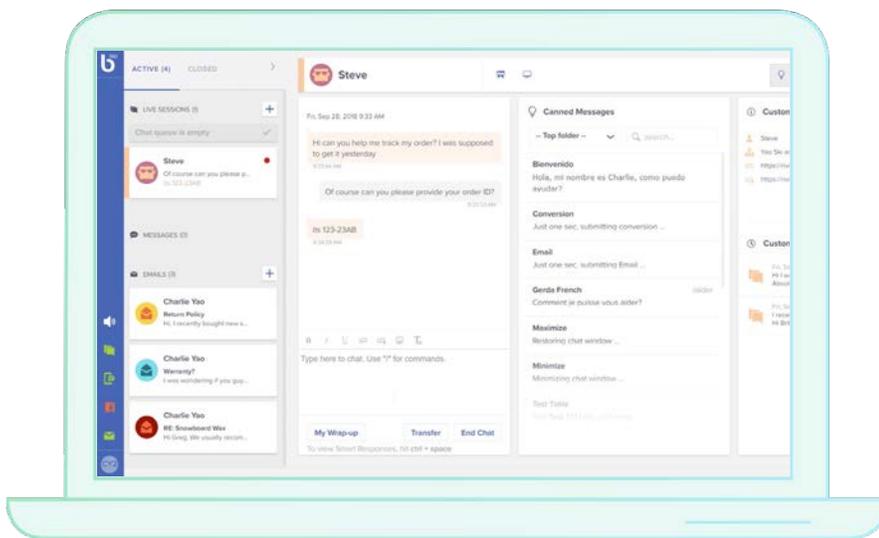


Make Every Experience Matter

# Integrate the Power of AI with Omni-Channel Engagement

## What is Bold360?

Bold360 is a complete omni-channel customer engagement solution with the fastest time-to-value. No matter the problem, channel, or device, Bold360 delivers groundbreaking intelligence with out-of-the-box simplicity. Built to empower your workforce to deliver better outcomes, Bold360 leverages artificial intelligence (AI) and natural language understanding (NLU) to make every customer interaction more personalized and contextual.



# 81%

of consumers say it takes too long to reach a support agent.

# 43%

of customers try to self-serve before calling a contact center.

HARVARD BUSINESS REVIEW WEBINAR,  
*How to Fix Customer Service, 12/14/16*

## Why Choose Bold360?

### Frictionless Conversation Engine

NLU determines your customers' intent and promptly responds conversationally on the channel the customer chooses: search bar, chat, social media, or email.

### Smart Resource Management

Bold360 utilizes knowledge management and smart routing to provide relevant information to the customer, or if the conversation is escalated, to the live agent. Bold360 chatbots continue to work hand-in-hand with live agents after the transition is made to ensure customers receive the most relevant answers to their questions, as fast as possible.

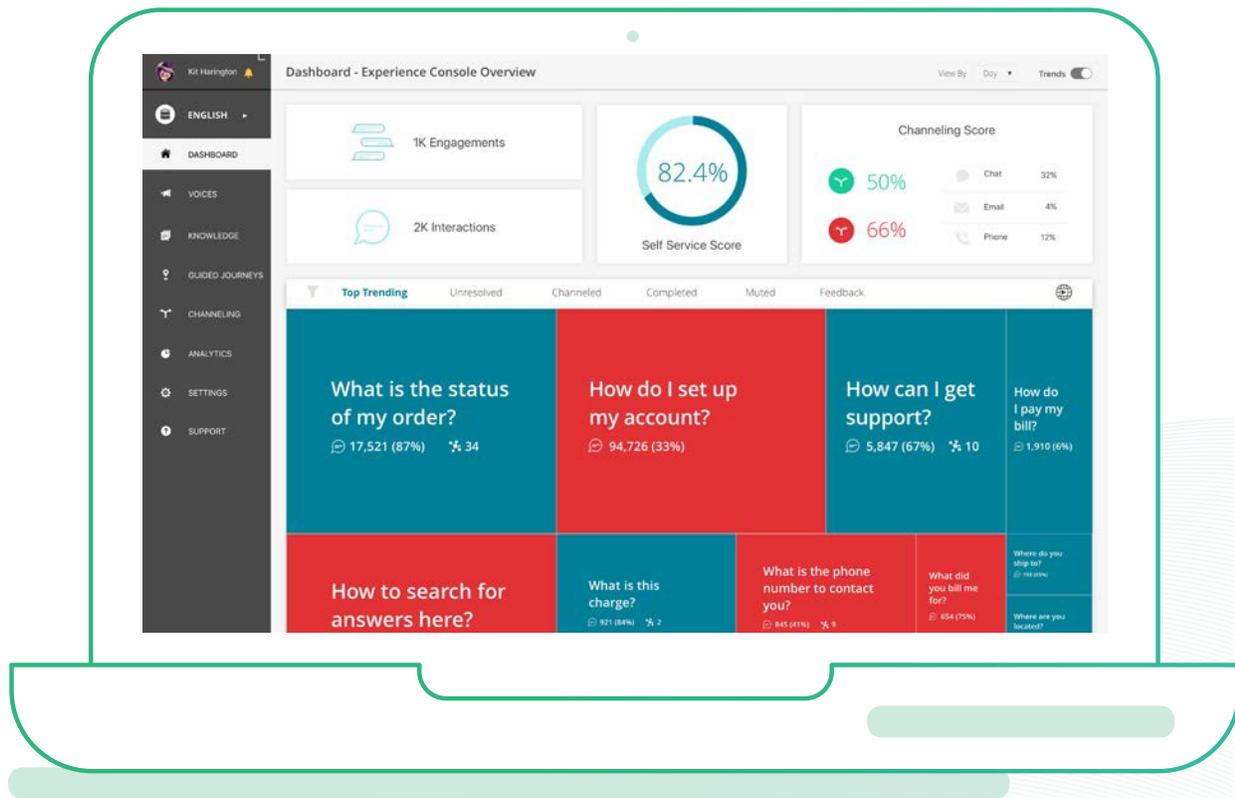
### Actionable Insights

Bold360 analyzes data across channels to identify areas where the customer needs help, and displays that information in an intuitive dashboard. The knowledge workspace highlights information gaps so updates can be made in real-time. Your customers' most pressing needs are highlighted, providing valuable information to your company from the very first interaction.

Leveraging AI and NLU, Bold360 starts learning from the first customer interaction to help companies realize the fastest time-to-value and deliver better customer outcomes.

## How Does Bold360 Work?

Bold360's omni-channel engagement platform captures data from customer interactions across channels, as well as from disparate internal systems, into one organized view for your agents. Our chatbots tackle front-line interactions, and seamlessly escalate customers to human agents as needed. Agents are armed with the information they need, and customers get answers at any time of the day or night.



Intuit has seen a 45% reduction in call center volume, as customers are able to quickly find answers on their own using Bold360's AI technology.

*“Bold360 is at the center of our support strategy at Yola. It turns your knowledge base into a goldmine, which allows us to maintain an automatic answer rate of 90% or higher. Bold360 is like the ATM of support, providing robust self-service and ensuring that our customers get what they need 24/7!”*

— MONIQUE, VP of Customer Support, Yola.com