



CONVERSATIONAL MIDDLEWARE



Intelligently Connecting Customers with Business in the Channels they use

AI-driven Customer Engagement connecting customers with businesses via Conversational Messaging

Webio's AI-driven 'Conversational Middleware' platform uses the power of AI and machine learning to introduce a 'blended approach' to customer engagement that lets automated bots work alongside contact centre agents to seamlessly engage with customers via messaging apps and voice first interfaces to deliver optimal customer conversation outcomes.

With 9 out of 10 consumers wanting to message businesses using their favourite messaging apps, B2C conversational messaging is no longer a 'nice to have' but is crucial for effective customer engagement. The challenge for the Enterprise is adapting quickly to this new world of conversational messaging and delivering immediate ROI.

Webio's conversational middleware platform enables enterprises to reach out and connect with customers in the channels they use i.e. WhatsApp, SMS, Messenger, Apple Business Chat, Android RCS, Alexa or Google Home.

Using the power of AI and NLP to automate millions of customer conversations using chatbots and seamlessly blending live contact centre agents into customer conversations. Webio's Propensity-X machine learning engine predicts conversation outcomes and guides conversations to next best action ensuring that conversations are always moving towards a successful business outcome.

Conversational messaging engagement is delivering significant results with increases in customer contact rates and agent productivity, reductions in unwanted calls, operational costs and improved customer experiences.



Competitive Advantages

- **AI and Automation:** Automate millions of customer conversations with Webio AI chatbots to achieve improved customer engagement and operational efficiencies.
- **Propensity - X Machine Learning Engine:** Predict conversation outcomes and naturally guide conversations to their next action.
- **Blended AI Engagement:** Seamlessly blend conversations between AI chatbots and agents across the customer journey.
- **Skills Integration:** Add unlimited skills to incorporate action driven capabilities into conversations, e.g. payments, surveys, bookings.
- **Bot Building Capabilities:** Powerful bot building mapping and design functionality.



Target Markets

- Focus is on B2C organisations with significant contact centre operations.

Target Industries:

- Retail
- Financial Services
- Utilities
- Telecoms.

Target Business Divisions:

- Customer Services
- Logistics
- Credit & Collections
- Sales & Marketing
- Customer Experience.



Use Cases

- **Shop Direct Group:** UK's largest online retailer/integrated financial services provider. Shipping over 50 million orders a year, Webio automated 40% of customer conversations to deliver significant efficiencies and savings.
- **Anglian Water:** One of the UK's largest utilities with over 7 million customers. Working with their Credit & Collections teams, Webio improved digital customer engagement from 7% to over 35%.
- **Zinc Group:** Leading UK Financial Services BPO. Webio's digital conversations enabled Zinc to engage with 50% of customers they previously failed to make contact with using traditional channels.



References

- Webio currently has 11 clients.
- Webio has received numerous UK awards:
 - *Credit Awards:* Best Use in Technology
 - *Credit & Customer Service Award:* Best Use of Technology
 - *Credit Technology Awards:* Innovations in Collections
 - *Credit Collection & Technology Awards:* Customer Engagement Solution & Innovative Collections Solution.
- Webio secured 1 of 16 places on Google's Blackbox Connect 20 Programme.



Connect



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