support via social media. [4]

Source:
1. [Salesforce](#)
2. [Hubspot](#)
3. [Netomi](#)
4. [Customer Care Measurement & Consulting](#)

47.1%
of customers stopped doing business due to poor Customer Service

Customers expect support VIA SOCIAL MEDIA
55%
of customers expected brands to respond to their concerns posted on Social Media
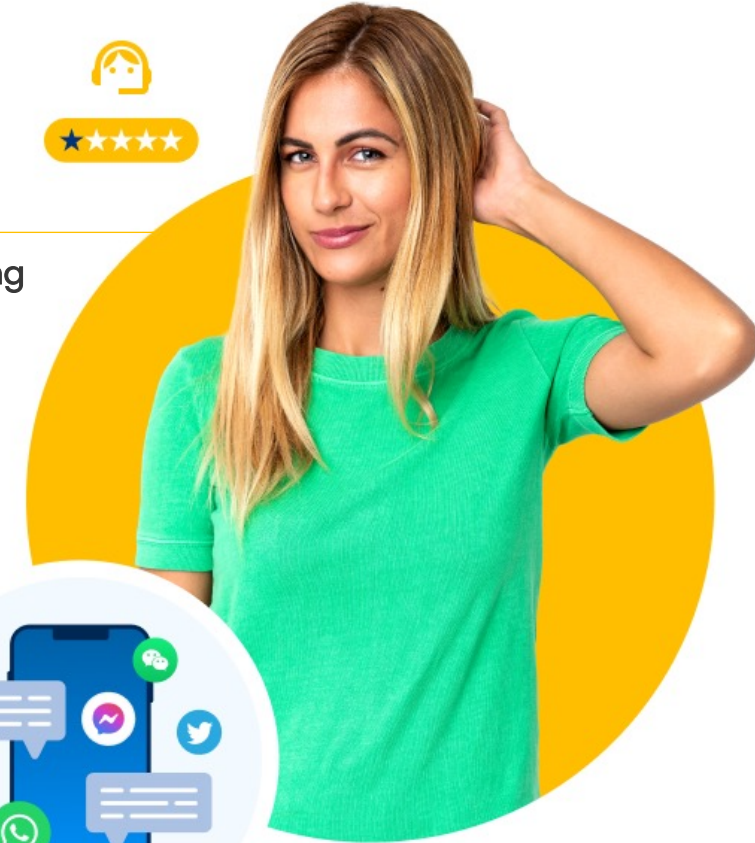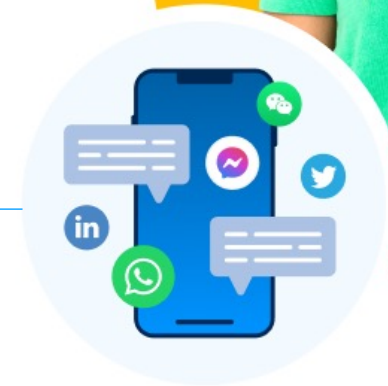
Winning the ROI battle on CX investments

CX holds the power to differentiate a brand.

$641B is expected to be spent on CX technologies in 2022, over $130B more than in 2019. *(IDC)*

- Initial focus on Customer Engagement Solution (SaaS) market in APJ, then expanding to EU and NA

- Total Available Market incorporates adjacent technologies related to CX

● All CX Technologies $641 billion in 2022

● Customer Engagement Solutions $23.19 billion in 2023 *

● Customer Engagement Solutions in EU (#3) $5.8B in 2023 *
Customer Engagement Solutions in NA (#2) $8.6B in 2023 *
Customer Engagement Solutions in APJ (#1) $5.8B in 2023
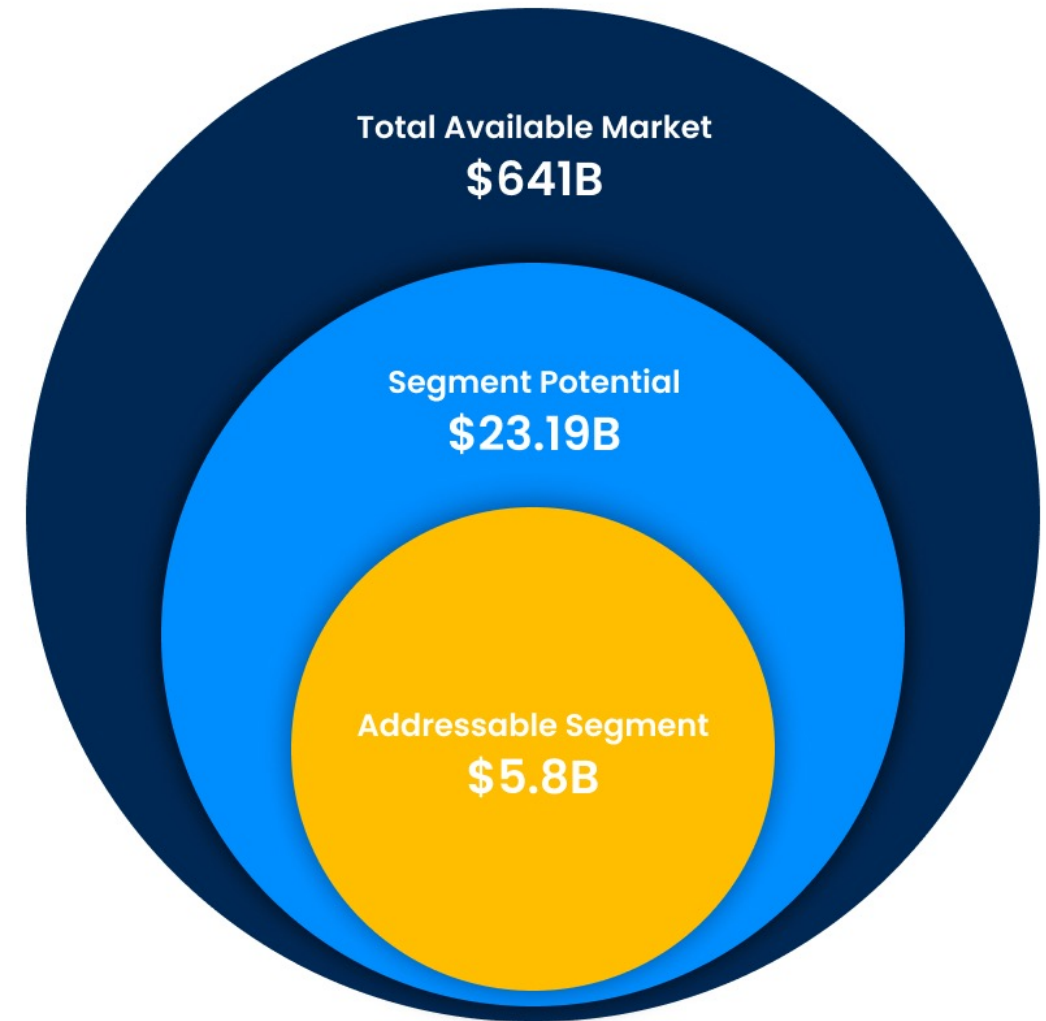
* Market size based on estimates from: https://www.marketsandmarkets.com/Market-Reports/customer-engagement-solutions-market-119293967.html

Total Available Market
$641B

Segment Potential
$23.19B

Addressable Segment
$5.8B

02

Our solution

Global Communications Services

Complex Connections
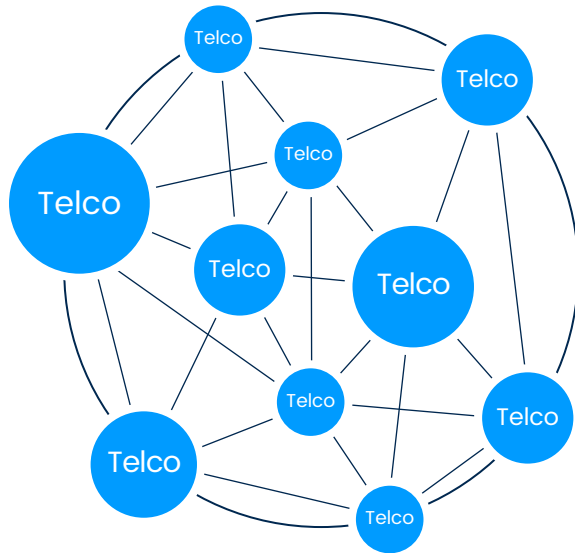
Traditional Telco Network

Each operator needs to directly negotiate bilateral arrangements with concerned networking partner.

Managed Network
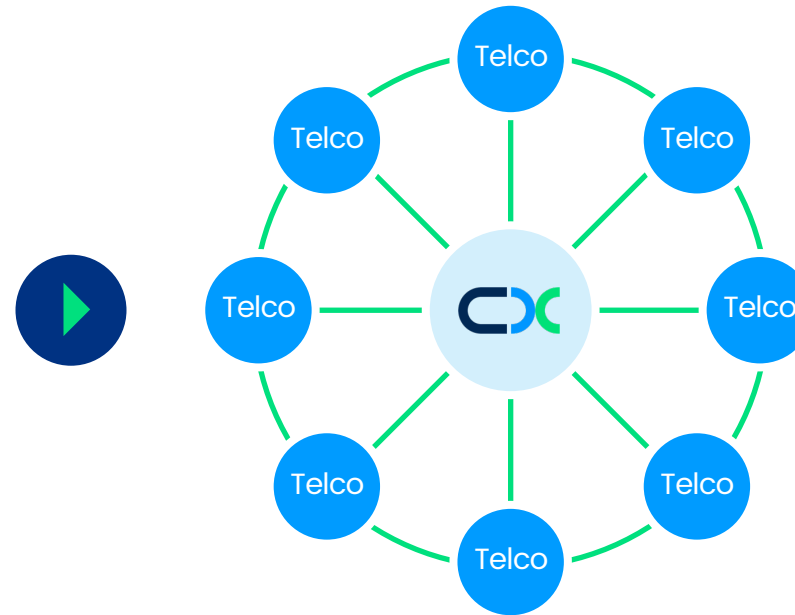
M800 IAAS Platform

M800 offers international voice exchange services for IDD calls between Telcos through its intelligence routing and managed network infrastructure.

- ✔ **Cost and Time Efficient**
  Interconnected with multiple Telcos in one platform

- ✔ **99.95% Uptime Availability**
  Supported by back-to-back SLA with over 160 Telcos

- ✔ **Support Multiple Protocols**
  SIP/ SS7/ SCCP/ Diameter / SMPP

Enterprise Solutions Telco

Reservation Department

Purchasing Department

Customer Support

Call

M800
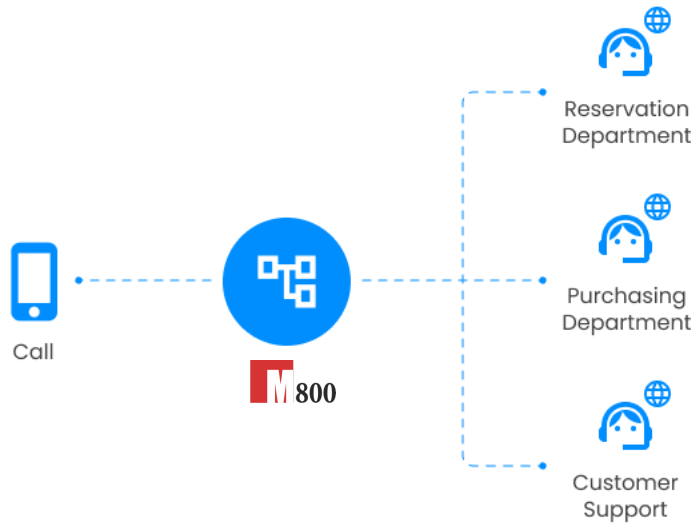
Enterprise voice solutions

- International toll-free service (ITFS) and Direct Inward Dialling (DID) numbers that are mapped to the enterprise customers' customised call destinations.
- Global toll-free exchange services to Telcos, that includes routing capability, authentication and verification, whitelisting and blacklisting, as well as comprehensive caller information.

Enterprise messaging platform

- P-to-P SMS (between mobile users) – Enterprise customers can send SMS directly to their customers through M800's web portal.
- A-to-P SMS (from an application to mobile users) – Connect enterprise customers' SMS application to M800's web portal.

✓ Proprietary Routing Logic

Based on the time, location and mobile number of callers, or the instant direction of the enterprise customers.

✓ Whitelisting/Blacklisting

To allow or block specific international calls from certain numbers.

✓ Dashboard Analytics

Analysis of calls and SMS (e.g. number, location, successful rate, reason for unsuccessful termination and traffic pattern) - that can be used for the enterprise customers' marketing analysis and CRM

CINNOX – Customer Engagement Hub

CINNOX offers voice and SMS hubbing, toll-free and virtual numbers powered by M800 network infrastructure

Fully integrated platform lets users make, manage, and route chat and calls to phones, Apps, or web browsers

Centralization: All channels converge in one dashboard making connecting easier

Powerful SDK for easy installation and deployment on any platforms

1 Connect

Telecom Channels
Toll-Free / DID Numbers / SMS

Websites & Mobile
Live Chat / Web Call / QR Code / Direct Chat & Call Links

Socials & Email
Facebook Messenger / Whatsapp / WeChat / LINE / Email

SDK
IOS / Android / Any Device (IoT)

Intelligent Routing Engine

2 Orchestrate

Unified Identification

Unified Journey

Unified Conversation

One Dashboard
Omnichannel customer engagement & analytics platform

Team Collobration

Collaboration

Supervision

Escalation

Third–Party Integration
and more...

AI Engine

3 Evaluate

Operational & Performance Statistics / Reports

Conversational Intelligence

Customer Journey & Behavioral Analytics

Reduce Cost

Increase Revenue

Increase Sastisfaction

Analyze employee performance and boost operational efficiency

Capture all customer conversations and understand their sentiments

Gain valuable insights and unlock growth opportunities through customer journey mapping

Optimize business operations by driving parity between customer experience and employee experience

Direct & Bulk Engagement
Send SMS or make a call to any number

03

How we
fit together

For your business

- **Use data to tap into CX insights**
  Conversations form the basis of the largest pool of untapped data that have the potential to become actionable insights. Leaders across various industries can leverage AI and data to discover valuable insights from unstructured content and make better, faster decisions and trigger streamlined workflows.

- **Breakdown silos to build employee experiences**
  A centralised platform that provides a comprehensive view of customer experience journey, and brings together the conversational analytics, machine learning and journey orchestration to identify and root out any hiccups and glitches that may adversely impact your workforce's agility.

- **Take the shared responsibility seriously**
  Delivering seamless CX is everyone's responsibility. To be able to serve customers better, the service team needs absolute clarity on the identity of their customers and their pain-points and should be supported with the right tool to make tasks easy. Businesses perform better when all members of the team are empowered to contribute exceptionally by breaking down barriers and performing proactively, with a shared understanding of the customer's needs.

- **Accelerate growth without losing what makes you great**
  A well-oiled and stable system forms the basis for providing a smooth, hassle-free environment for your customers. Easily bridge technology disparities by connecting your organisation's existing tech-stack with the platform and enable your data accuracy and flow across your business systems.

Customer Engagement

Team Collaboration

Help Desk
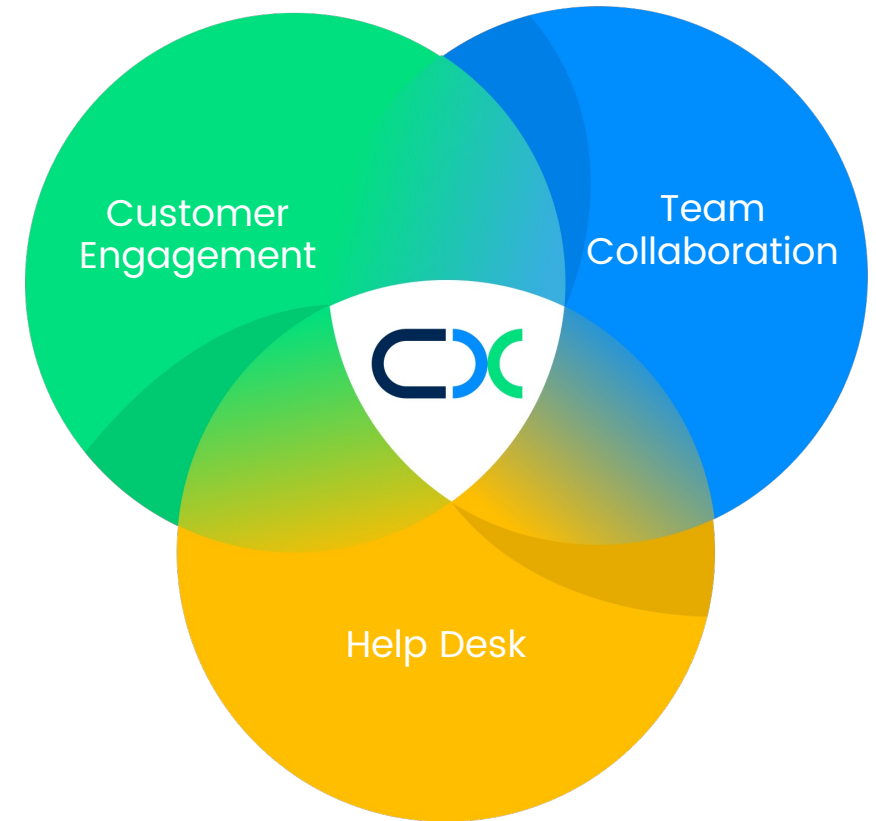
For your customer

- **Seamless experience**
  Your customers will not have to do anything in order to benefit from CINNOX's powerful functions. SaaS module allowing users has access to CINNOX anytime and anywhere.

- **One number powering all channels**
  By leveraging CINNOX's capability, your customers can now utilise the same number for hotlines, SMS marketing and social marketing.

  Amplify brand identity and enforce anti-fraud protection.

- **Unified interface with more capabilities**
  Your customers can do much more than sending SMS or WhatsApp messages. They can set up a customer center, create marketing or sales campaign, unified internal communications. and more.

- **Unlock business insights and trends**
  CINNOX is built with data-driven mindset. All activities and conversations are captured, allowing your customers to derive business insights and take action right away.

Evaluate

Connect

Orchestrate

01 — Only player offering telco + digital convergence in a native unified platform

02 — Support a comprehensive set of instant messengers and social media platforms

03 — Comprehensive suite of advanced/ flexible and intelligent routing capabilities

04 — Team collaboration to drive more effective and more efficient closure

05 — Unifying all customer interactive data from inside and outside

06 — Leverage conversation intelligence to deliver customer experience insights, improve agent behavior and accelerate revenues

CINNOX

04

What our customers say

Customer Voice

	Financials	Pharmaceuticals & Diagnostics
	• Prime Credit offers a wide range of credit services including credit cards, personal loans, mortgages, revolving loans and debt consolidation services.	• Roche is a Swiss multinational healthcare company that operates worldwide under two divisions: Pharmaceuticals and Diagnostics. Today, Roche creates innovative medicines and diagnostic tests that help millions of patients globally.
Business Challenge	• Since the start of the pandemic, the Company has seen enquiries pouring in from various channels. Due to inefficiency in managing the enquiries and the miscommunication between various departments, Prime Credit was having difficulties closing transactions.	• The Company used to rely on our fellow staff in communicating and engaging with external customers and business stakeholders, thus sometime might prolong in getting the right answer to the right parties. Without digitally tracing the enquiry, it could potentially led to customer dissatisfaction and even business loss.
CINNOX Values	• A-to-P SMS Solution allowed Prime Credit to service a large crowd of domestic workers who aren't familiar with web- and app-based application • Unified communication dashboard and smart routing increased enquiry pick-up and response rate • Highest level of communication and data retention security complied with data privacy policies • Caller ID automated tagging simplified verification process	• CINNOX communication platform is the powerful communication tool connecting the Roche personnel or even systems. It makes customer engagement more efficient, while more transparent to the company with all conversational content be traced. It paves the way for future capability of learning the customer behavior for more effective marketing communication and customer services.
Customer Voice	*"CINNOX has enabled PrimeCredit to provide new channels to customers for incoming and outbound enquiries such as SMS, Web Link and Live Chat widget. It also allowed us to track staff performance and customer journey."* *Rachael Wong* *Head of Personal Loan*	*"CINNOX opens up the platform of multichannel communication to Roche in a consistent and reliable digital engagement. The intuitive design drastically reduces the learning curve in multiple adoptions for business units. Thus it is able to address our key business challenges in engaging with customers under the increasing complexity of the market landscape."* *Hans Lim* *Global Idea Accelerator, Innovation Theme* *Roche Hong Kong Limited*

Partner Voice

	SANNTSU	Sanuker	Biz Forest
	Telco Reseller	**WhatsApp Reseller**	**CRM & ERP SP**
	• Sanntsu is a wired telecommunications carrier in Japan.	• Sanuker is a Meta (Facebook) certified official WhatsApp API Provider focusing on chatbot and WhatsApp marketing services.	• Biz Forest is a System Integration company providing various solutions for start-ups and various vertical sectors.
Business Challenge	• The pandemic has created both, challenges and opportunities for the telecommunications industry. Customers are demanding new digital communication channels, and at the same time, demand the human element in the overall customer engagement and experience.	• Product offering is too simple to cater to the enterprise's needs. • Customer wants the same chatbot interface to be used by customer service and individual sales teams. The chatbot can not handle all scenarios	• Heavy manual workload needs to be automation to reduce time cost. • Retail digital transformation to improve sales through ecommerce. • SMEs who look for an IT partner (e.g. Cloudbreark, 1 Kommunity). • Companies who are looking for integration solutions providers.
CINNOX Values	• CINNOX integrated the communication channels where users could approach and interact more efficiently with their customers onto a unified dashboard. • Japan PoP deployment for local regulation compliance. • Direct integration with Sanntsu infrastructure to provide local termination. utilize Sanntsu's virtual number assets, and provide bundle service to their customers		• CINNOX consolidates multiple instant messenger channels into 1 single platform. • Provide telecom services such as Toll-free, SMS and Visual that empowered the entire solution. • Open to integrate with Chatbot to help handling pre-agent chat. • Enable marketing campaigns.
Customer Voice	*"CINNOX enables us to very rapidly approach our customers in Japan to adopt new digital channels and deliver the human touch that sets us apart from our competitors."* *Mr. Tatsushi Takata* *Sales Director, Sanntsu Corporation*		*"CINNOX provides a sustainable customer engagement solution that benefits the long-term growth of my customers. With its initiative design filled with unified channels, chatbots, feature-rich CX & EX capabilities, high security and compliance standards, it helps my customers win in the competitive global landscape.* *Desmond Lau* *Founder of Bizforest*

> CINNOX enables us to very rapidly approach our customers in Japan to adopt new digital channels and deliver the human touch that sets us apart from our competitors

Mr. Tatsushi Takata
Sales Director, Sanntsu Corporation

Trusted by 1,000+ multinational corporations across the globe

05

The cornerstone

6 Keys Competitive Strength

End-to-End Solutions
Connection, Convergence, and Data Completeness

Distributed Design
Compliance, multiple domains, disaster recovery, data redundancy, high availability

Hybrid Cloud
Cloud and server redundant, scalability, 24/7 technical support

Proprietary Infrastructure
SLA, Security, and Global Standards

Fully in-house developed without any third-party modules
Robust and Standard Front end coding language

Data Security
Global privacy standard, highest regional privacy standard compliance

Established and Secured Infrastructure

China

Japan

Taiwan

Hong Kong

Singapore

99.95%
Annual Up-Time Guarantee

3 layers Infrastructure:

Multi-POPs as core in major countries

Cloud deployment in the Asia Pacific for last mile coverage

160+ global tier-1 mobile operators and carriers with direct connection for voice and messaging

4
Global Point of Presence ("**POPs**")

0
Major system failure since founding

2
Network Operation Centre

2
Service Centre

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Key Milestones & Achievements

2007
Founded by a group of telecommunications pioneer

2008
Development of global communication network

2009
Connected with over 160 telecom partners

Launched Global Communications services and Enterprise Solutions

2010
Exclusive partnership with China Mobile, global launch of the 4001 China toll-free number service

2011
M800 secures PCI compliance, confirming data security standards
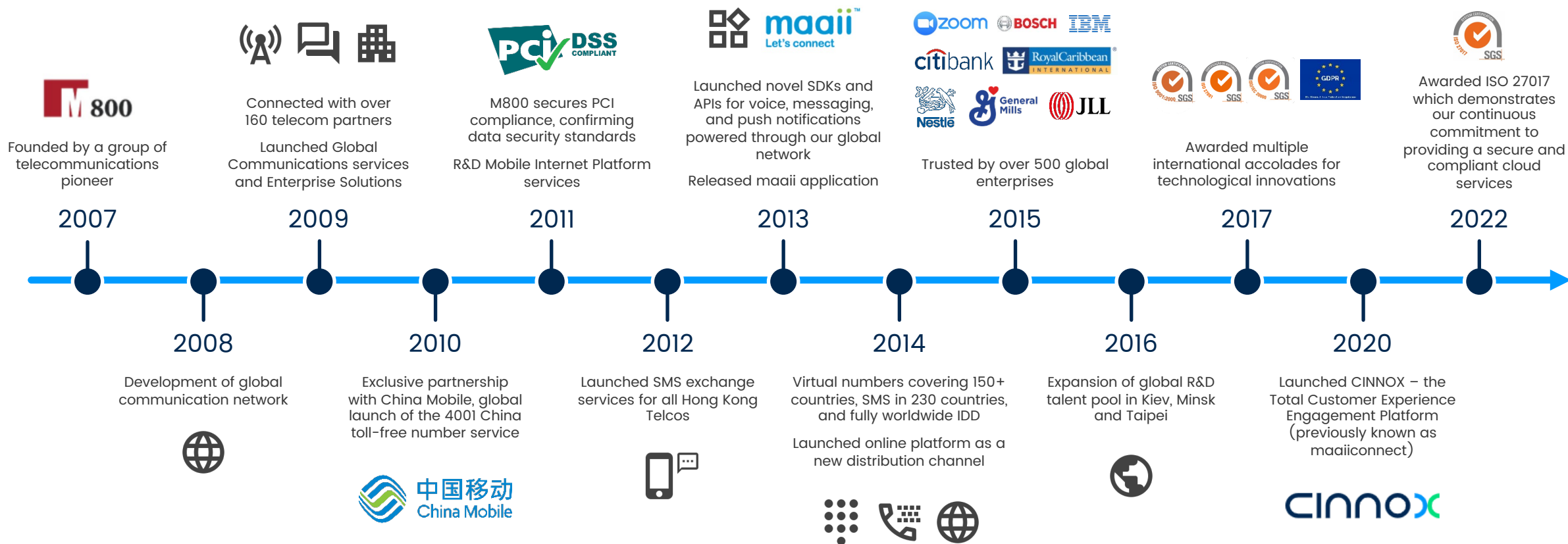
R&D Mobile Internet Platform services

2012
Launched SMS exchange services for all Hong Kong Telcos

2013
Launched novel SDKs and APIs for voice, messaging, and push notifications powered through our global network

Released maaii application

2014
Virtual numbers covering 150+ countries, SMS in 230 countries, and fully worldwide IDD

Launched online platform as a new distribution channel

2015
Trusted by over 500 global enterprises

2016
Expansion of global R&D talent pool in Kiev, Minsk and Taipei

2017
Awarded multiple international accolades for technological innovations

2020
Launched CINNOX – the Total Customer Experience Engagement Platform (previously known as maaiiconnect)

2022
Awarded ISO 27017 which demonstrates our continuous commitment to providing a secure and compliant cloud services

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Top Security Certifications

ISO 9001
Certified in Quality Management Services

ISO 27001
Certified in Information Security

ISO 20000
Certified in IT Service Management

ISO 27017
Certified in Cloud Security and Data Protection

GDPR
General Data Protection Regulation

Payment Card Industry
Data Security Standard Compliance

- M800 understands that it is crucial to ensure a strong line of defense and uphold the privacy standard in its solution to its customers, from personal use to the government level. That is why M800 has been investing heavily from day 1 and the security of its solutions remains the top priority of its development team.

- M800 has established as its internal policy the rigid implementation of actions to protect customer information. For an objective assessment of its activities, the Company has acquired and maintained international certifications in information security and privacy in line with the provisions of the **Hong Kong Personal Data (Privacy) Ordinance (CAP 486) and the General Data Protection Regulation (EU) 2016/679.**

Thank you!

We'd love to hear from you

Scan to chat with us