Acqueon
Cisco Contact Center Tech Summit
April 2023

Acqueon: The Conversational Engagement Platform
Powering Proactive Revenue Generation & Customer Engagement
Presenters: Manoj Bhatia, VP Alliances (Cisco), Kevin Dlugasch Director, Solution Engineering)

ACQUEON

Conversational Engagement Platform *powered by AiQ*

What We'll Cover Today

1. Acqueon Overview
2. Solution Architecture
3. Impact together
4. Call to Action

ACQUEON AT A GLANCE

Fueling growth through powerful, trusted conversations since 2019

200+
Customers Globally

110K
User Licenses

5B
Omnichannel Interactions/Year

75%
Healthcare & Financial Services
Ideal customer profile

Founded 2019 |Offices in Dallas, Chennai & Bangalore | 250 Employees

ACQUEON

THE PLATFORM THAT TRANSFORMS THE CONTACT CENTER INTO AN ENTERPRISE CUSTOMER ENGAGEMENT HUB

S+: UCCE/PCCE, WxCCE, UCCX
OEM: WxCC

ACQUEON ENGAGEMENT (AE)

ADVANCED CAMPAIGN MANAGER

Omnichannel orchestration & built-in, complete compliance

ACQUEON AIQ™

REAL-TIME CONVERSATIONAL INTELLIGENCE

Real-time Agent Guidance, Coaching & Automated QM on 100% of Calls

CRM/EHR CONNECTORS

SALESFORCE & EPIC (FOR AGENT & BOTS)

Full access to patient & customer data directly in the agent experience & IVR/Bots

AGENT EXPERIENCE

UNIFIED SINGLE PANE AGENT DESKTOP

Modern, customizable desktop configured with the exact widgets agents need to succeed
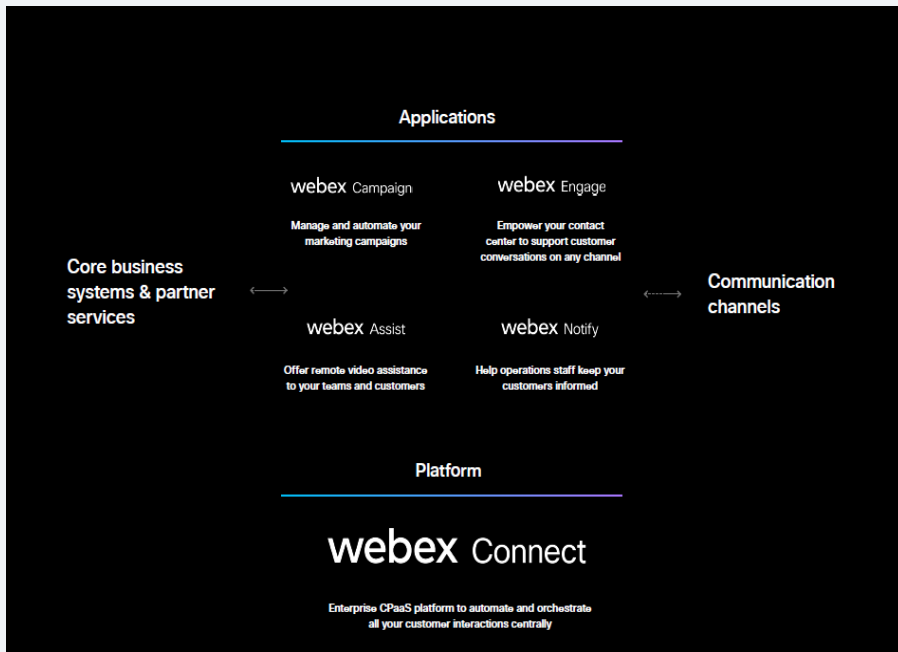
Using Acqueon generates big revenue, retention & compliance results in the contact center for Sales, Service, Collections & Revenue Cycle Management teams.

SOLUTION:
OUR CONVERSATIONAL ENGAGEMENT PLATFORM

Acqueon Engagement Cloud powered by AiQ™

How "CAMPAIGNS" *differ*

CPaaS world: Webex Campaign, Engage, Assist, Notify are CPaaS centric, "non-voice" applications

CCaaS world: Campaign is an "engagement" play
True campaign for a regulated industry needs voice, digital channels, integration to dialer-pacing modes, list management and compliance etc.

ACQUEON IS YOUR ONLY CHOICE "OEM Add-on with EVERY WxCC deal"

Acqueon Engagement Cloud: Conversational Engagement Platform
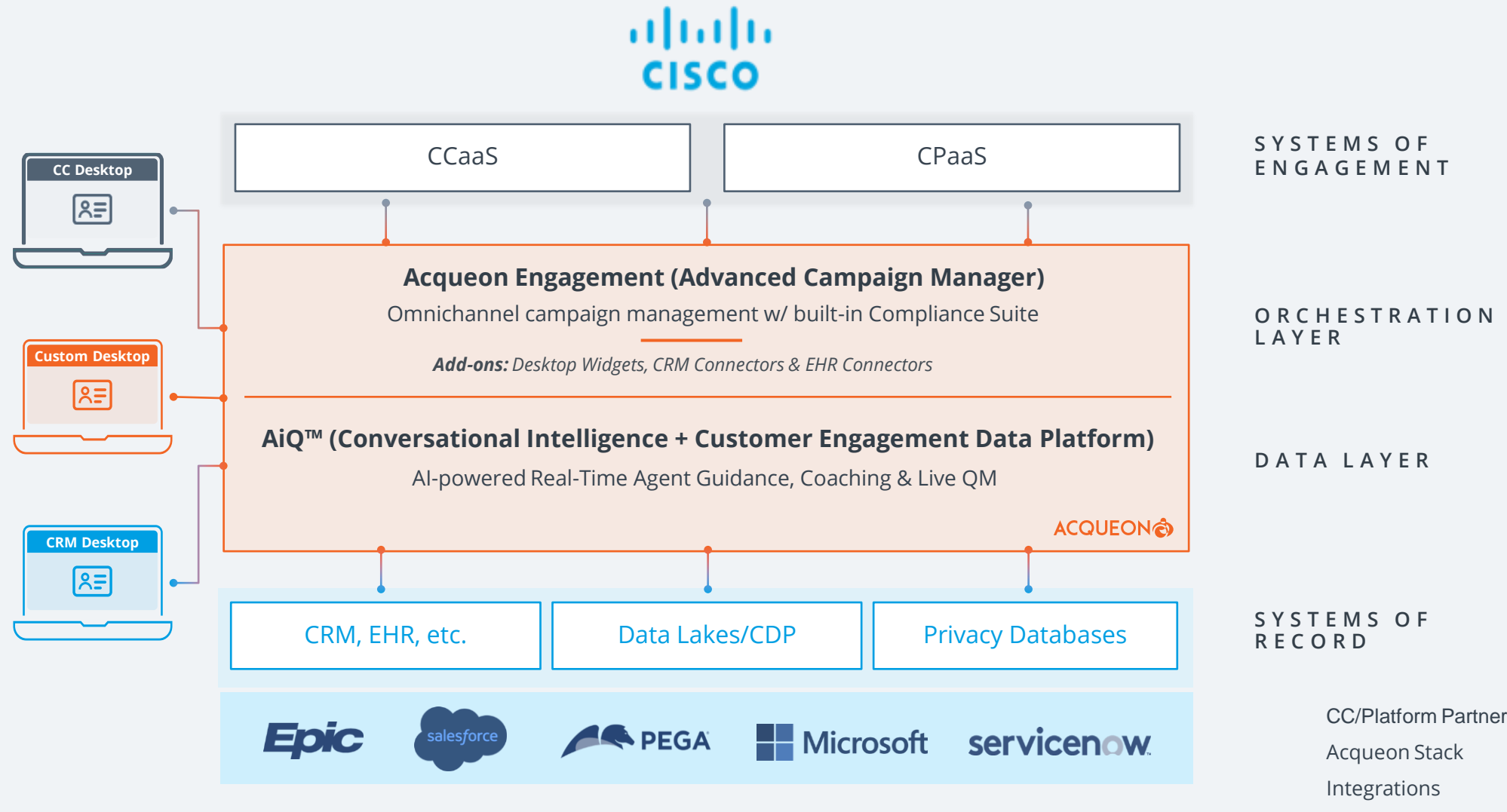
Acqueon's Conversational Engagement Platform

✓ **Acqueon Engagement**: *Advanced Campaign Manager (plus built-in comprehensive compliance) integrated with leading Contact Centers & CRMs*

✓ **Acqueon AiQ™** : *Built-in Conversational Intelligence capabilities + Customer Engagement Data Platform*

Omnichannel/Outbound Campaign Management	*AI-powered & Intelligent Proactive Campaigns*	*Agile & Outcome Focused Agent/Admin Tools*
Acqueon Engagement (AE)	**Acqueon AiQ™ (AiQ™)**	**Acqueon = Agility**
• Voice, 2-way Text/Messaging & Email • Built-in Compliance Suite (DNC, TCPA, OfCom, many more) • Omnichannel/cross-function campaign-chaining • Automate changes in strategy based on customer response	• Advanced segmentation & AI-driven predictive data models *(Best Time/Best Channel to Contact, Propensity to Pay/Buy)* • Optimize campaign outcomes w/ analytics, AI-powered Conversational Intelligence • Contact Center, CRM & Database agnostic	• Single-pane of glass Agent UI/Experience • User-friendly; easy-set up/ changes • Real-time Agent Guidance, Coaching & QM • Next Best Action workflows • Customer Journey widgets • Rich customer/conversation context

Crafting a WxCC customer opportunity with Acqueon

1. Prospecting: Engage early with Acqueon on uncovering the customer needs
2. Schedule a demo on WxCC
3. Help customer on 3Cs
- **Campaigns** (boost sales)
- **Collections** (recover revenues)
- **Compliance** (manage risk, save $$)
4. Work on RFP response, proposal creation with Acqueon
5. Explore early Demo /PoC options
6. **Good news on Progressive and Predictive dialer modes support from Cisco!**
(Don't get left out of any RFP)

ACQUEON + CISCO

Cisco CCE, CCX, WxCC

Cisco View:Acqueon Engagement (AE) is a cloud based SaaS offer *… supports all Cisco CC platforms*

ACQUEON

Webex Contact Center (WxCC) (OEM)

On-premises Contact Center – CCE,CCX (S+)

Cisco Webex

Call | Meet | Message | Devices | APIs/SDKs

Voicea | CloudCherry | Analyzer | Other

Cloud Contact Center Options

Webex Contact Center / Webex Contact Center Enterprise

	CC Flex Standard Agent Features	CC Flex Premium Agent Features
Positioning	Leading offer "Things a customer *needs*"	High value "Things a customer *wants*"
Features[1]	Inbound voice IVR port Preview outbound New: chat & email (agent assisted) New: Journey Data Services[1] New: Elements of Webex XM[1] New: Webex Connect (self-service channels)	All in Standard plus SMS, WhatsApp, Facebook Messenger (agent assisted) Predictive & Progressive Dialer[1] Supervisor features Future*: Smart Audio (BabbleLabs) [1] Future*: Apple Bus Chat, Twitter, others[1] Future*: Enhanced recording[1]
List Price	WXCC: $115 Concurrent, $85 Named WXCCE: $155 Concurrent	WXCC: $170 Concurrent, $130 Named WXCCE: $235 Concurrent

Acqueon ADD-ONs

Rules: Acqueon software additions are per agent or per port basis.
1) Core: Acqueon Engagement (Per Agent Per Month basis): $70 PAPM LIST
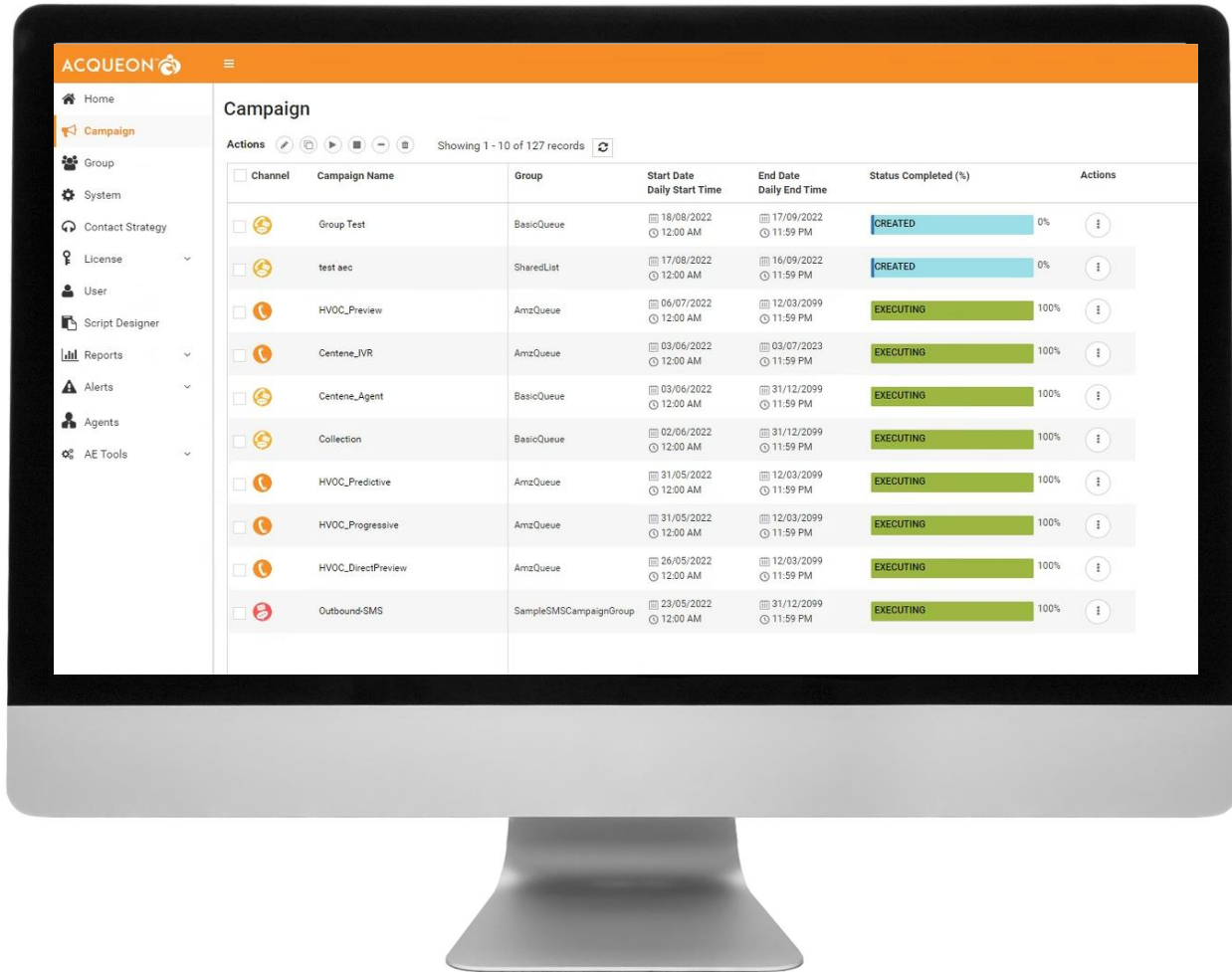2) Specials (deal size expansion)
   - Acqueon Compliance Data Module (per agent per month basis): $30-$60 PAPM List
   - Acqueon Digital Message Transactions (e.g. 200K transactions/mo): depends on bundled package (~$2K) or PAPM mode
   - Acqueon Accelerated dialing /agentless IVR: $45/PAPM

ACQU

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ACQUEON ENGAGEMENT: ADVANCED CAMPAIGN MANAGER

HIGH VALUE FEATURES

✓ Omnichannel Campaign Orchestration:
  Voice, 2-way Text/Messaging & Email
✓ Platform-agnostic:
  Integrates with all leading Contact Centers/CRMs/EHRs so CIOs leverage existing tech investments
✓ Built-in Compliance Suite:
  Mitigates/prevents Compliance risk
✓ Single-pane of glass Agent UI/Experience:
  Lower AHT, Higher FCR, Happier Customers, Happier Agents

BUSINESS VALUE/OUTCOMES

✓ Powerful proactive customer engagement
✓ Increased connections/closes/conversions
✓ Huge increase in ROI/KPI metrics for proactive Sales, Service & Collections
✓ Automate changes in strategy based on customer response/actions
✓ Process automation & efficiency increase
✓ Valuable conversational data for the entire business

Direct Performance Increases & Results Using Acqueon

AGENT PRODUCTIVY

+15-18%

RIGHT PARTY CONTACT RATE

+7-10%

COMPLIANCE ADHERENCE

+50-60%

ENGAGEMENT RATE

+10-15%

CAMPAIGN EFFECTIVENES

+25-30%

SWEET SPOT USE CASE #1:
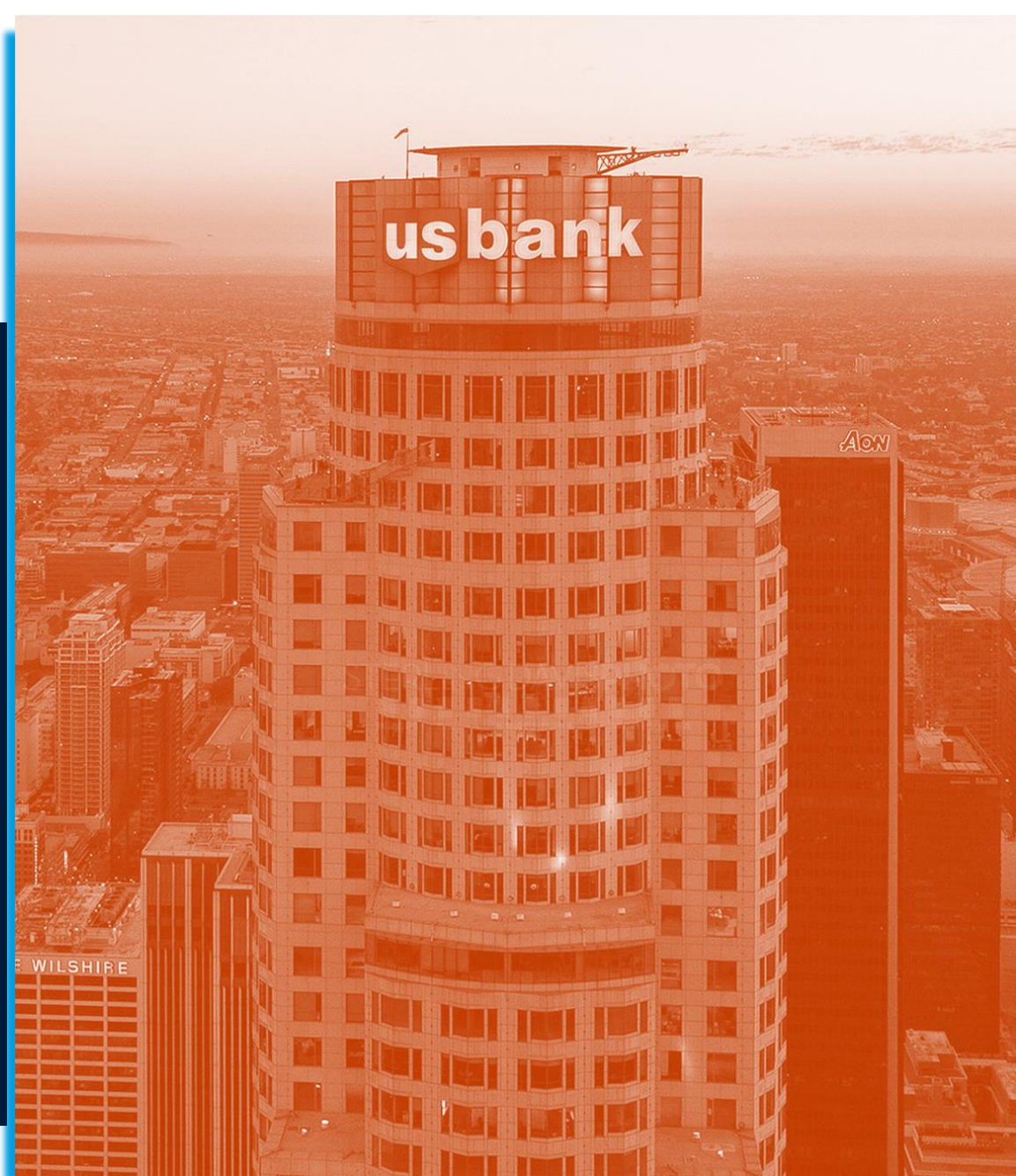
Banks/FinServ Revenue Generation & Recovery

TARGET ICPs & BUYERS *(responsible for/head of):*

- Banks & Credit Unions
- Insurance Companies
- Lenders

Sales team/Sales desk, Collections, Contact Center or IT/Operations

QUICK WIN USE CASES

- Proactive Sales & Speed to Lead (Credit Cards, Auto & Home Insurance)
- Policy/Loan Renewals & Upgrades
- Credit Card & Mortgage Collections
- Holistic Omnichannel Compliance— one tool, one view for TCPA, DNC, FDCPA, State +

SWEET SPOT USE CASE #2:

Healthcare Revenue Generation & Recovery

🎯 **TARGET ICPs & BUYERS** *(responsible for/head of):*

HEALTHCARE PROVIDERS & HOSPITAL SYSTEMS:

Patient Engagement, Revenue Cycle, IT/Ops, Contact Center

HEALTHCARE PAYORS (INSURANCE):

Member Engagement, Sales, IT/Ops, Contact Center

💲 **QUICK WIN USE CASES**

PROVIDER:

- Proactive Appointment Reminders & Notifications
- Patient Engagement w/ Epic Connector (scheduling, prescriptions, referrals, triage)
- Collections

PAYOR:

- Policy Sales/Renewals
- Proactive Member Engagement for Population Health Management

High Value Areas Where Acqueon Has a Massive Impact

Business Functions	Challenges	Industries
AR: Collections, Payments	Campaign Management	BFSI / Financial Services
Sales: Lead Generation	Multiple Lists Management	Healthcare (Providers/Payors)
Service: Customer-Patient-Citizen	Compliance	Government & Public Sector
Appointments: Schedule-Remind	360-view of Consumer	Retail & Distribution
Proactive Engagement / Journey	Agents & Talent Shortages	Travel & Hospitality
Notifications-Updates-Reminders	Agent Efficacy	

Call to action: How Acqueon gets you the net new revenue?
...solve customer problems, expand deal size, grow more stickiness

Acqueon Campaign and Collections Package

- Cisco WxCC Customers: Add Acqueon OEM (Outbound campaign)
- Genesys :Add Acqueon LCM

100 CC outbound agents
ARR Uplift: $90K

Cisco + Acqueon Compliance Package

- Cisco WxCC Customers: Add +Compliance Package to "Campaign + Collections"
- Genesys: Add Acqueon Compliance Module

Additional ARR Uplift: $50K

Cisco + Acqueon Special Add-ons

- Agentless Dialing
- Call deflection and RoI from simple callback use case – reduce toll free costs
- SMS and digital channels
- Connectors: CRM, Epic Connector in Healthcare, Jack Henry (JH) Connector in Financial Services (Credit Unions)

Additional ARR Uplift: $50-$100K

Integration with Cisco CCE in Customer Datacenter

- Site-to-Site VPN connection has two VPN tunnels (for high availability) between Acqueon AWS VPC, and customer gateway (A VPN device) on the remote (on-premises) side
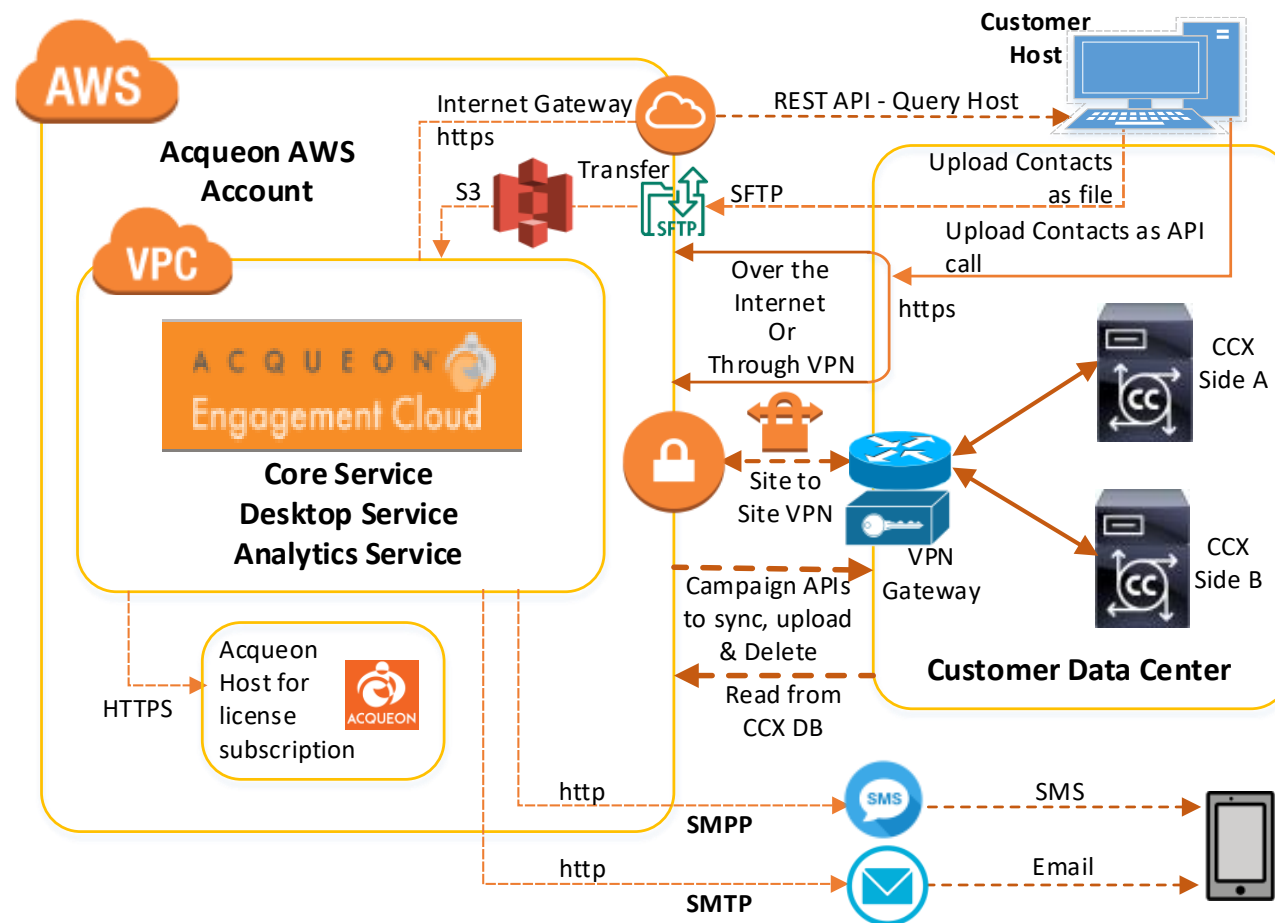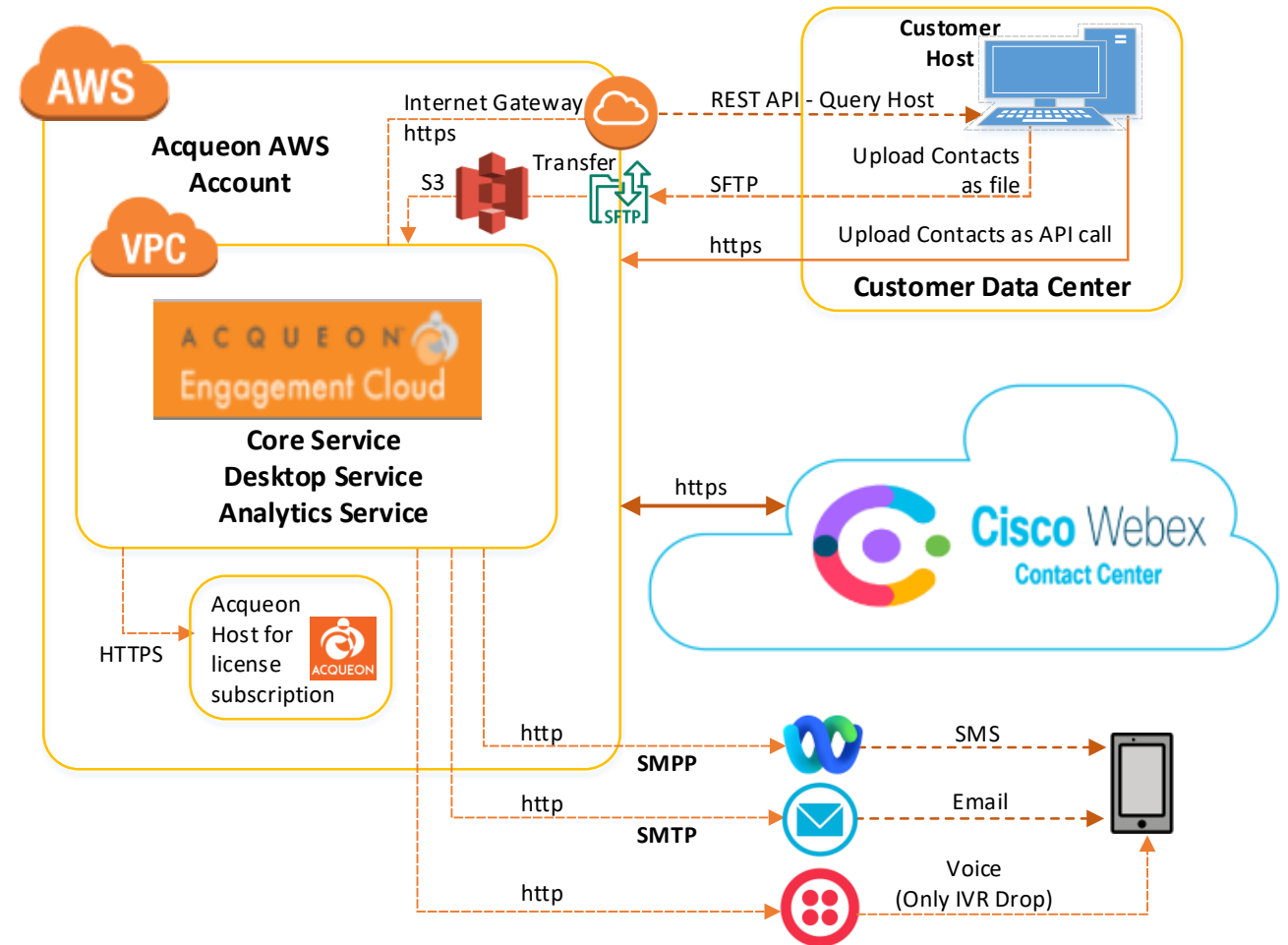- Customer Host within Customer Data Center is accessed through VPN tunnel
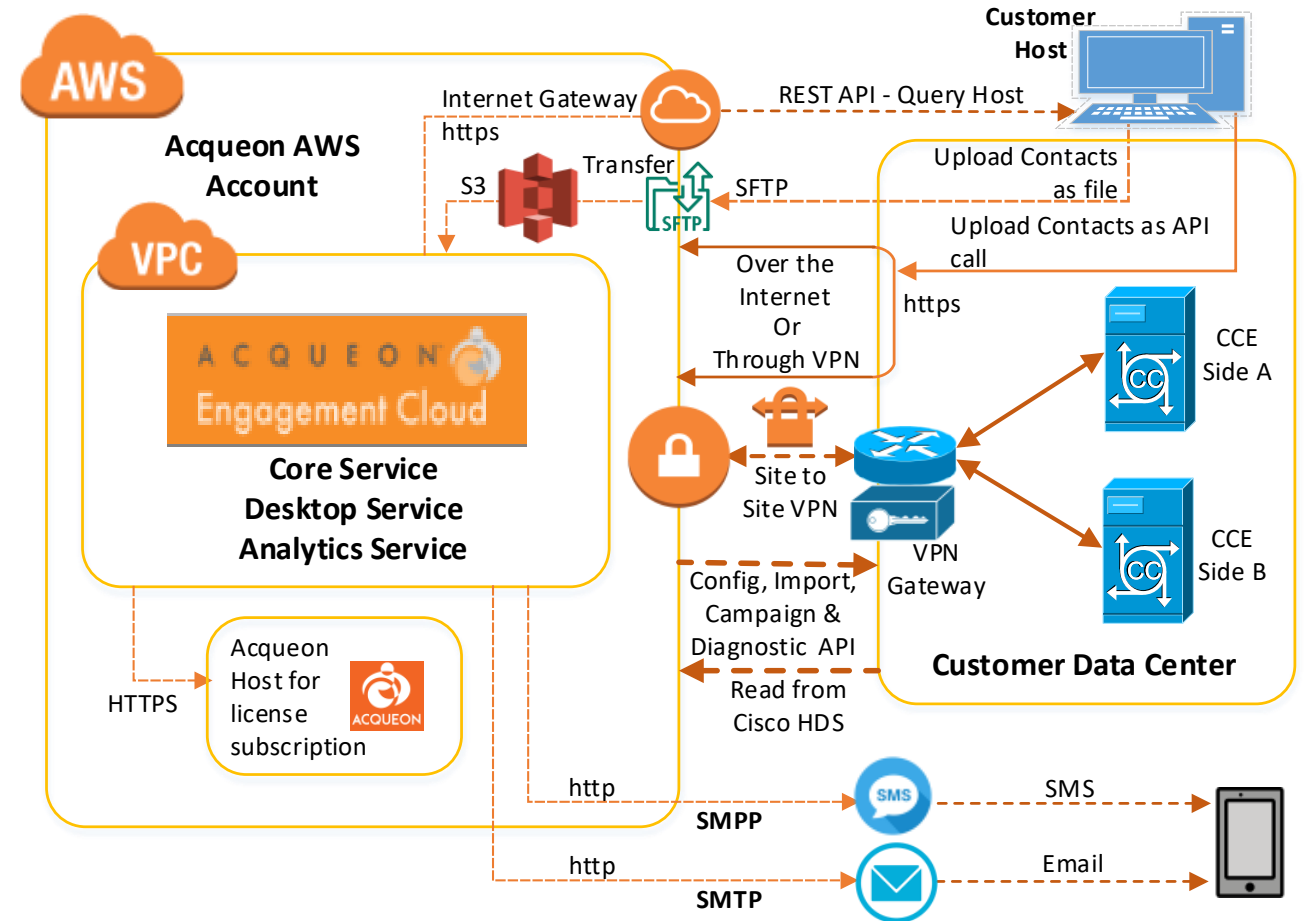
Integration with Cisco CCX in Customer Datacenter

- Site-to-Site VPN connection has two VPN tunnels (for high availability) between Acqueon AWS VPC, and customer gateway (A VPN device) on the remote (on-premises) side
- Customer Host within Customer Data Center is accessed through VPN tunnel

Integration with Cisco WxCC Cloud

- Acqueon Cloud communicates with Cisco WxCC Cloud over the internet
- Communication includes providing contacts and receiving dial outcomes back
- Webex Connect (Using SMPP) can be used for SMS Channel
- Acqueon Engagement does not integrate with Webex Connect using API for Digital channels
- External CPaaS provider like Twilio can be used for Voice Drop Campaigns

AWS

Acqueon AWS Account

Internet Gateway
https

REST API - Query Host

Customer Host

S3   Transfer

Upload Contacts
as file

SFTP

VPC

https

Upload Contacts as API call

Customer Data Center

ACQUEON Engagement Cloud

Core Service
Desktop Service
Analytics Service

https

Cisco Webex Contact Center

HTTPS

Acqueon Host for license subscription

http   SMS
SMPP

http   Email
SMTP

http   Voice
(Only IVR Drop)

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THANK YOU!
CALL US FOR A DEMO and ENGAGE US!

We look forward to continuing the conversation!

Resources, Recorded Demos & Product Videos

- [VIDEO - 10min Acqueon Software Overview Demo](#)
- [VIDEO Acqueon Workflow Builder for Cisco Demo](#)
- [VIDEO Acqueon Engagement for Cisco Webex Contact Center (in-depth Demo](#))

THANK YOU!
CALL US FOR A DEMO and ENGAGE US!

We look forward to continuing the conversation!

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Conversational Engagement Platform *powered by AiQ*

BACKUP

Sales Pitch on how to uncover opportunities in outbound space

CUSTOMER ENGAGEMENT 2023:

CLOSING THE 3 GAPS

PART 1

1

CAPACITY GAP

REVENUE GAP   **DATA GAP**

Contact Center traffic growth outpaces agent and automation capacity

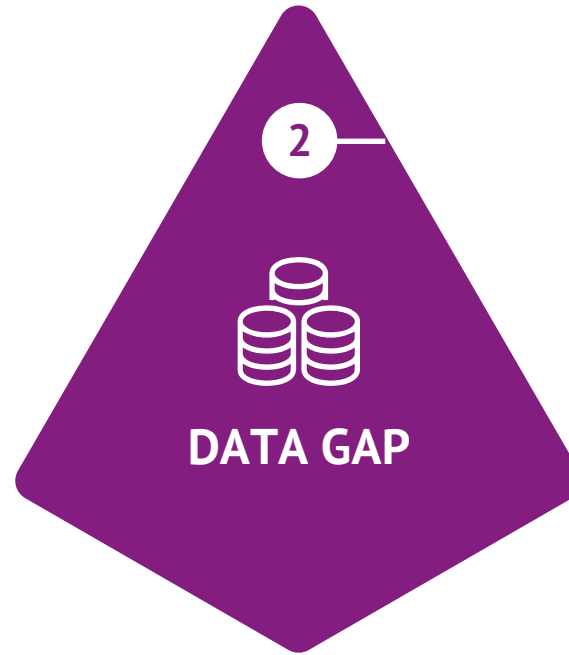Agent recruiting and retention hinges on hybrid/flexible work

✓ **Campaign-Driven Callbacks**

- Erase traffic surges with scheduled callbacks

- Reduce Handle times with callback grouping

- Drive to SELF SERVICE. If they don't know about it that can't use it.

CUSTOMER ENGAGEMENT 2023:

CLOSING THE 3 GAPS

PART 2

2

DATA GAP

CAPACITY GAP   **REVENUE GAP**

Enterprises continue to fail at proactive service

Personalization is the next frontier of engagement

Proactive Service

- Activate omnichannel engagement using voice, SMS, and email

- Leverage data/CDP to enable proactive service

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CUSTOMER ENGAGEMENT 2023:

CLOSING THE 3 GAPS

PART 3

3

REVENUE GAP

DATA GAP

CAPACITY GAP

Sales activities shift to digital and virtual

Collections must become collaborative, assisting customers in hardship

✓ **Customer Engagement**

- Turn on Rapid Lead Response and digital selling

- Modernize your engagement system for compliance

- Lead with Digital then Voice

CONSUMER BEHAVIOR, NEEDS & EXPECTATIONS HAVE CHANGED...

But Most Businesses Aren't Keeping Pace.

87% VS. 15%

U.S. adults who want to be contacted proactively by an organization or company vs. how many receive proactive communication
(Gartner)

80%

of enterprises rely on MANUAL processes to orchestrate outbound customer communication
(Forrester)

ONLY 7%

Execs who are currently orchestrating customer communications across digital channels
(Forrester)

20%

Nearly 20% of enterprise execs say they have NO GOVERNANCE for outbound messaging
(Forrester)

32

PROACTIVE
OR PLANNED FUTURE
CONSUMER ENGAGEMENT

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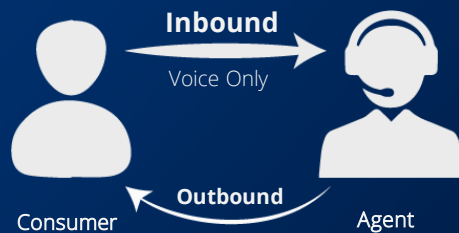Conversational Engagement Platform *powered by AiQ*

Customer Sales Journey – Digital Transformation

Acquire

- WWT Sales team wins Logo
- Customer gets great CCaaS
- Often walk before run in CXone product set.
- Voice focus often
- Voice outbound & dialer
- **Primarily reactive**

Inbound
Voice Only

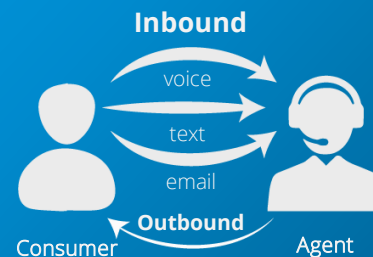**Outbound**

Consumer   Agent

GOOD

Grow

- CSAs educate & grow
- Value to digital transformation
- Focus is typically ACD omni routing with early adoption of self services channels.

Limitation for high digital + voice engagement is complexity to build, manage while providing compliance for each interaction
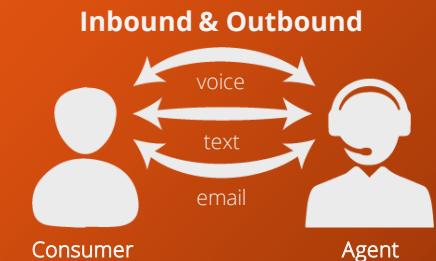
Inbound
voice
text
email
Outbound

Consumer   Agent

BETTER

+Grow with ACQUEON

- Mature, Modern, or Proactive v Reactive thinking customer
- Embraces **True Customer Journey; Past, Present and** *Future* ...
- Regardless of complexity of campaign sequences, chains, and...
- governance of compliance in real time for all interactions.

Inbound & Outbound
voice
text
email

Consumer   Agent

IDEAL

True Customer Interaction Journey – Past Present Future

PAST

<u>Historical Interactions</u> for single or multiple customer sources but available in CC agent.

Top Right Contact Center excels in creating history across multiple systems.

OEM is GREAT here

PRESENT

<u>Live agent actions</u>. Ideal inbound interaction type, to ideal agent. Autoreplies and single outbound blasts. Agent Dispositioning of interactions. WFO.

Compliance is manual

OEM is GREAT here

FUTURE

<u>Plan best cost-effective outreach based upon function.</u> Educate & inform. Build ideal sequences of omni started proactively or from a disposition action or from an action from within an existing campaign in real time all checked for compliance in real time. This is hard.

OEM + ACQUEON is GREAT here

GAP in Uncovering Opportunities

- I know Acqueon Products now and am ready to win

- I say to my prospect or customer as part of my 100-vendor discovery sheet, "Do you need outbound, or a dialer, even, campaign management?"

- Answer most often, nah, don't need to sell time shares in Florida to anyone.

- Try this, "Do you feel like your company is aligned with the current expectations of consumers to get proactive and educational, digital first then voice last, communications? Have struggled to link your sms outbound to the rest of your business? How about you handling outbound compliance to regulations? Are you still relying on word of mouth to drive self service?"

- If they have sales, service, and/or collections teams, these questions will likely lead to a desire to do these things, but it became too hard, or regulations became too scary.

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Increase Revenue - Collections & AR Results

Total Revenue Collected TRC +12%
Time To Receive Payment TTRP -35%
Cost Per Collection -18%

Key Points Driving

- *Timely and profession digital plus voice sequences* in addition to the typical paper bills and heavy predictive outbound dialer lead to better results and late payer retention.
- *Digital Costs Less*
- Acqueon Engagement *makes it easy* to set up, manage, automate, and iterate upon ideal sequences of planned interactions.

Presume $10M annual collections Nut
- TRC +12% equals additional **+$1.2M**
- TRC to $11.2M

Value of Receiving Payment Earlier on 30 days Late
- TTRP Time to Receive Payment +35%
- 10M equals $27,397 per day
- If you receive payments 10 days earlier, you cash flow changes by 10 x $27,397 or $273,970
- **Value of $273,970 earlier**

Reduce Operational Cost – Call Avoidance / Deflection

% of Calls Avoided : %CA - Call Avoidance +10%

% of Calls Resolved through Self Service : %CRSS +24%

Cost Per Interaction : CPI -22%

Key Points driving

- Informed/ educated consumers call less
- Digital costs less
- Acqueon Engagement makes it easy to set up, manage, automate & iterate ideal & planned sequences

Example: %CA % to Call Avoidance

Sequence of interactions caused 10% of calls to not call or pursue Self Service

Call Cost: $5 / 1M calls Annually

100,000 x $5 = $500,000 going to reduction in OpEx

Reduce Operational Cost – Average Handle Time

Average Handle Time AHT: -10%
Cost Per Call CPC: -10%
Net Promoter Score: +8%

Key Points Driving

- Increase Ideal Outreach
- Increase Outreach using Digital
- Increase Education and Awareness of consumer
- Digital is low cost
- Voice as last resort

Example: AHT and CPC -10%

Sequences of interactions providing ideal awareness, education, notification, typically shorten the AHT by 10% depending on call type.
- A $5 interaction now becomes $4.50
- 1M calls @$4.50 versus $5, saves $500K