

Twilio Appoints New Leadership

Twilio

****FOR IMMEDIATE RELEASE**** ****Twilio Launches Enhanced CustomerAI Platform, Democratizing AI-Powered Customer Experiences**** SAN FRANCISCO, CA – October 26, 2023 – Twilio (NYSE: TWLO), the customer engagement platform that drives real-time, personalized experiences, today announced the launch of its enhanced CustomerAI platform, offering expanded capabilities in predictive insights and conversational intelligence. This new release provides businesses of all sizes with access to sophisticated AI tools, enabling them to personalize interactions, optimize customer journeys, and drive higher conversion rates. The updated CustomerAI platform features advancements in its pre-trained AI models, significantly reducing the time and resources required for implementation. Businesses can now leverage real-time customer data and predictive analytics to identify churn risks, personalize marketing campaigns, and proactively address customer needs through personalized messaging and tailored content. The platform's improved conversational intelligence capabilities also empower businesses to automate and enhance customer service interactions through smarter chatbots and AI-powered agent assistance. This release builds on Twilio's commitment to making AI accessible and actionable for all businesses, regardless of their technical expertise. "We believe that AI should be a tool that empowers every business to build deeper, more meaningful relationships with their customers," said Katrina Wong, Vice President of Product Management at Twilio. "With this latest evolution of CustomerAI, we're making it easier than ever for businesses to leverage the power of AI to understand their customers, personalize their experiences, and ultimately drive growth." Twilio's mission is to fuel the future of communications. Millions of developers around the world have used Twilio to unlock the magic of communications to improve any human experience. Twilio has democratized communications channels like voice, text, chat, video, and email by virtualizing the world's communications infrastructure through APIs that are simple enough for any developer to use, yet robust enough to power the world's most demanding applications. By making communications a part of every software developer's toolkit, Twilio is enabling innovators across industries – from emerging leaders to the world's largest organizations – to reinvent how companies engage with their customers. Contact: support@twilio.com