# CINNOX

Humanising connections for better business

# The Total Experience platform to elevate customer and employee experiences with innovative omnichannel engagement and actionable insights.

### Make it easy for customers to do business with you

Lower the barrier for your customers to connect with you by allowing them to use their favourite communication channels at the time that is convenient to them. Customers expect options when it comes to how they want to connect depending on the type of answers they need. Be ready to delight them by phone, email, text, messenger or live chat and route them to the best suited service agents.

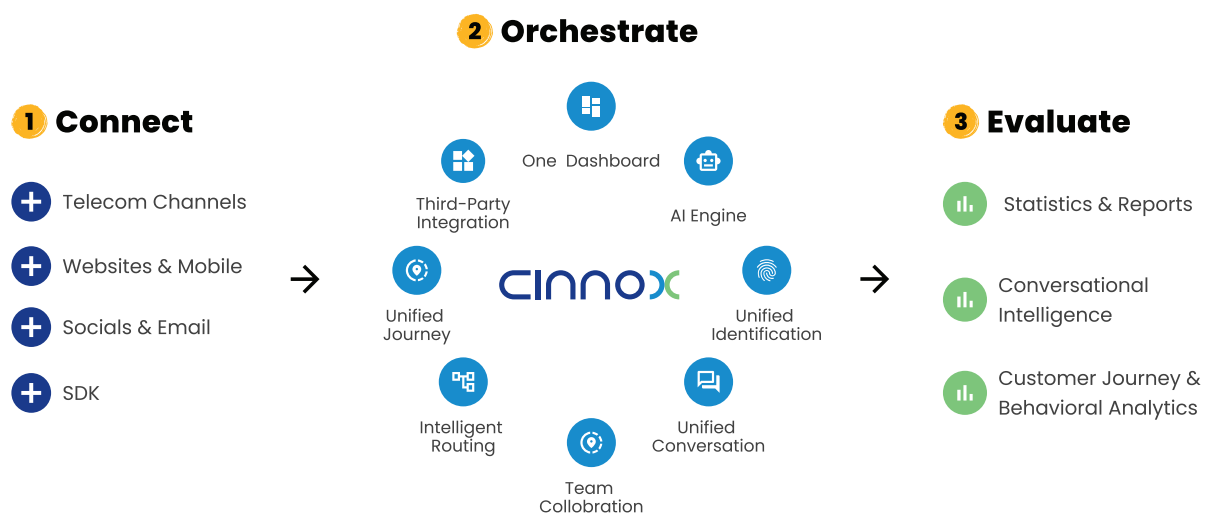### Remote work benefits your business and employees

The WFH new normal is here to stay. Providing your employees a single cloud based platform to address customer enquiries regardless of where they work makes their lives easier and more productive. Need to collaborate with co-workers? Stay on the same platform to chat, call and video conference with one another to make virtual working fun and enjoyable again.

### Data protection and security is your top priority

With great power comes great responsibilities. Having access to customer data to drive better customer experience comes with the responsibilities to protect it. For some industries, it is even a regulatory requirement. Being able to transfer and retain customer data back on premise based on pre-defined schedules allows you to safeguard the data at your own terms.

### You can't improve what you can't measure

Bridge the insight-to-action gap by measuring what matters both quantitatively and qualitatively. Overlay operational efficiency data on top of customer sentiment data to understand what could be improved. Build an ongoing CX improvement program backed by actionable insights. Never sacrifice effectiveness with efficiency by driving a balanced view of agent performance.

**2 Orchestrate**

**1 Connect**

- Telecom Channels
- Websites & Mobile
- Socials & Email
- SDK

→

One Dashboard
Third-Party Integration
AI Engine
Unified Journey
CINNOX
Unified Identification
Intelligent Routing
Unified Conversation
Team Collobration

→

**3 Evaluate**

- Statistics & Reports
- Conversational Intelligence
- Customer Journey & Behavioral Analytics

# ENJOY ONE-CONTINUOUS LOOP OF CX IMPROVEMENT

Connect the dots to make your business shine. Bring your business together on one platform, break down silos, connect scattered data, and unlock insights to continuously improve CX and EX with data-backed strategies.

### Connect

Customers are people – not tickets – have one conversation with a customer across all telephony and digital channels, with full communication history and customer journey in a single view. Adapt responses to any situation by seamlessly switching between chat, voice, and video.

### Orchestrate

Create bespoke persona-centric experiences for every one – including self-service chatbots and live support - and route customers to the best suited agents every time. Automate mundane and repetitive tasks so employees can focus on nurturing and converting leads from an inbuilt Slack-like environment.

### Evaluate

Accelerate business outcomes by tapping into first party data, connecting previously scattered data, and gaining qualitative and quantitative insights. Set goals for revenue growth and cost reduction, understand customers' preferences and intent – while consistently improving experiences and monitoring operational performance.

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## Humanising connections for better business

## Features and benefits

- An extensive range of the most popular channels in Asia Pacific:
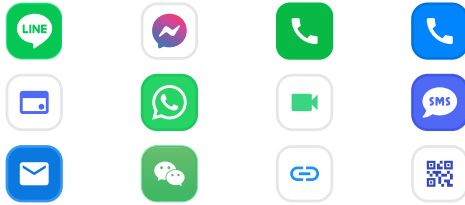
| | | | |
|---|---|---|---|
| - WeChat | | - Video Call | |
| - LINE | | - SMS | |
| - WhatsApp | | - Local Numbers in 150+ markets | |
| - Facebook Messenger | | - International Toll-free Numbers | |
| - Live Chat & Call Widget | | - Direct Chat & Call Links | |
| - Email | | - Direct Chat & Call QR Codes | |

- Ensure first-time resolution and short wait times by routing customers to the agent with the best knowledge on their topic.

- Keep employees engaged anywhere with Slack-like collaboration tools and video conferencing in the cloud.

- Integrate with your preferred CRM and helpdesk systems to build an end to end customer journey.

- Fully safe, secure, and GDPR compliant, with ISO 9001, 27001, and 20000 certifications.

- Industry-leading data retention packages available for any industry and regulatory requirements.

## Cloud based
Get up and running in minutes, not days

## Safe, secure and compliant
Secure by design, ISO 9001, 20000 and ISO 27001 certified

## One platform, one interface
One easy-to-use interface to manage customer engagement across all channels

"CINNOX is a total experience SaaS platform dedicated and committed to driving innovation within CX"

*TECHWIRE ASIA*

"A redefining approach to customer experience"

**FUTURECIO** Leading Enterprise Transformations

"All offline and online touchpoints augmented with live human support"

**martechasia** Asia's leading information portal for marketing technology

## A powerful Total Experience platform that's easy to use

- The only platform to truly seamlessly integrate telephony and digital channels – creating iconic individualised experiences across every channel

- Efficiently convert leads with both inbound and outbound communications

- Gain the most accurate understanding of business performance by bringing it altogether – with all inbound, outbound, telephony and digital data converged and analysed

## About CINNOX

CINNOX is a Total Experience SaaS platform that elevates customer and staff experiences with innovative omnichannel engagement and analytics solutions.
It helps businesses to CONNECT, ORCHESTRATE, and securely EVALUATE all of their customers' conversational interactions to deliver seamless humanised customer engagement that delights and exceeds expectations.

In the post-pandemic world, customer experience is the battleground and businesses need a partner not just to help them navigate the new normal, but to lead the way.
So we built CINNOX – to represent our constant "INNOVATION" in "CX" to help our partners compete and stay on top. Learn more at www.cinnox.com.