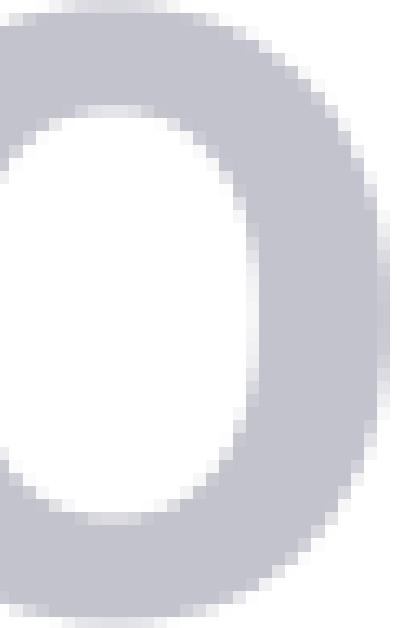


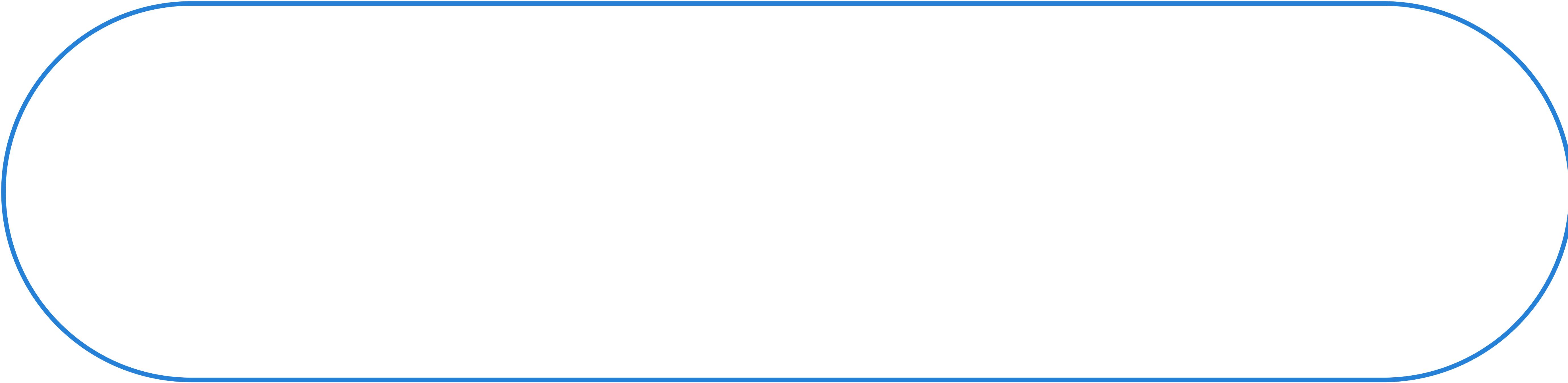
2025 GRAND SLAM SERIES

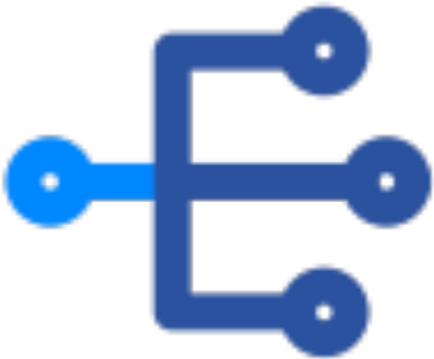


rcit





















Goodbye
Bob
and
Eric

cooperative exercise

Tasks

(New API)

UI that aggregates
the Communication
Channels

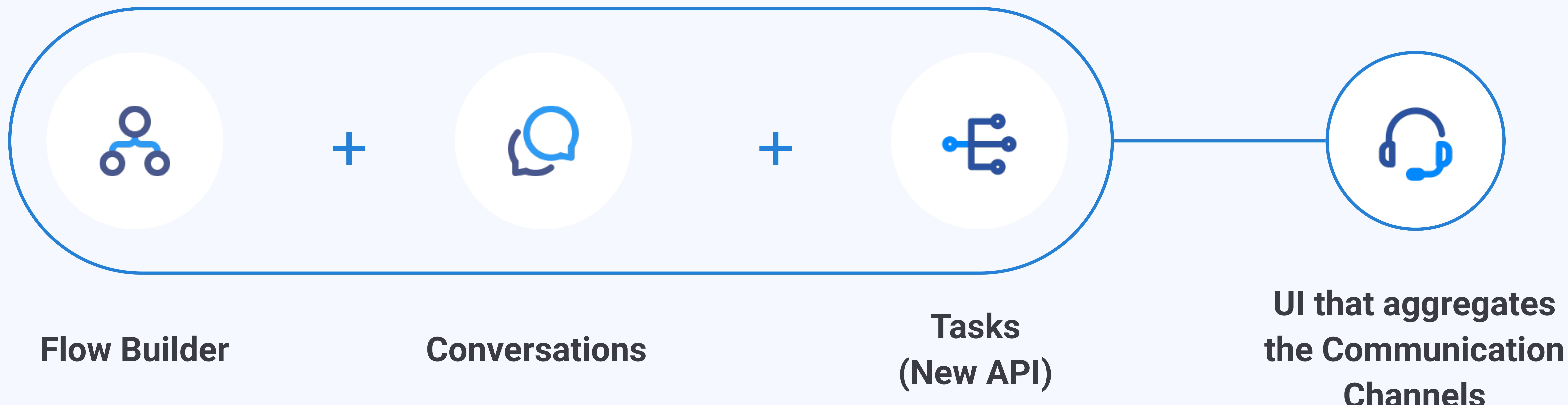
Teach me
choice

Our technical POC design solution combined Flow Builder, Conversations, and Workflows into a single, unified UI. This approach aims to streamline agent workfl

experience. *seamless communication* *negotiation* *channels* *all* *communication*

Technical POC

Our technical POC design solution combined Flow Builder, Conversations, and Tasks into a single, unified UI. This approach aimed to streamline agent workflows *by aggregating all communication channels into one seamless experience.*



The screenshot shows the Hoolie Marketing dashboard. On the left, a sidebar lists various modules: Contacts, Numbers, Insights, SMS, Voice, Conversations, Channels, Flow Builder, Contact Center (marked as 'New'), Integrations, Developers, and Admin. The main area is titled 'Dashboard' and contains several sections: 'SET UP YOUR WORKSPACE' with 'Numbers', 'Contacts', and 'Users and sub-accounts'; 'TRY OUR BUILT-IN SOLUTIONS' with 'Contact Center' (highlighted with an orange bar at the bottom), 'Flow Builder', 'Campaign Builder', and 'Conversations'; and 'BUILD WITH OUR POWERFUL REST-APIS' with 'SMS API', 'Voice API', and 'Chat API'. A 'Welcome, Ullie!' message is displayed on the left side of the workspace.

First Designs

Dashboard Placement

We placed the Contact Center module in a key spot on the dashboard, *where 83% of users discover new products—spending just 4.8 seconds on their first visit*. By using that short window wisely, we increased visibility, improved discovery, and boosted adoption potential.