

Parloa // Ibex

Sales Enablement Pt 1 (Core)

Agenda

01 ...• **Introductions**

02 ...• **About Parloa**

03 ...• **Parloa Pitch & Demo**

04 ...• **Selling Strategy & ICP**

05 ...• **Use Cases**

06 ...• **Partnering Together**

07 ...• **Wrap Up & Next Steps**

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Executive Summary

Parloa at a glance

2018
started the journey

200+
Employees

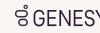
Berlin | Munich | New York

Parloa Inc., 420 Lexington Avenue, New York, NY 10170

**Award-winning
Contact Center AI
platform used by
leading enterprises**



**In close cooperation
with great partners**



Winner
Partner of the
Year Awards

**SaaS Multi-Channel
AI Platform for
contact centers**

**Pre-trained for all
relevant customer
service use cases**

**Easy to use with
low-code front-ends
& APIs**

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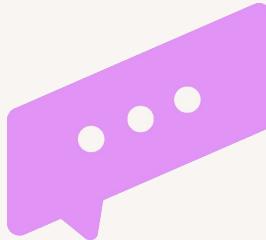
 parloa



Our View on Voice in Contact Centers



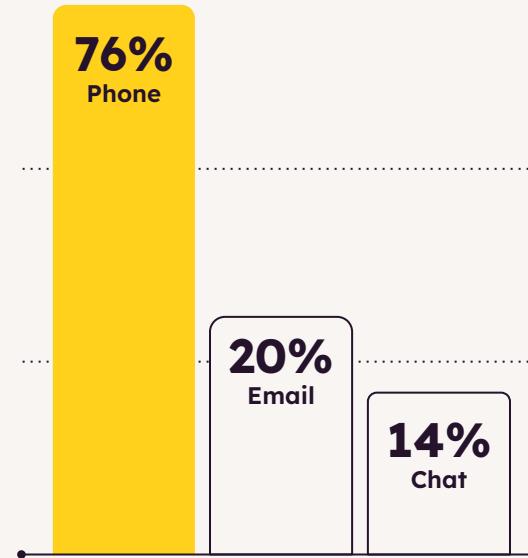
Most AI companies focus on automating contact centers through chat



But the majority of customers prefer to solve their service issues via phone.



User preferences for contact center communication



Why now?

Companies, agents and customers are ready for AI!

Companies:

71%

of agents considered leaving their job in the past 6 months

Salesforce, 2022

92%

of large companies plan to increase investments in data and AI

NewVantagePartners, 2022

Customers:

80%

of customers prefer speaking to a machine if they can avoid waiting

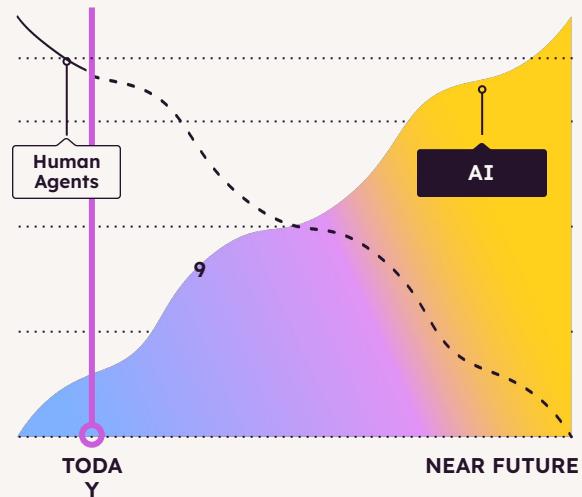
Replicant, 2021

1 in 2

customers switched brands due to poor customer service

Salesforce, 2022

The value creation in contact centers is shifting from humans to AI:



Demo

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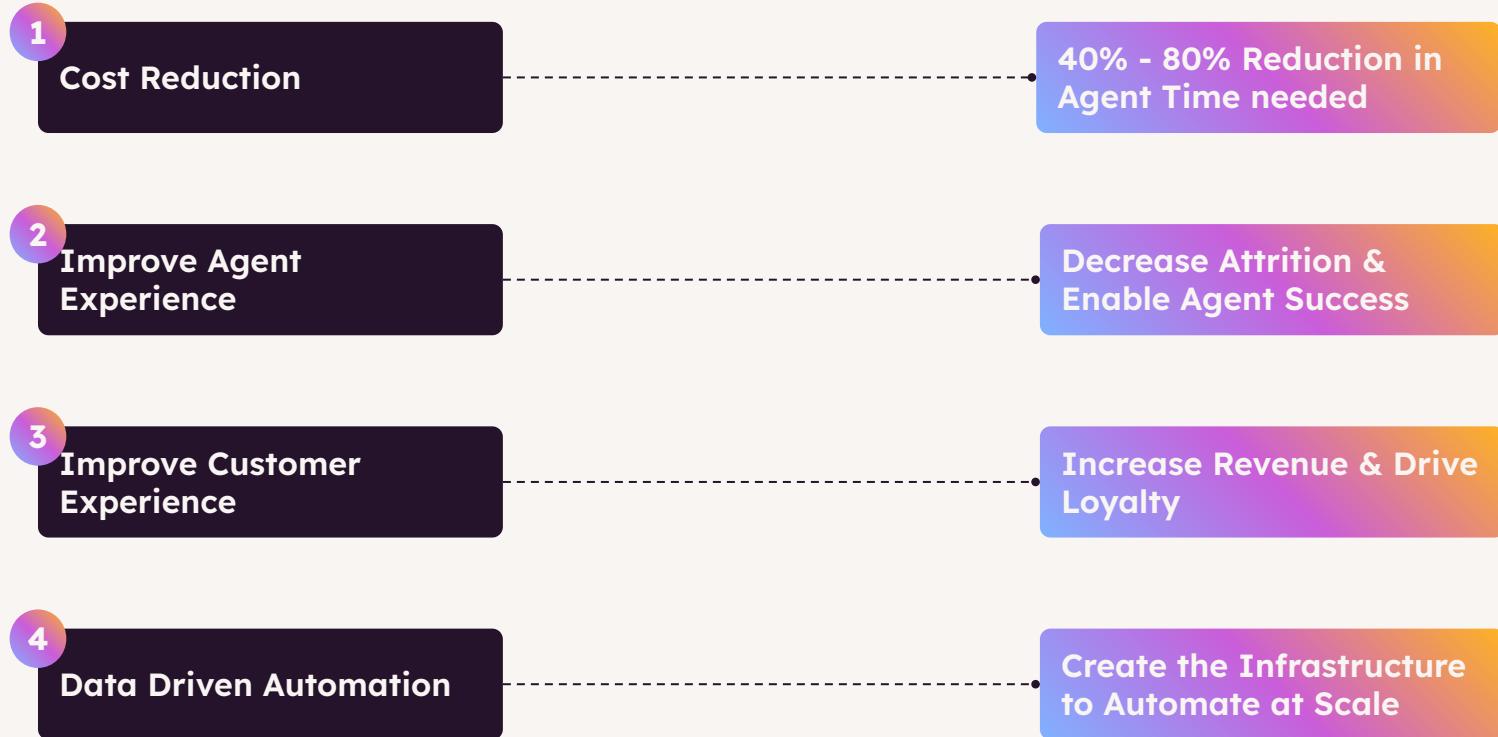
07 ...• **Wrap Up & Next Steps**

 Geo	US & Canada
Monthly Call Volume	100,000+ Monthly Calls 1,000,000+ Annually
Cloud First Criteria	Azure - Ideal if a MSFT Account
 Annual Revenue	\$1BN+
 Industries	<ul style="list-style-type: none">- FSI (Banking, Insurance, Fin Serv.)- Retail/E-Commerce- Travel/Hospitality- Transportation- Telco- Public Services- Utilities

Verticals/Industries

Vertical	IS Included	Examples	IS NOT included	Examples
Telco, Media & Entertainment (TME)	telco providers, newspapers, magazines, tv, radio, websites and everything else that is entertainment related	Axel Springer, RTL, Bertelsmann	Sports teams and organisations, telco OEMs	Samsung, DFB, FC Bayern München
Utility	Providers for energy, gas, water	eON, RWE, all "Stadtwerke"	B2B Oil companies, gas stations, utility manufacturers	ARAL, Shell, Viessmann
E-Commerce & Retail (Ecom Retail)	Retailers, stores/brick and mortar, online retailer and pure e-commerce companies	REWE, Zalando, Aldi Nord & Aldi Süd	Brands/OEMs are not included. Don't take the POS itself into consideration but think about the business of your account: Are they a producer of a certain line of products and also happen to have a few stores or an online shop? Or are they retailers / ecommerce companies who buy and sell products?	Adidas, Swatch, Rolex
Financial Services (FSI)	Banks, private insurances, financial service providers	Allianz, MLP, Deutsche Bank	Public health services	Techniker Krankenkasse, AOK, BIG Direkt
Travel, Transportation & Logistics (TTL)	Travel, logistics and transportation companies	TUI, Lufthansa, Kühne & Nagel, Deutsche Bahn	Physical travel products (e.g. cars, bikes)	Volkswagen, Daimler Trucks
Regions	Anything that IS NOT included in the other verticals	Bayer, Vonovia, BMW	Anything that IS included in the verticals	

Why do companies bring in Parloa



Land Motion

“Goodbye IVR” & FAQs

- Fast Time to Value
- The Trojan Horse for Expansion
- Every Company Has This Opportunity

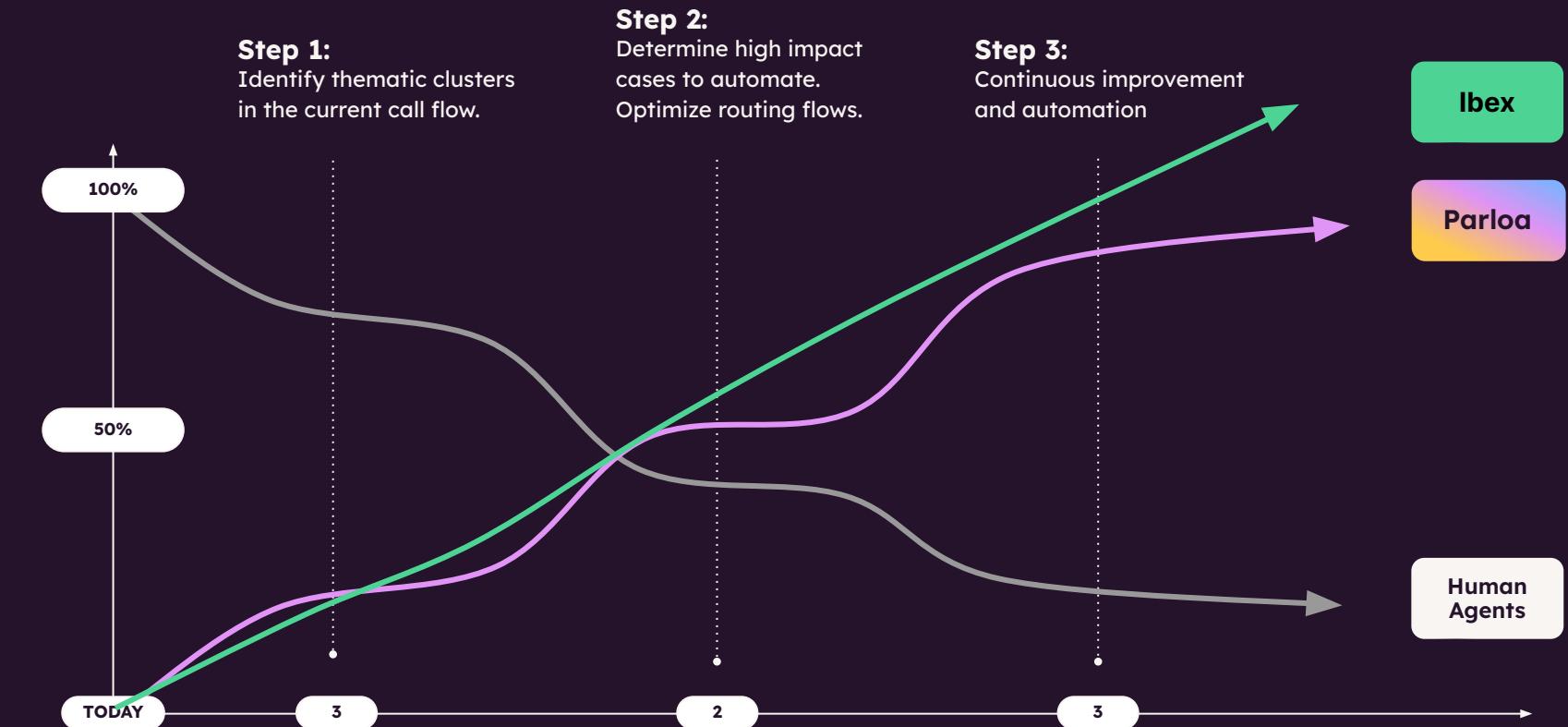
Expand Motion

Authentication & E2E Automation

- Massive Business Case
- Large Services opportunity
- Year Over Year Account Growth



Summary of Phased Approach and Objectives



“Goodbye IVR”

Deflection & FAQs

Current Landscape

\$400B is invested annually into contact centers yet the experience is still frustrating for everyone

The IVR Problem



Agents always have to ask
"why are you calling?"

Touch Tone & NLU IVRs
make it difficult to accurately
gather intent

Voice bots frequently fail or break.

Poor Speech to Text quality
is the bottleneck to
automation performance

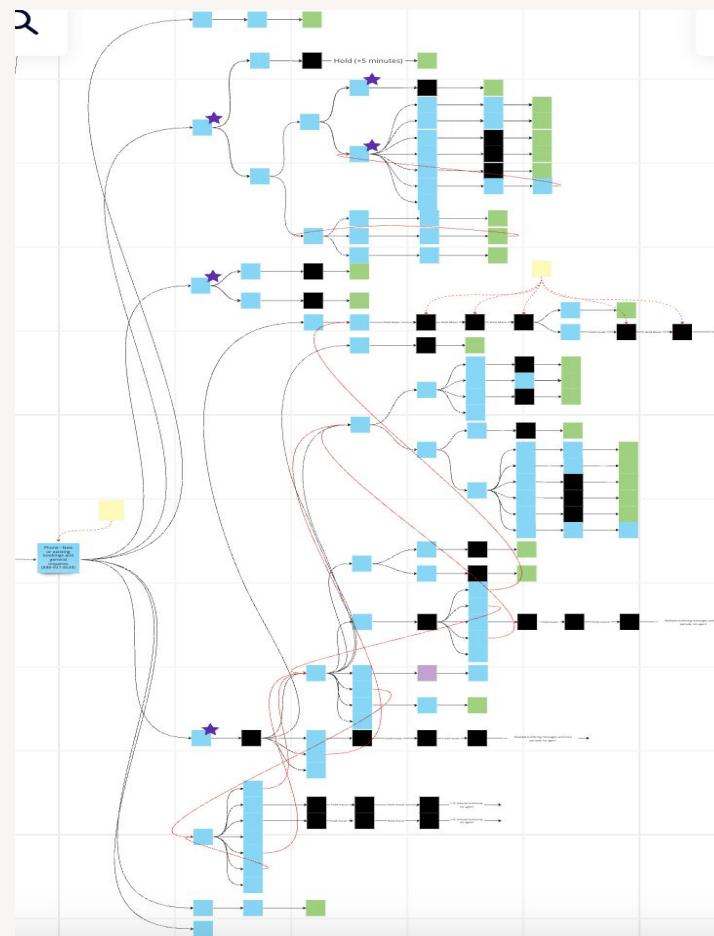
Knowledge Base is used
inefficiently by Agents and Ai.

Proactively Help Agents with
articles and accurate routing
before they get on the call

How do we prepare to pitch customers?



We Call Them!!!





1.000.000

50%
Of Calls

500.000

- Have a Digital Option
- Are a Basic Question

50%
Of Calls

500.000

- Truly Need an Agent

+20%
Of Calls

200.000

- Are Routed Incorrectly

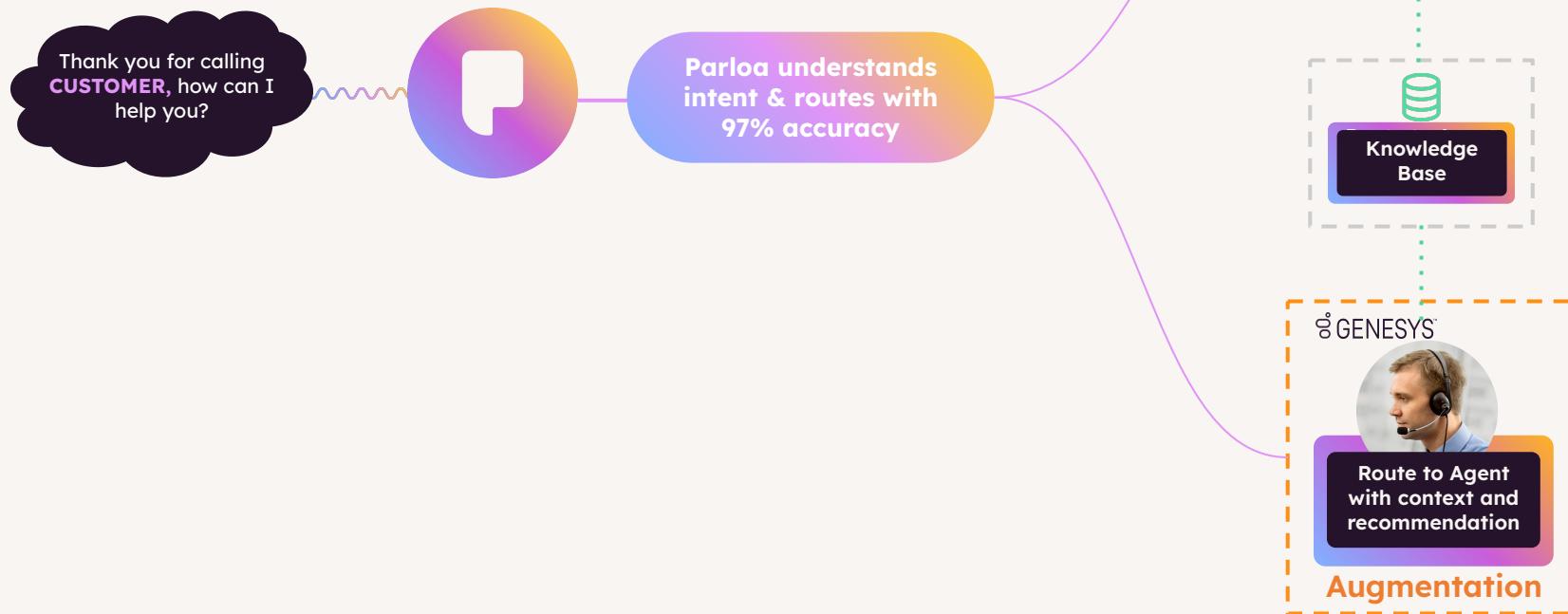
1.200.000

- Calls End Up Reaching Agents



Quickly deliver a game changing customer experience!

Understand intent, help agents succeed, fully automate calls



Proven Value through IVR Replacement & FAQs

Intent Recognition & Routing



"The challenge was to create a routing logic that was as individual as the support we provide and as agile as our mindset. We were able to do this with Parloa." - Swiss Life

97%
Routing Accuracy

60%
Faster Call Resolution Time

68%
Resolution of FAQs

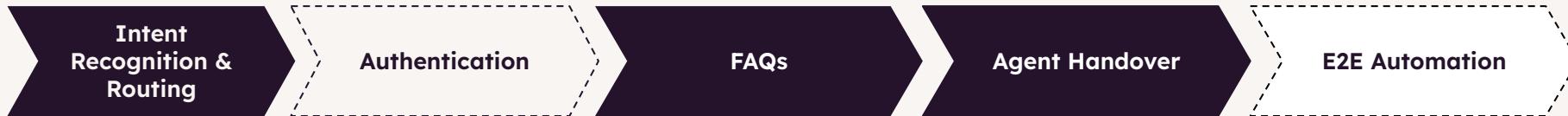
1-3 months
Typical Implementation Timeline

FAQs



"The implementation was rapid despite a complex approval process between 2 external agencies, Parloa and the Customer." - E.ON

Example Business Case - Based on 1M Calls



Item	Time Saving Potential	Realization Rate	Minutes Saved Per Year
Intent Recognition	30 Seconds	97%	485,000
Routing	1.5 Minutes	20%	300,000
FAQs	3 Minutes	20%	600,000
Agent Handover	1 Minute	50%	500,000
*Saved Minutes Per Year			1,885,000
*Saved Costs Per Year			\$3,770,000

**based on 1m calls per year*

**\$2.00 cost per minute*

Authentication & E2E Automation

End-to-end automation: Deflection of time-consuming processes with direct top-line impact

HSE

"At HSE, we had a strong vision for the project, and Parloa and MUUUH! managed to bring it to life: a modern conversational AI that not only improves the customer experience, but also helps us achieve our business goals."

70%

order conversion rate

10%

cross-selling rate that previous solution was not capable of

3:25 min

saving per order placed over Parloa

€77 million

revenue via Parloa in 2023*



44%

of call volume deflected through self-service options



60%

of meter readings automated

2:33 min

saving of agent time per deflected call

2:55 min

saving of agent time per automated call



Authentication: Strong reduction in wait times and repetitive tasks for agents

DECATHLON

"Thanks to Parloa, we've reduced wait times and repetitive tasks for our agents, allowing them to focus more on solving real customer problems over the phone, chat, and WhatsApp."

~80%

authentication success rate across
5 case studies

20%

of agent's time saved

500k+

interactions annually

AdmiralDirekt

95%

accuracy in transcribing insurance
numbers for identification at
AdmiralDirekt

30-40s

of agent time saved per
authenticated call



How do we kick this off

- Meet with AEs and align on 3-5 target accounts
- IVR Analysis, Value Assessment, Acct. Strategy
- Joint Pitch & Sales Motion from Start to Finish





Industry Successes & References

Proven Success within Insurances and Financial Services



GENERALI



Barmenia
Versicherungen

AdmiralDirekt

96%

Routing Accuracy

60%

Faster Call
Resolution Time

95%

Accuracy with
contract & policy
numbers

80%

Authentication
Rate

2-3 months

Typical Implementation Timeline

Common use cases

- Routing
- Authentication
- Claim Management
- FNOL
- FAQs
- Data Changes



Proven Success within Retail

DECATHLON

HSE

20%

Reduction in
repetitive tasks for
agents

3M+

Automated calls
handled

2M+

Orders placed
per year by voice

70%

Order Conversion
Rate

2-3 months

Typical Implementation Timeline

Common use cases

- Routing**
- WISMO**
- FAQs**
- Order Management**
- Troubleshooting**

Take it EASy! The best-selling phone bot in Europe



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"At HSE, we had a strong vision for the project, and Parloa and MUUUH! managed to bring it to life: a modern conversational AI that not only improves the customer experience, but also helps us achieve our business goals."



Uwe Richter,
Director, Customer
Service at HSE

>70%

increase in the order
conversion rate

10%

cross-selling rate
achieved

3M

AI-driven calls
annually

400

simultaneous calls



Improved
reachability during
peak times.



Improved customer
experience.





How Decathlon empowers service agents with Parloa's conversational AI bots across phone, chat, and messenger



"Thanks to Parloa, we've reduced wait times and repetitive tasks for our agents, allowing them to focus more on solving real customer problems over the phone, chat, and WhatsApp."



Olivia Szpiech,
Director of
Customer Service,
Decathlon Germany

500k+

interactions annually

20%

of agents' repetitive
tasks eliminated

74% of customers
are identified by their
order number.



Customized,
channel-specific use
cases.



Ongoing optimization
of customer
experience.



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Parloa + Ibex

Partnering Together

51%



Partner Sourced Revenue

Our partner network is our biggest asset

A few of our most renowned partners

MUUUH! GROUP



GENESYS™



KOM4TEC®

Transcom

inoria

Parloa Partnerships



NTT DATA

tietoevry

VUI.agency

Commercial Models

This is how we make you a part of Parloa's fast growth



Sales Motion

Referral & Co-Selling

- Parloa and Partner jointly drive the entire sales cycle (Demos, Negotiation, Project Management)
- **30% Commission on 1st yr of Annual Contract Value (ACV)**

Reseller

- Partner owns complete Sales Cycle, contractual relationship and 1st level support
- **20% Discount on Total Contract Value (TCV)**

Delivery

Implementation

- Implements Parloa & offers consulting services to customers
- Must be designed certified
 - *Entry criteria: specific project at hand
 - *Target Completion: Two weeks prior to implementation

Example Deal Size (based on call volume) & Partner Opportunity

Estimates only

	Small	Average	Large
Customer calls per year ~range	500K+	5M+	10M+
The Opportunity			
Software (\$) <i>Co-sell – 30% commission 1st yr ACV Resell – 20% discount TCV</i>	\$100k - \$250k	\$250k - \$1M+	\$1M - \$3M
Services (\$) <i>Implementation Partners</i>	\$100k - \$300K	\$300k - \$500k	\$500k - \$1M+
Customer Savings	\$2M - \$5M 	\$5M - \$10M 	\$10M+ 

*Scope of opportunity depends on # of use cases identified

*Services to maintain will depend on customer

What's in it for you?



Revenue Growth



New Business



Innovation



Customer Retention



You want to refer one of your customers or a prospect? We reward you with attractive commissions.

Let's win customers together! We provide the Parloa product and you offer the Professional Services around Parloa.

You want to be the best consultant for your clients? Then recommend the most innovative CAI solution - Parloa.

You want to establish long-term relationships with your customers? Parloa offers endless possibilities in terms of automation - clients usually start with a one or two use cases and add new ones on the long run.



Partner Lead Registration



parloa.com/partners-lead-form/ ☆ 🔍 🗃 ⏪ ⏴ EN Contact Sales New Chrome available

#bettertogether

Let's close this deal!

Ready to put our customers at the center and realize our vision of creating smooth conversations with the help of AI?

Fill out the form to refer your lead!

→ If you have questions, please reach out to your respective Partner Manager.



Parloa Partner ID*

Your Email*
Please enter your Email here

Prospect First Name*

Prospect Last Name*

Prospect Email*

Prospect Job title*

Prospect Company *

Parloa.com/Partners-lead-form

Ibex Partner ID: 2848

Additional Fields:

- Your Email
- Prospect First Name
- Prospect Last Name
- Prospect Email
- Prospect Job Title
- Prospect Company
- Prospect Department
- Address
- Postal Code
- City
- Country
- **Call Volume**
- **Main Channel (voice, chat, etc.)**
- **Additional Information**

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Thank you

Pricing for Core Product

	1 Channel (e.g. Voice)	2 Channels (z.B. Voice + Chat)
Parloa Platform	US \$4.800 per month	US \$5.900 per month

	Committed (in a monthly package)	Overage
Call Minute	US \$0.14 per call minute	US \$ 0.05 call minute
Chat-Conversation	US \$0.032 per chat conversation	US \$ 0.032 chat conversation

Included in pricing:

- User Licenses
- Hosting
- API Calls
- ... and more

Requirements:

- Telephony Connection: SIP
- Service Level: Silver
- Contract Term: 36 months (12 months with surcharge +10%)
- Payment: Yearly in Advance (quarterly w/ surcharge of +5%)
- More details and variations: **Parloa Pricing & ROI Calculator** in consultation with Parloa Partner Manager / Account Executive

