

## Success Definition

# Adoption and Engagement Metrics



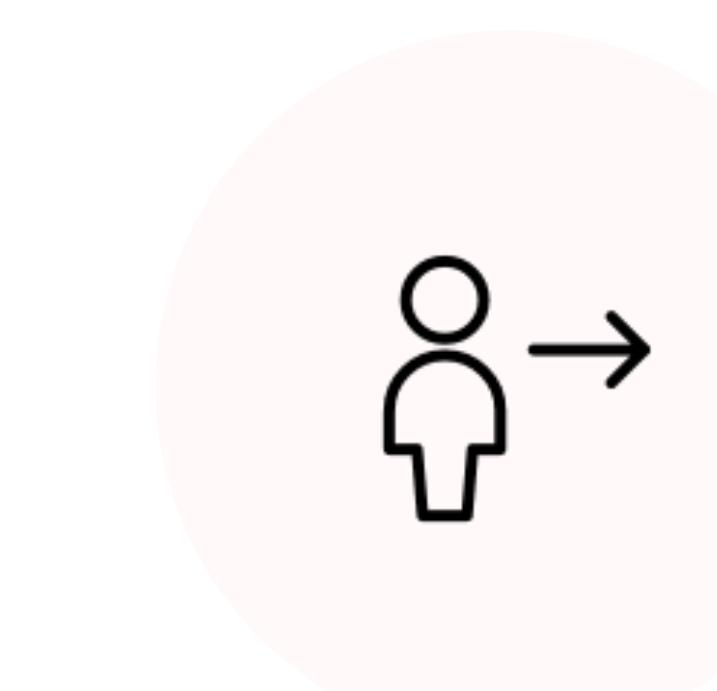
### Increase new accounts for UI driven Products

Increase the number of new customers or businesses signing up for MessageBird's products that have a user interface (UI) for managing communication channels, aiming to simplify user interactions and improve adoption rates.



### Increase the adoption of new Omni channels

Increase the adoption and acquisition of MessageBird's omnichannel communication tools (such as WhatsApp, Voice, Email, etc.) in addition to traditional SMS, with the goal of diversifying and enhancing customer communication strategies.



### Acquisition of new SMBs clients

Add new small and medium-sized businesses (SMBs) to Messagebird portfolio, focusing on expanding the platform's reach in the SMB segment.

## Success Definition

# Product Health/ Quality Metrics



### First Call Resolution (FCR)

Improve overall percentage of customer issues or inquiries that are resolved on the first contact, without the need for follow-up interactions via Inbox.



### Improvement of overall SLA for Handling Time

interaction while maintaining service quality. It ensures that service level agreements (SLAs) for response and resolution times are consistently met or improved, enhancing operational efficiency and customer experience.



### Improvements of overall CSAT

Improve Inbox's customer overall customer satisfaction (CSAT) score, which reflects customers' satisfaction with their experience. The goal is to continuously improve this score by addressing pain points and enhancing the quality of customer interactions via the usage of channels managed via Inbox.