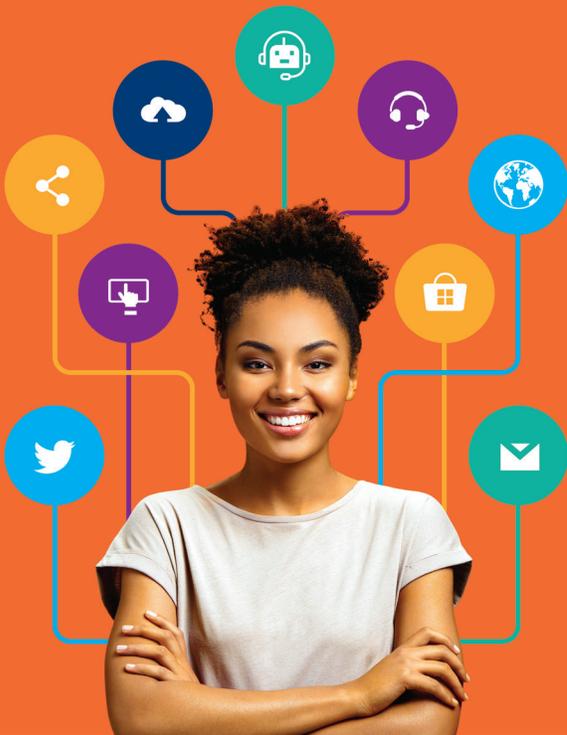




Conversational Engagement

Don't let engagement become your blind spot



The continued, rapid implementation of self-service and automation experiences has distanced brands from customers, creating an engagement imperative. As a result, customer engagement has become a blind spot for many companies. In addition, customers will no longer tolerate dealing with a business that doesn't have a full, comprehensive understanding of them (e.g. likes, preferences, tendencies, and past purchases and interactions, etc.) and that fails to cater to their needs.

Engage customers, their way!

Consumers expect to be contacted at the right time and in the right channel. And they no longer tolerate that you don't know where they stand with your brand.

- 1 Right Time
- 2 Right channel
- 3 Full context
- 4 Empathy



Acqueon's conversational engagement software lets customer-centric brands orchestrate campaigns and proactively engage with consumers using voice, messaging, and email channels. Acqueon leverages a rich data platform, statistical and predictive models, and intelligent workflows to let enterprises maximize the potential of every customer conversation.

Acqueon removes customer engagement blind spots by providing:

- **Enterprises the ability to engage** the customer in any channel, voice, 2-way text/messaging, or email
- **Intelligence to understand** when and how to deliver conversational engagement
- **Agents and associates with the contextual information** to make the most of every interaction

Acqueon is trusted by 200 clients across industries to increase sales, improve collections, and re-engage with otherwise-defecting customers.

15 YEARS
HELPING
BUSINESSES
BETTER ENGAGE
THEIR CUSTOMERS

85,000
EMPOWERED
AGENTS &
ASSOCIATES

5 BILLION
CUSTOMER
INTERACTIONS
HANDLED
ANNUALLY

25 COUNTRIES
ACROSS THE
GLOBE

Acqueon Software Suite

Omnichannel Campaign Management



- Engage customers using voice, 2-way text/messaging, and email
- Enable trusted communications:
 - Ensure privacy compliance
 - Enable mutual identity verification between a business entity and a customer

Customer Data Platform



Acqueon is built on a Customer Data Platform, consolidating information from CRM, industry or custom apps, and previous interactions to

- segment campaigns
- deliver rich context to agents
- optimize campaign execution with analytics and AI

Agent Desktop and Connectors



Acqueon provides a suite of desktop components to

- provide agents rich context and guided workflow
- integrate with multiple CRM, contact center, and EHR or other vertical apps simultaneously
- enable the deployment in the client's desktop of choice

Acqueon Engagement

Maximize the potential of every Customer engagement

Acqueon conversational engagement software suite includes:

- **Campaign management.** Acqueon can ingest data from a variety of sources including CRM applications, databases, and files using pre-built integrations, file uploads, or APIs. Records are cleansed and checked against compliance databases during data-onboarding
- **Customer Data Platform.** Customer profiles and communications history are stored in a customer data platform (CDP) for segmenting campaigns and providing rich context to agents
- **Analytics and AI.** Acqueon CDP can include transaction and payment history, product and service usage to create a rich data model that feeds statistical and predictive models for campaign optimization
- **Intelligent campaigns.** AI and analytics can be used to maximize agent productivity and campaign effectiveness including the Best Time To Call (BTTT), the best channel to use, and propensity to pay, or churn
- **Administrative tools.** Acqueon features a set of tools to help administrators design, control, and optimize their campaigns without IT support. It also includes a rich set of reports and analytics
- **Built-in Autodialer.** Acqueon provides a powerful dialer to support preview, progressive, predictive, and agentless modes with real-time compliance controls
- **Omnichannel Workflows.** Acqueon lets you create omnichannel communication workflows using 2-way SMS, email, and conversational bots
- **Compliance.** Acqueon provides a comprehensive set of control and reporting tools to handle compliance with privacy regulations including CCPA, GDPR, OFCOM, and TCPA
- **Agent desktop and connectors.** Acqueon provides a rich set of widgets including customer journey, call guides, call disposition to empower agents and associates. Acqueon also offers CRM and EHR connectors

For more information, contact: marketing@acqueon.com
+1 609-987-0044 (Americas) | +91 444-221-8294 (Asia & EMEA)
Learn more at acqueon.com | Follow us at [linkedin.com/company/acqueon](https://www.linkedin.com/company/acqueon)

ACQUEON  | *Conversational Engagement*

Acqueon is a registered trademark. Other trademarks are the intellectual property of their respective company. This document is current as of the date of publication and may be changed at any given point in time. © Acqueon Technologies Inc.