



# A Technology Partnership

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Our Mission

# Shaping the future of customer experience

[Watch Video](#)





## Our History

# Connex One

In 2013, Connex One was founded with a clear vision: to shape the future of customer experience. Ten years and 9 international offices later, Connex One is driving the global customer engagement revolution, providing cutting-edge software solutions, and moving closer to unicorn status.

With a recent \$103 million Series C funding injection, there's no sign of slowing down in our mission to be the global CX platform of choice. We are continuously adding new features to our proprietary platform, which powers millions of customer interactions every day.



Thanks for the quick response! 😊



WhatsApp  
43 Messages  
Between 18:30 and 18:52

Article arch  
08:00 21.11.22

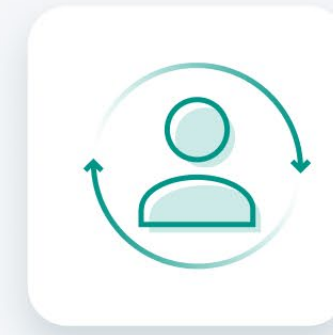


## Value we bring

# Value Proposition

Onboarding Omnichannel will benefit everything from your team's productivity, to your bottom line. Maximize your revenue, CSAT scores and average interaction handling times. Unlock your team's potential.

The Connex One platform is a powerful SaaS tool giving you a deeper insight into your customer's journey than ever before. Enabling your teams to provide a better service and increase your customer satisfaction.



**Reduce Attrition**



**Increase Customer Satisfaction**



**Drive Sales**



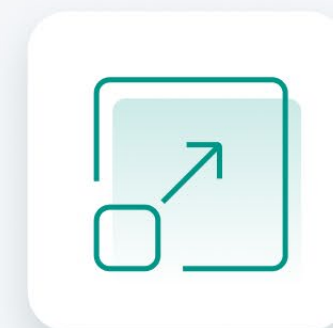
**Boost Productivity**



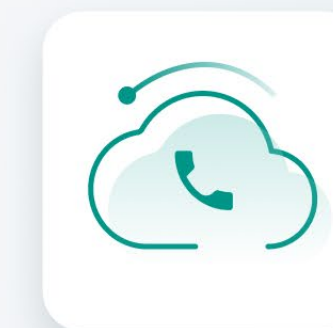
**Feature-Rich Single Sign On Platform**



**Improve Visibility**



**Flexible and Scalable**



**Reliable and Secure Cloud Technology**

Value we bring  
**Exceptional Service**

Achieve incredible results

**60%**

Increase in sales in the first  
4 weeks of using our solution.

**133%**

Increase in workforce  
productivity

**4 Billion+**

Transactions handled  
per year

**36%**

Increase in customer  
satisfaction

**99.999%**

Uptime

**99%**

Of our clients would  
recommend

## Value we bring

# Included as standard

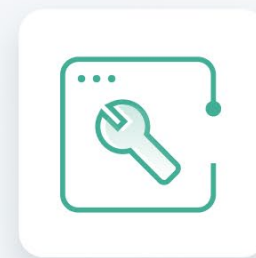
At Connex One we never charge for the set-up, installation, training or onboarding of our platform.

Customer Experience is at the core of what we do. Our continued high-touch service ensures you're never left to figure it out alone and promises to minimize downtime and disruption to your business with effective change management and support strategies. Having your teams trained from the off-set in the breadth of possibilities that Connex One brings, brings a guaranteed rapid time to value and ensures your teams love Connex One as much as we do.



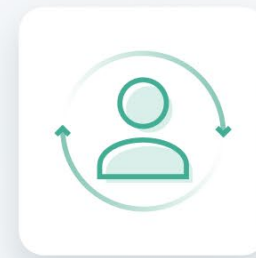
### **24/7 Support**

Whether you're setting up a new user or are experiencing issues, our inhouse team are on hand 24/7 whenever you need them.



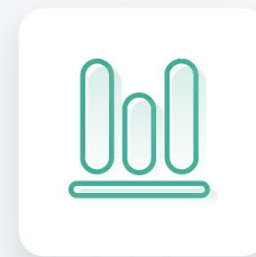
### **Set up and training**

When onboarding with Connex One, we ensure that our clients are comfortable with all aspects of our system by providing thorough training and responding to all requests for further information.



### **Bespoke Build**

When it comes to partnering with Connex One, we don't believe in one size fits all. Our Account Management teams get to know your business and tailor our services to help you meet your goals.



### **Knowledge Base Articles**

Our holistic suite of FAQs with how to guides and videos, brimming with success tips to empower your your teams and ensure quick training for any new starters.



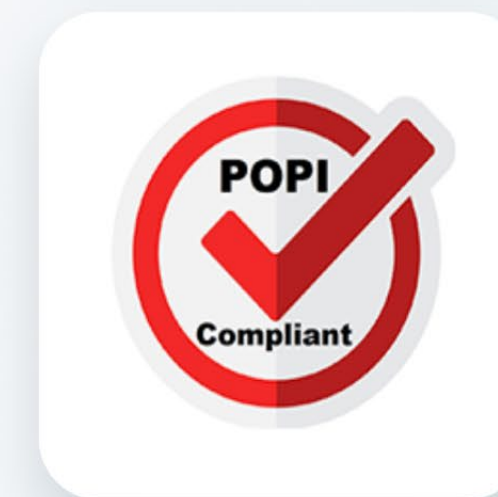
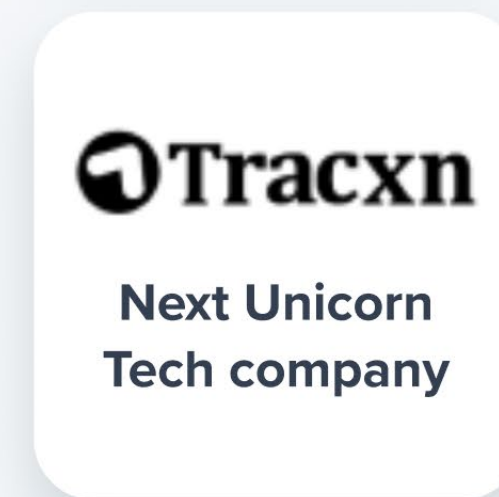
## Security and accreditations

# Your security, our priority

Nothing is more important than up-time and security measures. Connex One is subjected to rigorous auditing to ensure high standards of security and robust data protection controls.

The integrity and security of your service and data is our top priority, which is why we dedicate ourselves to adhering to the latest global security standards and practices to create lasting partnerships with our clients.

It's one secure and resilient system.



## Security and accreditations

# Exceptional Service

Achieve incredible results



**Entrepreneur of  
the Year**

Prolific North



**Top Contender  
for Unicorn Status**

GP Bullhound 2022

GP Bullhound  
**Northern Tech  
Awards 2022**

**6th Fastest  
Growing Company**

Northern Tech Awards 2022

GP Bullhound  
**Northern Tech  
Awards 2021**

**Judges Innovation  
Awards Winer**

Northern Tech Awards 2021

**insider**  
MEDIA LIMITED

**Most Exciting Tech  
Companies**

North West Business Insider

**Prolific  
North**

**Cloud Technology  
Provider of the Year**

Prolific North

## Our Clients

# Powering the worlds largest brands

With over 4 billion interactions per year, our success doesn't just come from our feature-rich platform; it comes from the long-lasting partnerships we build with our clients.



“It’s been absolutely excellent. We’re able to look at conversion rates, productivity and how many touchpoints we had with customers.”

Ola Spencer, **Group Operations Director**



“Connex One, wow. It’s been such a game changer and helped us so much with all our efficiencies and procedures.”

Jan Marais, **CIO**



“We’re excited about the level of service. It’s not only just about the technology, it’s about the human connection.”

Bonnie Carroll, **President & Founder**



“Connex One helped us look into the future. We’ve seen a massive improvement in sales and increased productivity across the department.”

Donna Andrews, **WFM / Dialer Manager**





# Products to power the future

 Omnichannel

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 Dialler

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 Form Builder

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 Marketplace

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# Omnichannel

All channels, One platform.

[Watch Video](#)



"With Omnichannel, having everything in one place is great - it's cut man hours down by half, our profits have increased over 30%."

Sebastian Alexanderson, [CEO, National Debt Advisors](#)

## Omnichannel

# Cross-channel Communication

Switch between SMS, voice, social media, live chat, email, or WhatsApp seamlessly with no wait times. Let our platform do the work and free up your customer teams to focus on high value interactions.

Balance pace with peace of mind, give a greater personalized experience with higher call and interaction volumes.



### SMS

Support straight to your customer's phone



### WhatsApp

Contact over 2 billion Whatsapp users



### Voice

Organized and categorized dialing



### Email

Keep responses neat and formal



### Athena Conversations

Automate Conversations



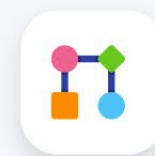
### Dialer

Next level features in a user-friendly dialer



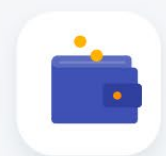
### Live Chat

Prompt website customers with Livechat



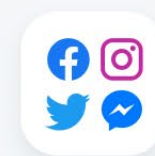
### Flows

Click-and-drop tool for creating customer journeys



### PCI DSS

Prompt website customers with Livechat



### Social Media

Prompt website customers with Livechat





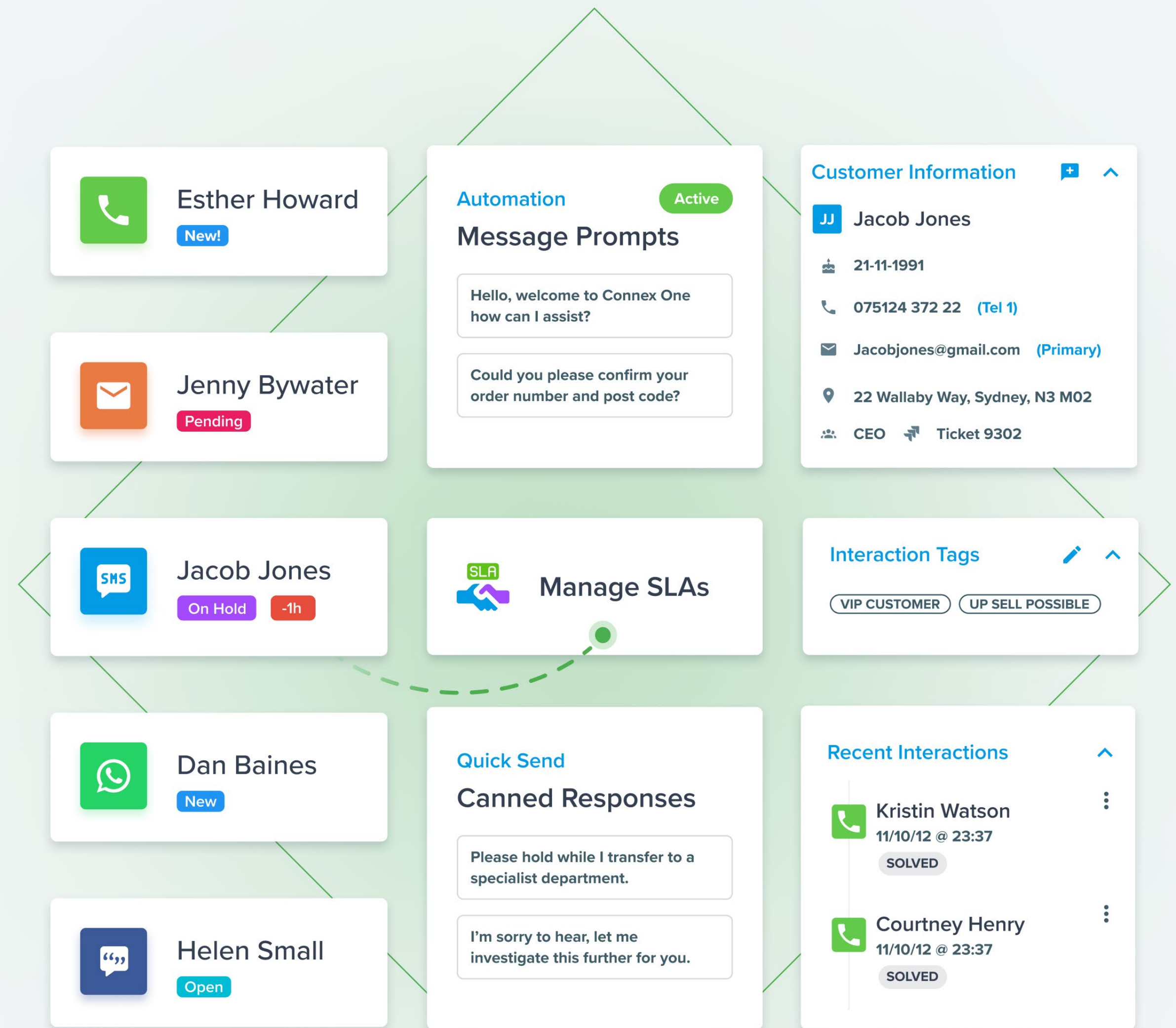
## Omnichannel

# Centralized hub for customer data and interactions

Every channel, in one easy to use interface, fully equip with SLA timers, full customer interaction history and message prompts.

Handle large volumes of transactions, enable self-service functions with AI generated canned responses. Utilize whisper coaching or barge functionality on Voice services for training and upskilling, or leave your teammates private messages on an account.

Automatically log all interactions within your CRM for a holistic view of the entire customer experience.



## Omnichannel

# SMS

Upgrade the way you email your customers. Connex One's interface will provide your team with detailed, actionable information about each interaction, from SLA and resolution status to private notes left by their colleagues during past conversations.

- **Send Attachments**

Share images and links and request customer feedback

- **Automate campaigns and send bulk messages**

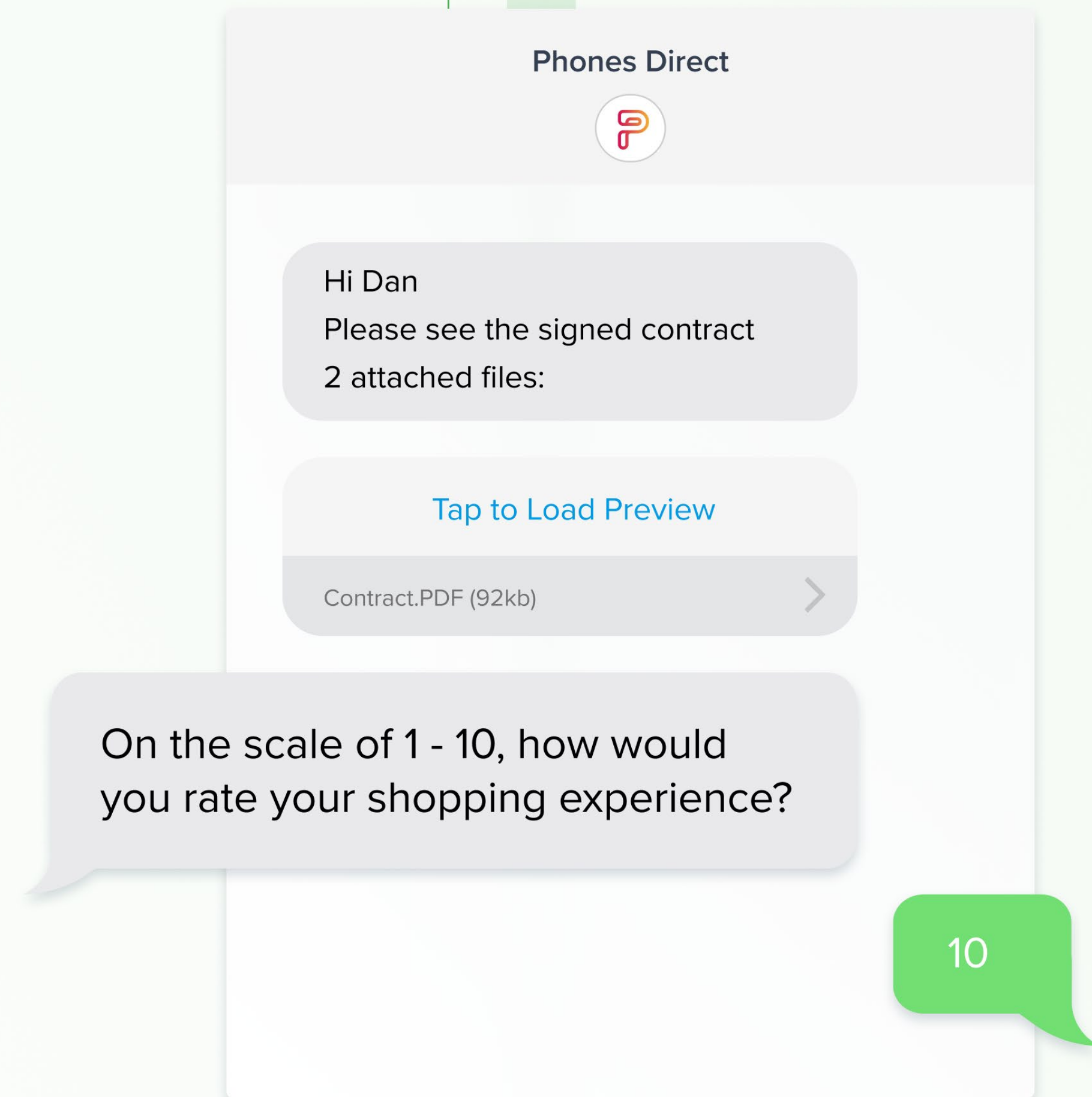
Message thousands of customers in one click with SMS automation

- **Skill based routing**

Skill based routing automatically assigning to the correct team

- **Power up with SLAs**

Lower churn rate and increase response times with SLA timers



## Omnichannel

# Live Chat

Turn website browsing into buying by providing immediate answers to prospective customers. From prompting outbound questions to nudging customers down the sales funnel, to managing inbound customer service queries - Live Chat is a versatile tool that can deliver immediate ROI.

- **Lead Generation**

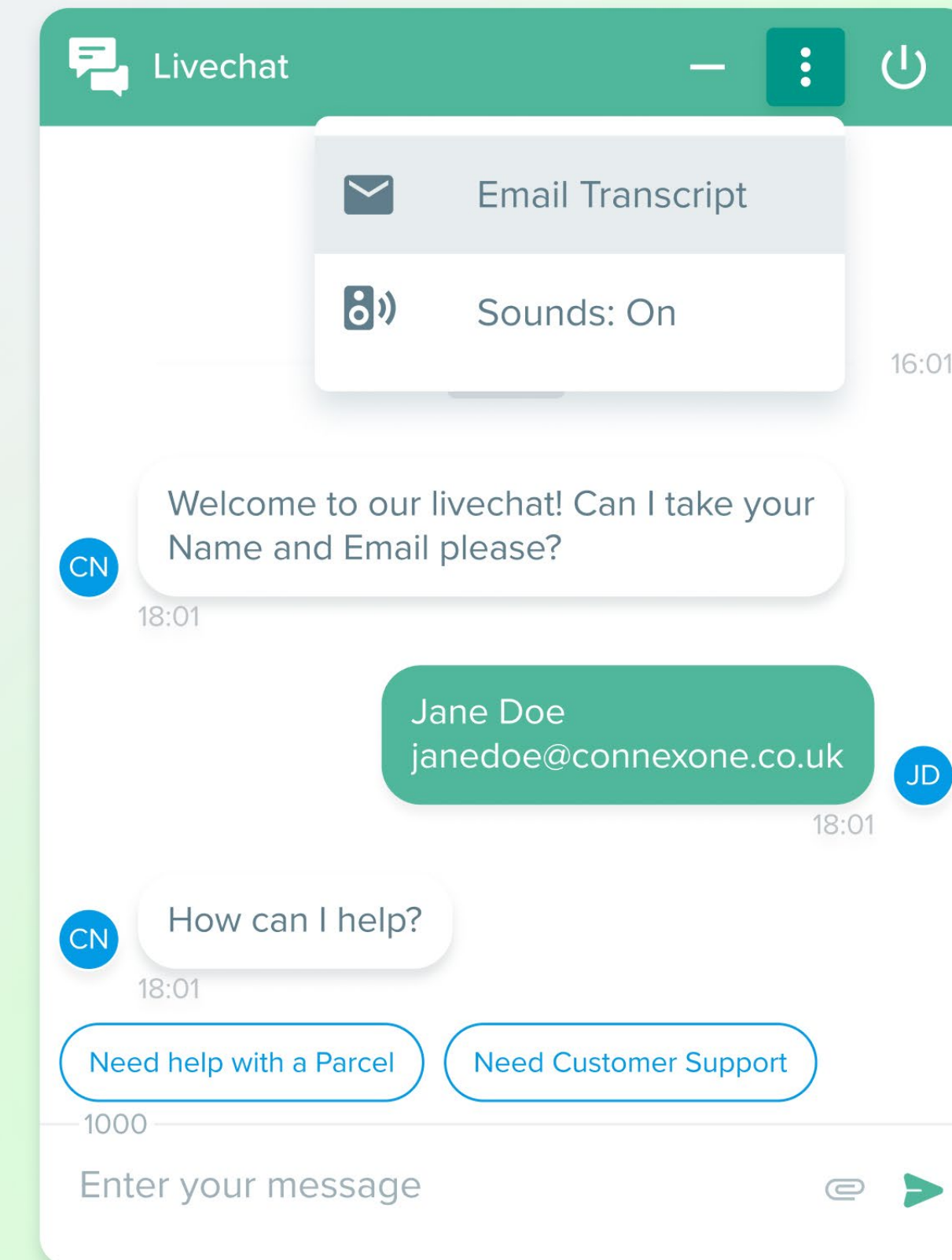
Prompt conversations with outbound messaging. You have thousands of web visitors, isn't it time to say hello?

- **Customer Service**

Manage inbound messaging with clever automated ticketing to route all queries to the right agent.

- **Athena Chatbot**

Infinite availability to handle large volumes of everyday queries and free up your teams for high-value interactions.





## Omnichannel WhatsApp

Connect with up to 2 billion global WhatsApp users and make your business instantly more accessible.

- **Secure Global Messaging**

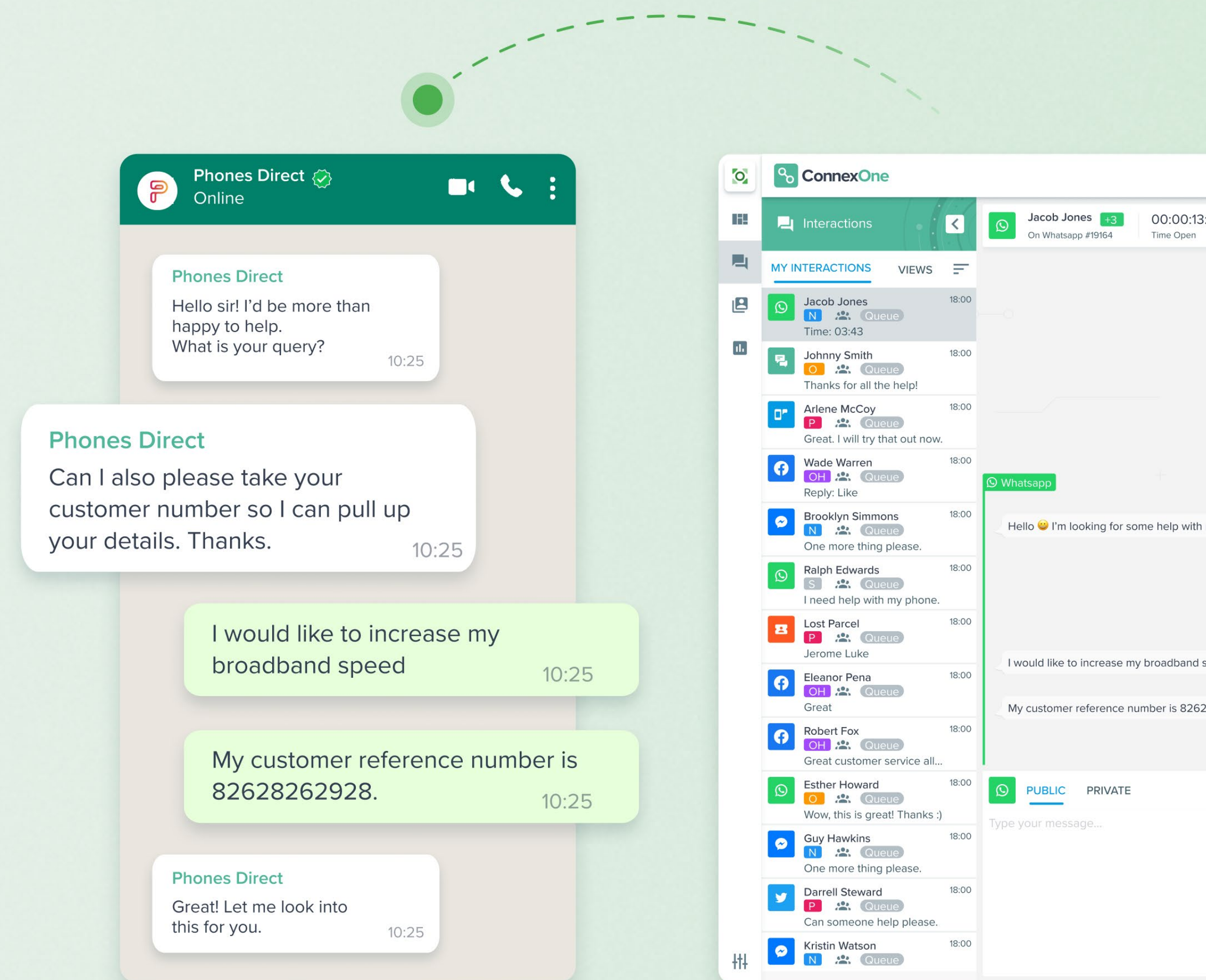
Enable your agents to respond to thousands of inbound messages and customer requests through your business' WhatsApp contact profile.

- **Integrate With Existing CX**

Connex One enables seamless data flow between encrypted WhatsApp chats and our Existing CRM, API and Business Comms integrations.

- **Achieve 'Instant' Messaging**

Assign custom SLAs for messages received via WhatsApp to ensure all queries are responded to promptly.



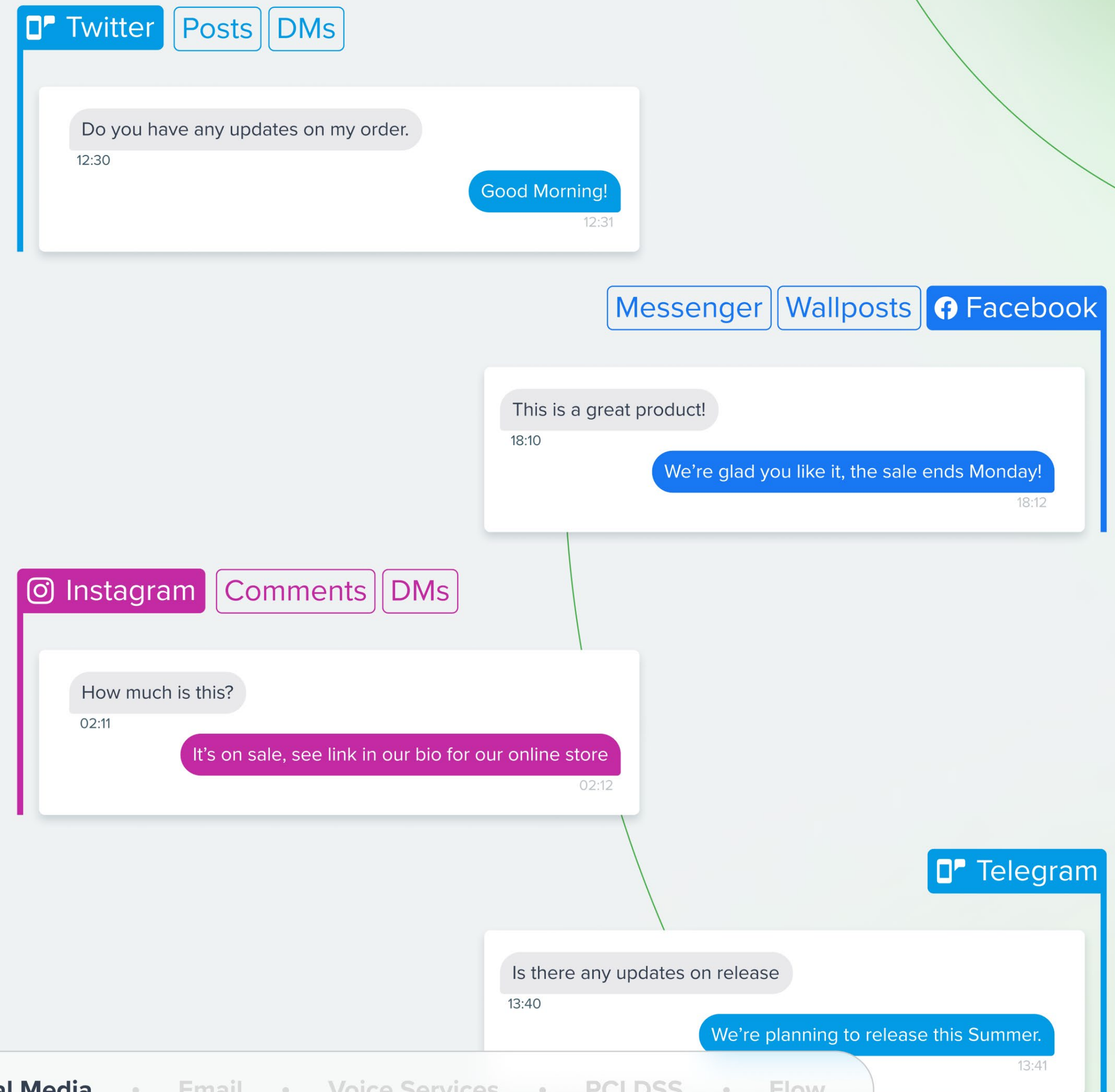


## Omnichannel Social Media

For many businesses, Social Media is the cornerstone in their communication strategy. An Omnichannel solution can help to consolidate all your inquiries into one central point and distribute via social media platforms via posts, comments or direct messages and ensure maximum global presence.

Easily send documents, files, forms and links to your customers via social applications right to their mobile, tablet or desktop.

- **Public and private interactions**  
Respond to comments publicly or move conversations to the DMs for privacy
- **Inbound and outbound messaging**  
Reach out to customers who mention your brand and respond privately
- **Synchronised with CRM history**  
Link social media accounts to existing customer records with integrated CRMs



## Omnichannel

# Email

Upgrade the way you email your customers. Connex One's interface will provide your team with detailed, actionable information about each interaction, from SLA and resolution status to private notes left by their colleagues during past conversations.

- **Send Attachments**

Share images and links and request customer feedback

- **Automate campaigns and send bulk messages**

Message thousands of customers in one click with email automation

- **Skill based routing**

Skill based routing automatically assigning to the correct team

- **Power up with SLAs**

Lower churn rate and increase response times with SLA timers





## Omnichannel

# Voice Services

Our state of the art dialer and VoIP technology allows your customers to connect with the right people at the right time.

Service larger volumes of customers and maximize CSAT scores. Reduce wait times, enable self-service IVR and automatically log all interactions within your CRM for one seamless customer experience.

- **Route calls the smart way**

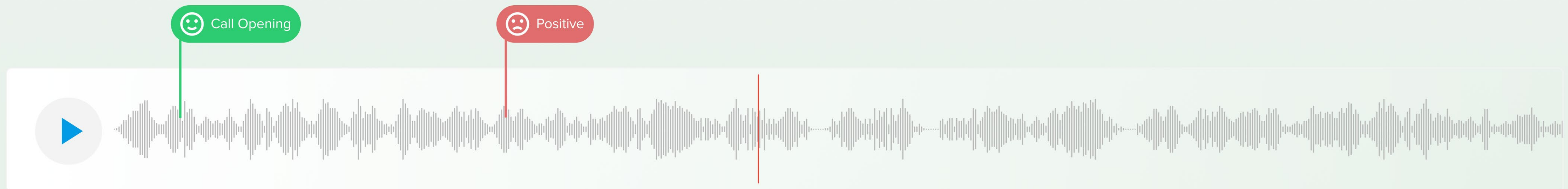
Save callers and users' time, create a smoother customer experience, and place your resources where they are most useful.

- **Proactive Technology**

Leverage powerful algorithms to reduce wait time between calls and make it easier for your team to speak to available customers.

- **Athena AI ASR**

From language to keywords, our Athena AI ASR node is trained to adopt any criteria you need to service inbound calls.



## Omnichannel PCI DSS

### ■ Agent Assisted Payments

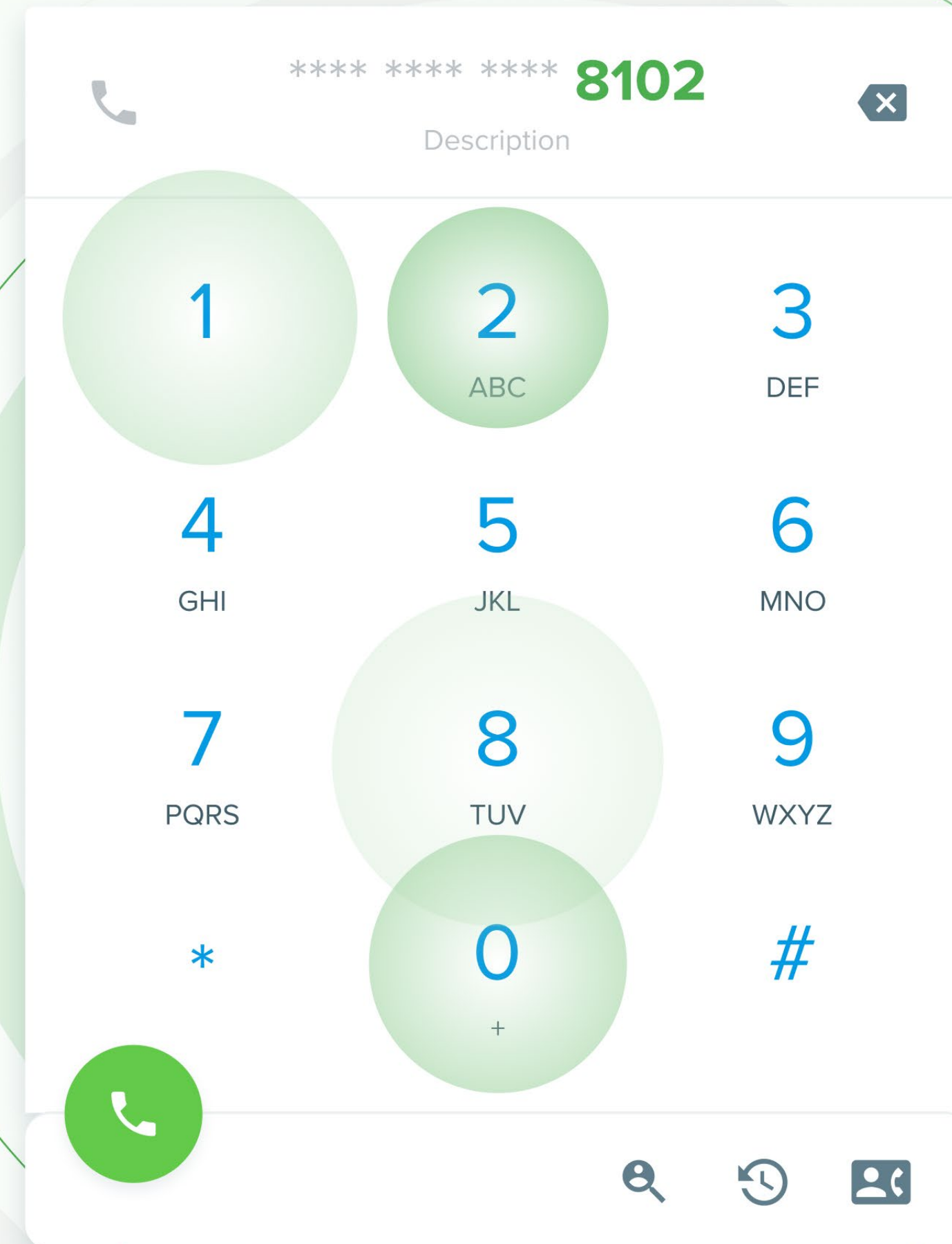
Users can guide live customers through a payment within our secure interface with private data encryption. This facilitates extra levels of customer care and highly personalized customer journeys.

### ■ Live Chat Payments

Take self-service to another level with Live Chat Payments with the ability to analyze eCommerce reports made through Athena Conversational Bot.

### ■ Automated Speech Recognition

Enable your customer to talk to Athena AI, eliminating the need to for keypad-based data entry and vastly speeding up secure transactions.





## Omnichannel Flow

Flow is our self-service solution to customer journey automation. Easily design each and every step of the customer's journey without writing one line of code. Seamlessly switch channels, sort questions, and build experiences that are so proactive and convenient every customer will feel like a VIP.

- **Drag and drop tools**

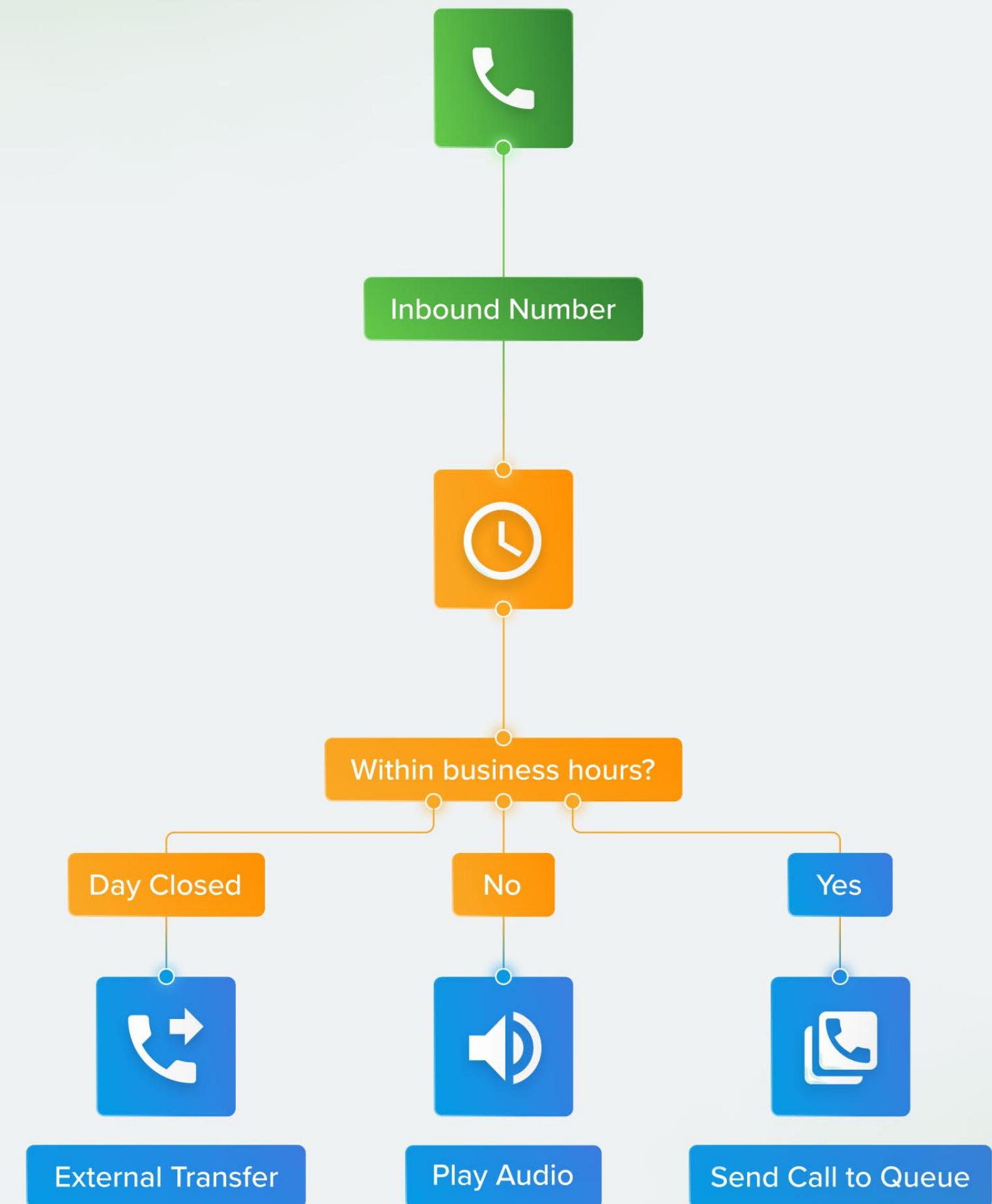
With Triggers, Condition Nodes and actions you can build complex customer experiences in minutes.

- **Put the AI in Campaign**

Allow Athena AI to send Questions via Live Chat and route customers to the right agent based on their responses.

- **Expert CX Optimization**

Create follow-up Flow to automate lead management and aftercare. Automatically deploy CSAT surveys to better understand your customers.

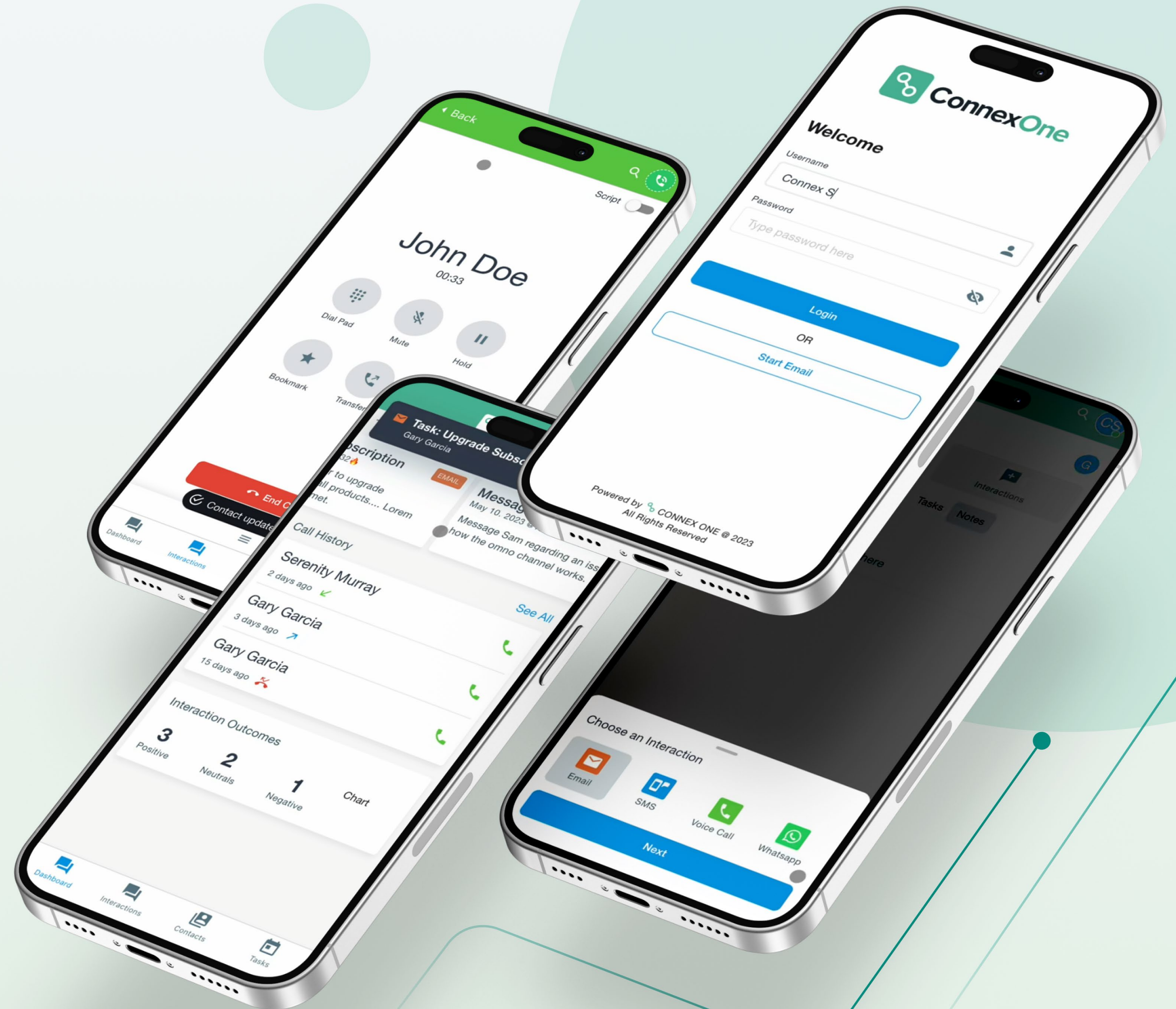
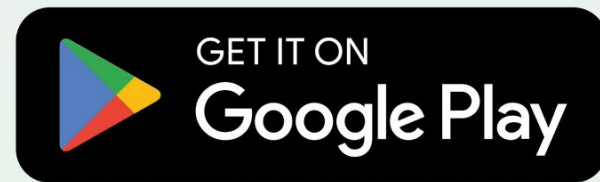
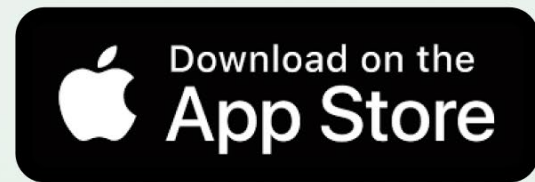






Coming Soon

# Connect to anyone anywhere, introducing the Connex One App





# Omnichannel | Dialer

Call, Connect, Convert

Watch Video



“Within 2 weeks of using Connex One dialer features, we transitioned from handling 3,000 calls a day to 10,000. That’s a 233.3% productivity increase.”

Rachel Ashton, Customer Service Manager, Gladstone Brookes



## Omnichannel | Dialer

# It's your call



### Increase Quality

#### Preview Dialer

Use your assets wisely. Connex One Preview Dial utilizes campaign optimization features to assign realistic targets to users, ensuring they balance call volume with quality customer service.

#### Predictive Dialer

Continually optimize your outbound call rate with clever call routing. Advanced algorithms predict the ratio of people who will pick up the phone ensuring there's always a live caller for your team to talk to.



### Increase Volume

#### Click to Dial

Make every call count. Provide your team with background interaction history through intuitive CRM API technology to make educated, personalized, targeted calls.

#### Progressive Dialer

Connect with your customers swiftly. Our enterprise dialing system analyzes your data, automatically connecting customers to available users to maximize your workforce productivity.



### Drive Success

#### SQL Dial

Build interactive SQL campaigns to manage and filter outbound call strategies. Specify the weight and priority of each rule and use drop in/out times to connect with data at specified times of the day.

#### Smart Q

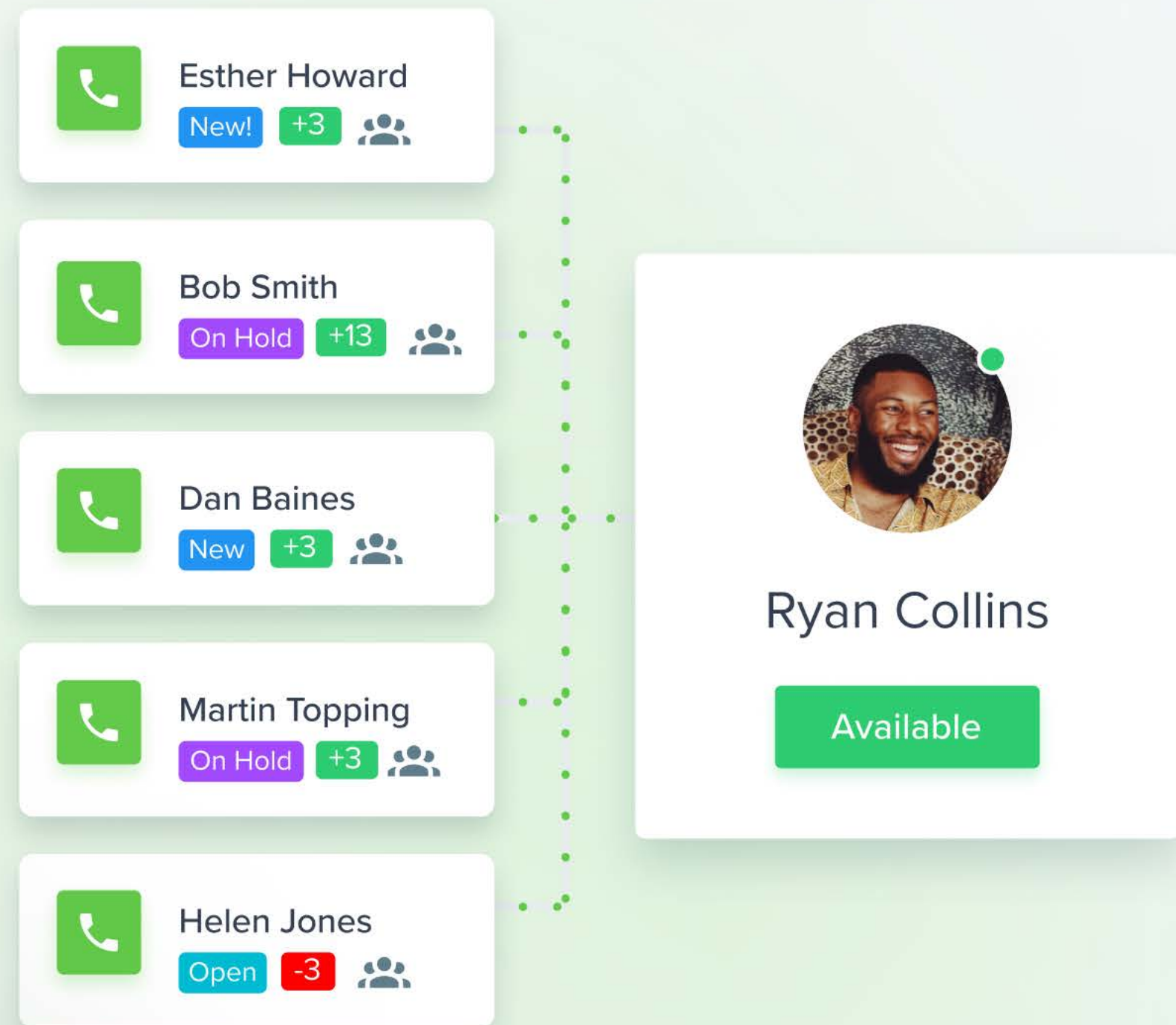
The automated workflow builder enables the creation of intelligent interaction queues, allowing you to implement SLA targets across all interaction types and predict customer satisfaction levels



## Omnichannel | Dialer

# Intelligent Call Routing

All types of phone numbers can be added to route calls in (DIDs) or present on outgoing going calls (CLIP). There are a number of call routing options available.



- **Extension**

Each user will have their own extension and can have their own phone number assigned to it. Call forwarding on busy, recording and voicemail are additional options.

- **Intelligent Routing**

Database lookups are performed on contacts to enable routing to same agent, a specific skill, most relevant department or any other function.

- **Ring Group**

Extensions can be assigned to groups and configured to ring all or ring in order, the order can be configured.

- **Inbound Queue**

Calls are held in a queue until a user becomes available, the call is then distributed to them automatically when they become available.

- **Conferencing**

Setup private conference bridges for multiple users to dial into.

- **IVR/ACD**

Setup private conference bridges for multiple users to dial into.

- **Voicemail**

Each user can have their own voicemail box, when a message arrives it will notify the user by email

## Omnichannel | Dialer

# Power up your call

Pair up your teams with sophisticated call algorithms to make more, better targeted calls. Reduce wait times, deploy big SQL campaigns, and use our predictive dialer to see an instant boost in sales revenue.

- **Flow**

Design every step of the customer's journey and build intricate sequences without writing one line of code.

- **Call Recording and Quality Management**

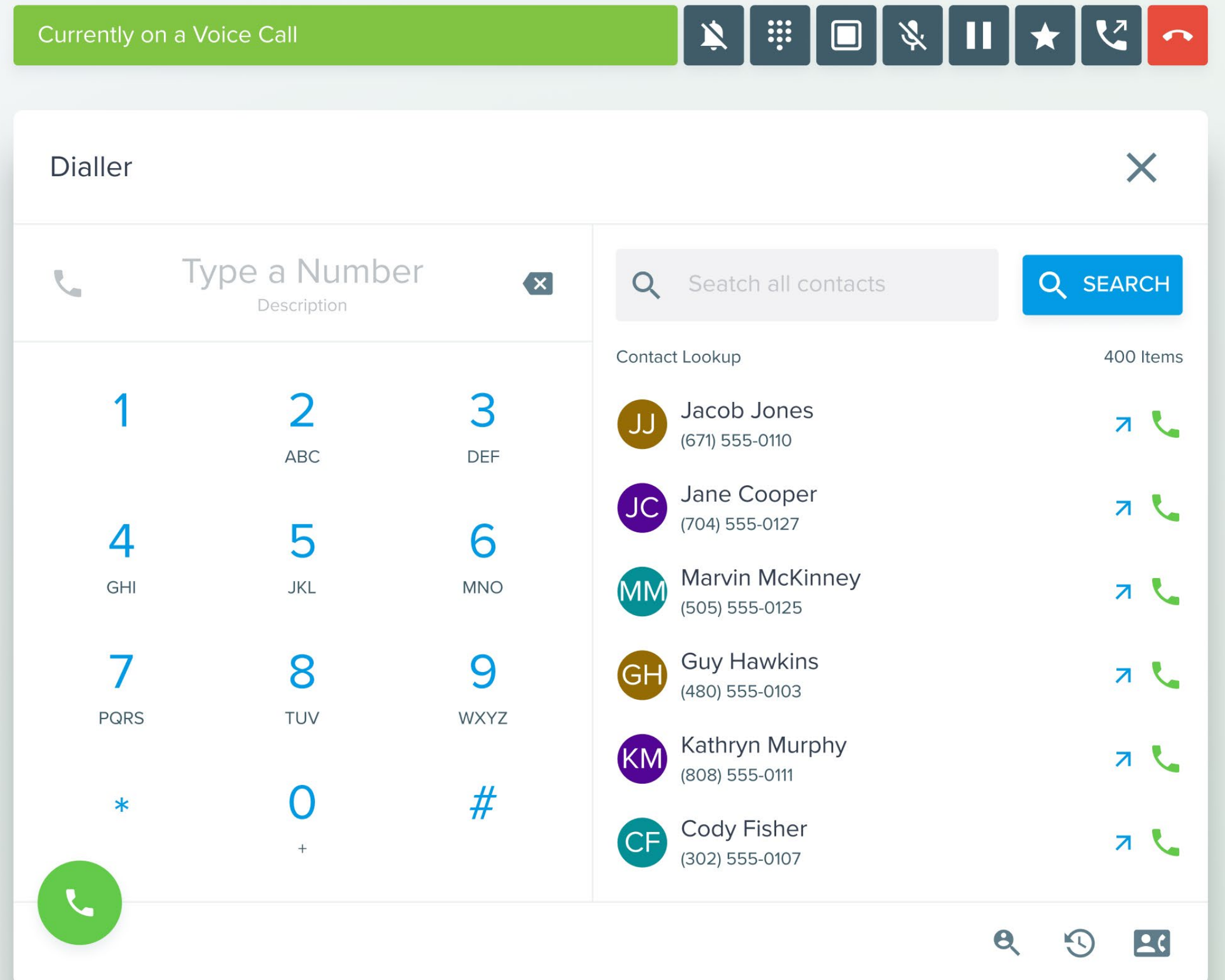
Intelligent blending of AI and Human assessment, manage and group criteria to track patterns and trends across completed interactions.

- **Athena ASR IVR**

Customer's queries and route them to the best suited User for faster resolution times. Our dialing features vastly reduce wait times and make for a smoother, more agile customer journey.

- **Insightful Speech Analytics**




Speech Analysis and call recording give real-time insight into customer satisfaction.



# Form Builder

Craft incredible user journeys

[Watch Video](#)

-  Text Input
-  Dropdown
-  Switch On/Off

Page 1 of 1



Name

 Jennifer Marshall

Contact Time

Contact Hours

Opt in for Marketing



“100% uptime in 7 years, and we’ve also seen our Contact Rate in outbound improve by 26%. This has enabled an increase in appointments and sales revenue.”

Harry Laud, **Operations Manager, Everest**



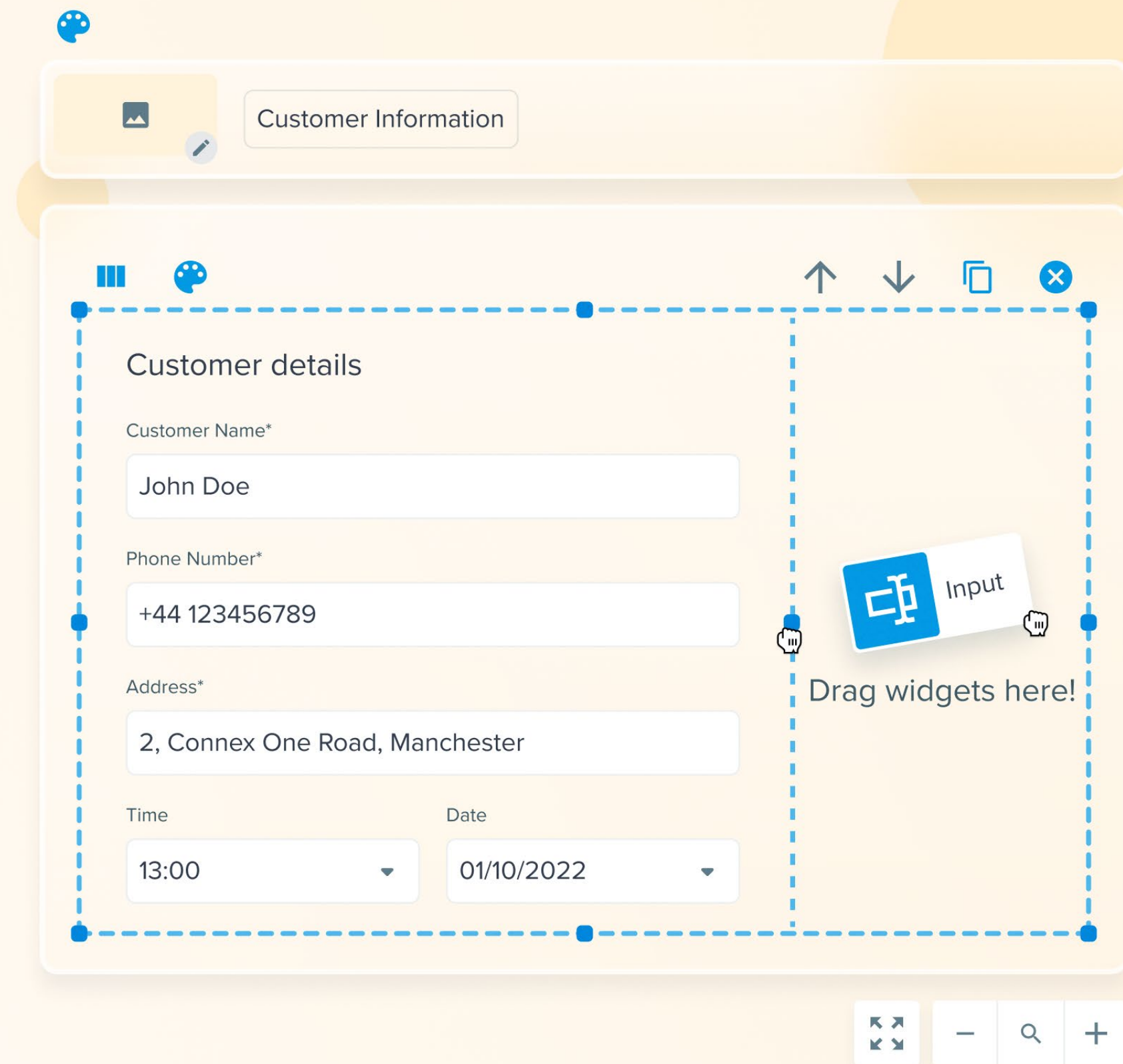
## Form Builder

# Script Building

Easily create dynamic online forms with a user-friendly design canvas, drag-and-drop controls, and advanced business logic. Save time and reduce errors by collecting the right data at the right time with conditional formatting and validation rules. With no need for code, the only limit is your imagination.

Gather all the information you need from the start, whether you're qualifying a lead or generating a quote.

Information capture has never been easier. Ensure your teams stay on brand and have productive conversations with the right customers by creating and rolling out a script within minutes.



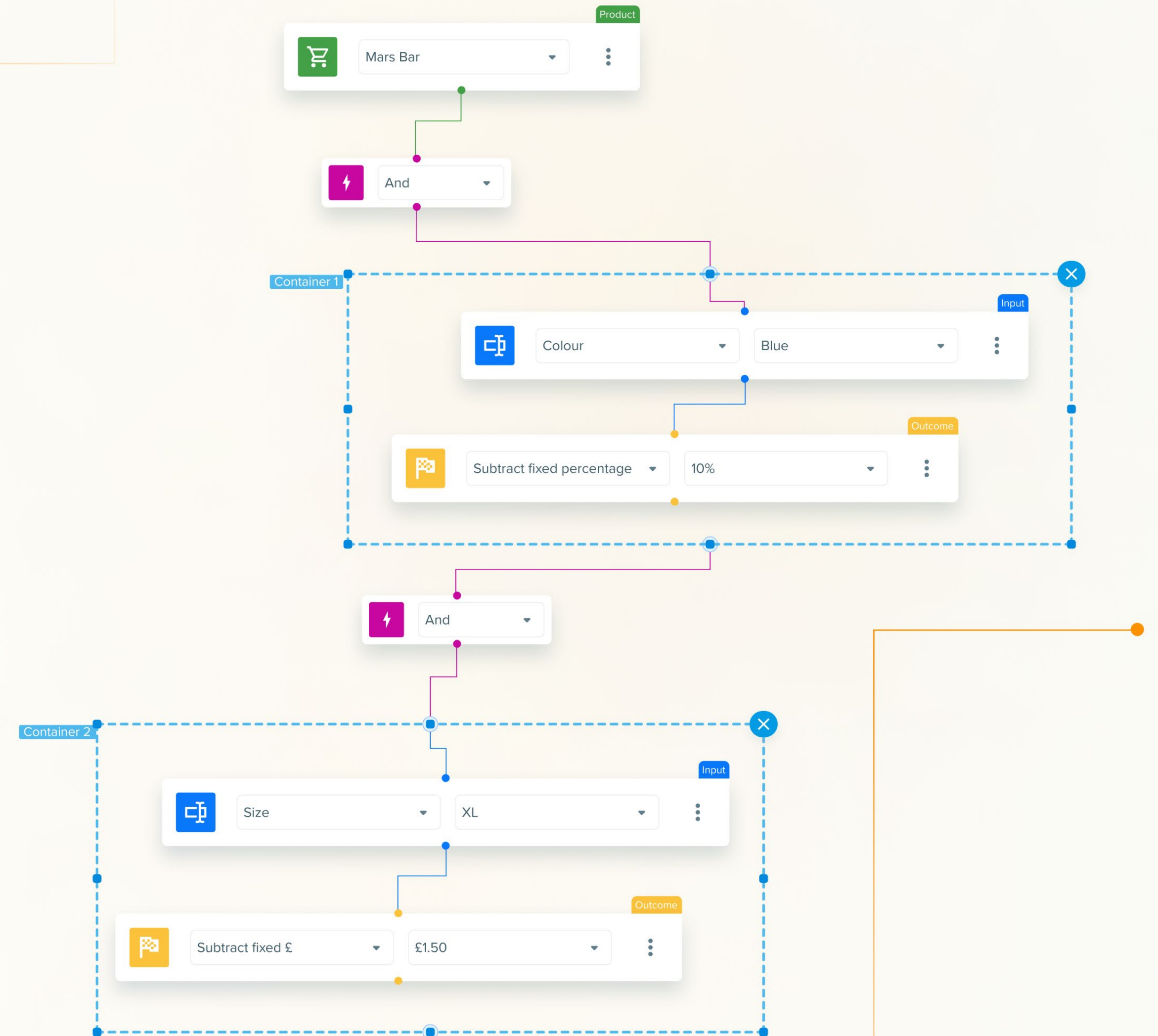
The screenshot displays the ConnexOne Form Builder interface. At the top, a header bar contains the text "Customer Information" and a small image icon. Below this is a design canvas with a dashed blue border, containing a form titled "Customer details". The form includes several input fields: "Customer Name\*" with the value "John Doe", "Phone Number\*" with the value "+44 123456789", and "Address\*" with the value "2, Connex One Road, Manchester". At the bottom of the form, there are two dropdown menus: "Time" with the value "13:00" and "Date" with the value "01/10/2022". To the right of the form, a blue "Input" widget is being dragged onto the canvas, with the text "Drag widgets here!" below it. The interface also features a toolbar at the top right with icons for up, down, copy, and close, and a zoom control at the bottom right with minus, search, and plus icons.

## Form Builder

# Pricing Matrix

Use Flows to create orders for your e-commerce business. Link products to categories and automatically update the stock-keeping unit (SKU) total after a sale.

Form Builder product rules allow you to automatically adjust prices and quantities of Shopping Cart products and basket totals whenever a condition is met. For instance, you could create a rule that applies a discount when a voucher is added, changes the price of a food item based on its size or topping, or add a free product if the total order is above a certain amount.





## Form Builder

# PDF Builder

PDF Builder provides you with a user-friendly solution for creating and customizing PDF templates. With an intuitive drag-and-drop interface, you'll have options to add text and images as well as a whole host of custom fields. Our clients love using PDF Builder to create anything, from invoices and contracts to bespoke email templates.

- ### Completely personalized

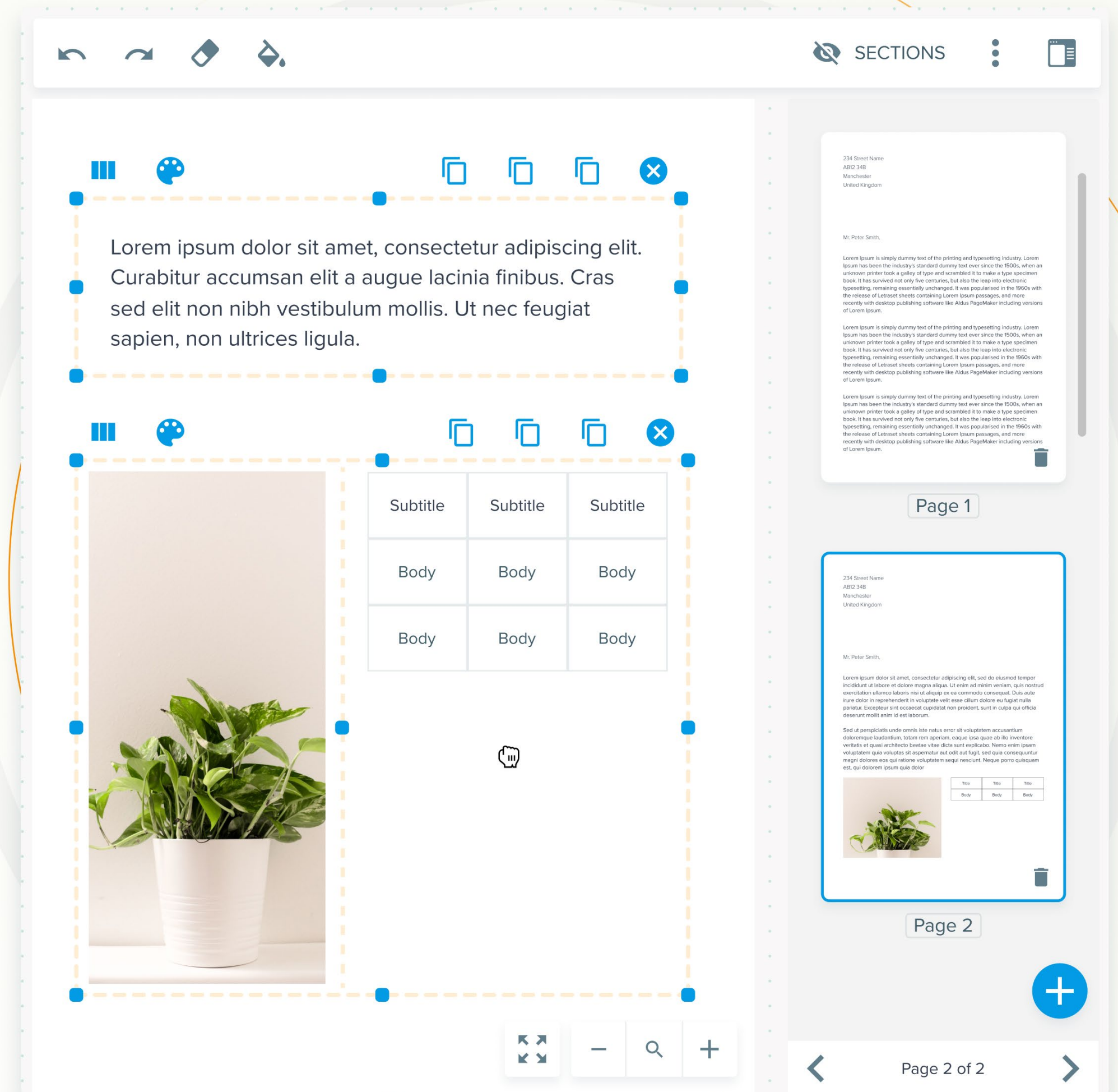
With our user-friendly interface, the limit is your imagination: build any type of PDF to match your brand and business needs

- ### Acquisition data

Not only can you speed up the time it takes for a customer to get a response, but you can also respond with precision by knowing exactly what they need.

- ### Improved customer experience

Give your customers exactly what they want, faster than any competitor.





 **Marketplace**

**Powerful, seamless integrations**

Watch Video


### Apps & Integration

Category	Count
All	2298
Time-tracking	122
Analytics & Reporting	232
Channels	42
Collaboration	112
Compose & Edit	237
CTI Providers	12
E-commerce & CRM	1
Email & Social Media	193


Status	Count
Not Installed	2298
Installed	0



**Facebook**  
Effortlessly integrate Facebook messaging into your customer service systems.

v1.0 [Install](#)




**WhatsApp**  
Integrate WhatsApp seamlessly into customer service systems.

v1.0 [Install](#)



**Athena AI**  
Seamlessly integrate Athena AI messaging into your customer service systems.

v1.0 [Install](#)



**Voice**  
Enable voice integration for enhanced customer service experiences.

v1.0 [Install](#)




**Twitter**  
Seamlessly integrate Twitter messaging into your customer service systems.

v1.0 [Install](#)



**Email**  
This is just filler text to explain the purpose of the card. Hong Kong football for life!

v1.0 [Install](#)



**Messenger**  
Effortlessly integrate Facebook Messenger into your customer service systems.

v1.0 [Install](#)


















**Microsoft Teams**  
Efficiently incorporate Microsoft Teams into your collaboration workflow.

v1.0 [Install](#)

## Marketplace

# Powerful integrations

At Connex One, we've made it our mission to make integrating our platform as user-friendly as possible. Select from dozens of popular apps in our Marketplace or build custom routines to suit whatever workflow you want. Enjoy our no-hassle approach to integrations, whether you're taking payments or managing projects.

 <b>ACS</b> CRM	 <b>Aryza</b> CRM	 <b>Brilliant</b> CRM	 <b>Dashboard Builder</b>
 <b>Agent Assisted PCI</b>	 <b>Athena ASR</b> CRM	 <b>Calabrio</b> CRM	 <b>Debtrak</b> CRM
 <b>Amazon Connect</b>	 <b>Azure Active Directory SSO</b>	 <b>Clickup</b> CRM	 <b>Dynamics 365</b> CRM
 <b>Andromeda</b> CRM	 <b>Bitrix24</b> CRM	<b>CRESTA</b>  <b>Cresta</b> CRM	 <b>Dynamics 365 Channel</b>



EASY/TRACK

EasyTrack  
CRM



Freshsales  
CRM



Google SSO  
CRM



Intellio  
CRM



MS Teams  
CRM



Pipedrive  
CRM



Routines  
CRM



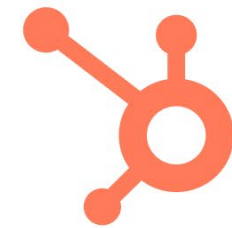
SFTP  
CRM

Eckoh

Eckoh  
CRM



Freshsales CTI  
CRM



HubSpot  
CRM

LEAD  
byte

LeadByte  
CRM



Muuvo  
CRM



POWWR  
CRM

sage  
CRM

Sage CRM  
CRM

SIMPLICITY  
customer engagement systems

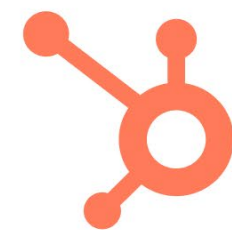
Simplicity  
CRM



FLG  
CRM

F U S E

Fuse CRM  
CRM



HubSpot CTI  
CRM



LeadSquared  
CRM



NICE IEX  
CRM



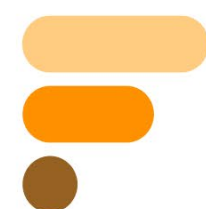
Quality  
Management



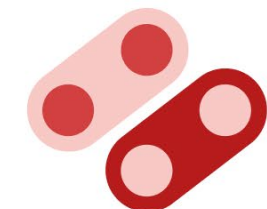
Salesforce  
CRM



TIA  
CRM



Form Builder  
CRM



Gamification  
CRM



Injixo  
CRM



Marin  
CRM



Payment IVR  
CRM



Ropto  
CRM



Salesforce CTI  
CRM



Zoho  
CRM

## Marketplace

# Seamless Integrations

### ■ Cross-channel compatibility with CTI Toolbar

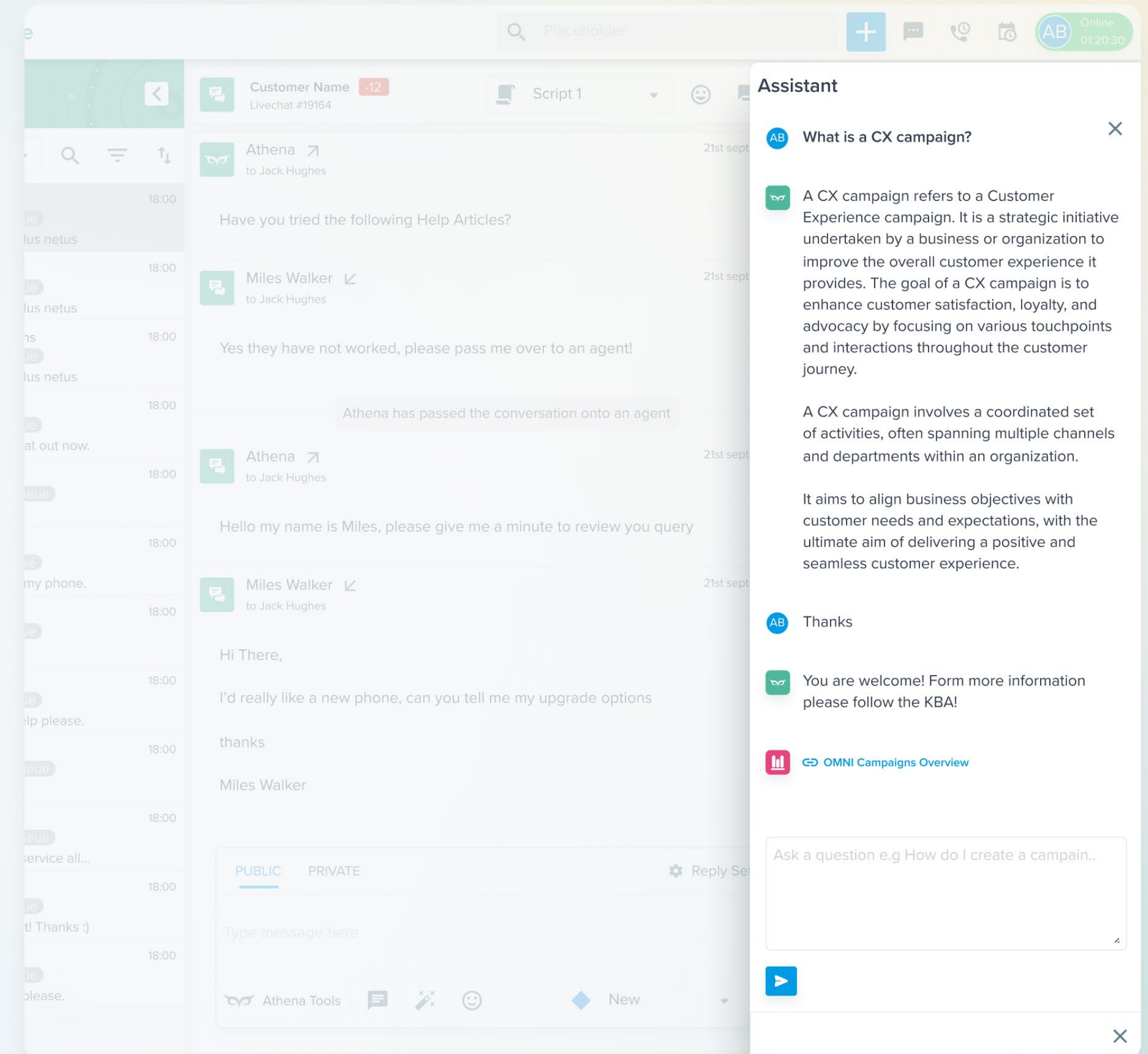
Use our computer telephony integration (CTI) toolbar and get the full range of Connex One Omnichannel features and interact with each record from within your CRM.

### ■ Go further with Routines

Select from variable triggers to build and send custom payloads to any desired endpoint.

### ■ CRM Integration

Use data from a contact or an interaction to automatically update records in real time.





## Professional Services

Shaping the future of Customer Experience

## Professional Services

# Secure Remote Working

At Connex One, we've made it our mission to make integrating our platform as user-friendly as possible. Select from 100s of popular apps in our Marketplace or build custom routines to suit whatever workflow you want. Enjoy our no-hassle approach to integrations, whether you're taking payments or managing projects.

- **Hosted Telephony**

Create a VPN from our data center to your site with a secure connection.

- **Whitelisted IPS**

Whitelist your user's IP\* to enable remote working.

- **Static IP**

Configure static IP to access firewalls.

- **Cloud-based Software**

Create a password-protected secure link from your VPN to our platform.

- **SSO Login**

With single-sign-on login, use any of your favorite accounts to access our platform.

- **Multi-factor Authentication**

Add an extra layer of security with multi-factor authentication.





## Professional Services

# Continually Adding Value, A Technology Partnership Built To Last



### Cloud Technology

Our resilient system is protected with multi-layered failover and disaster recovery to ensure high-speed performance and reliability, with minimal downtime.



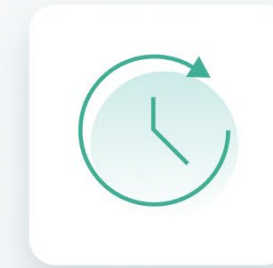
### Fully Scalable

The Connex One platform is made to grow, in agent numbers, and in global scale too! Our systems and support will be right there with you whether you have 10 or 100,000 users.



### Secure & Accredited

When dealing with oodles of data, and sensitive information, it is paramount that you can trust your provider to maintain a robust and secure platform. The integrity and security of your service and data is our top priority – along with achieving successful campaigns.



### 99.999% Uptime

We offer a 99.999% server uptime option for clients with high levels of engagement, so your agents can provide the same high-quality service, no matter how busy.

## Professional Services

# Onboarding and Roll Out Plan

### ■ Scope Meeting

Introduction to your dedicated project team where they will collect all information and confirm exactly what is needed for the build e.g. users status, build teams, set gamification and analytics features.

### ■ System Set Up

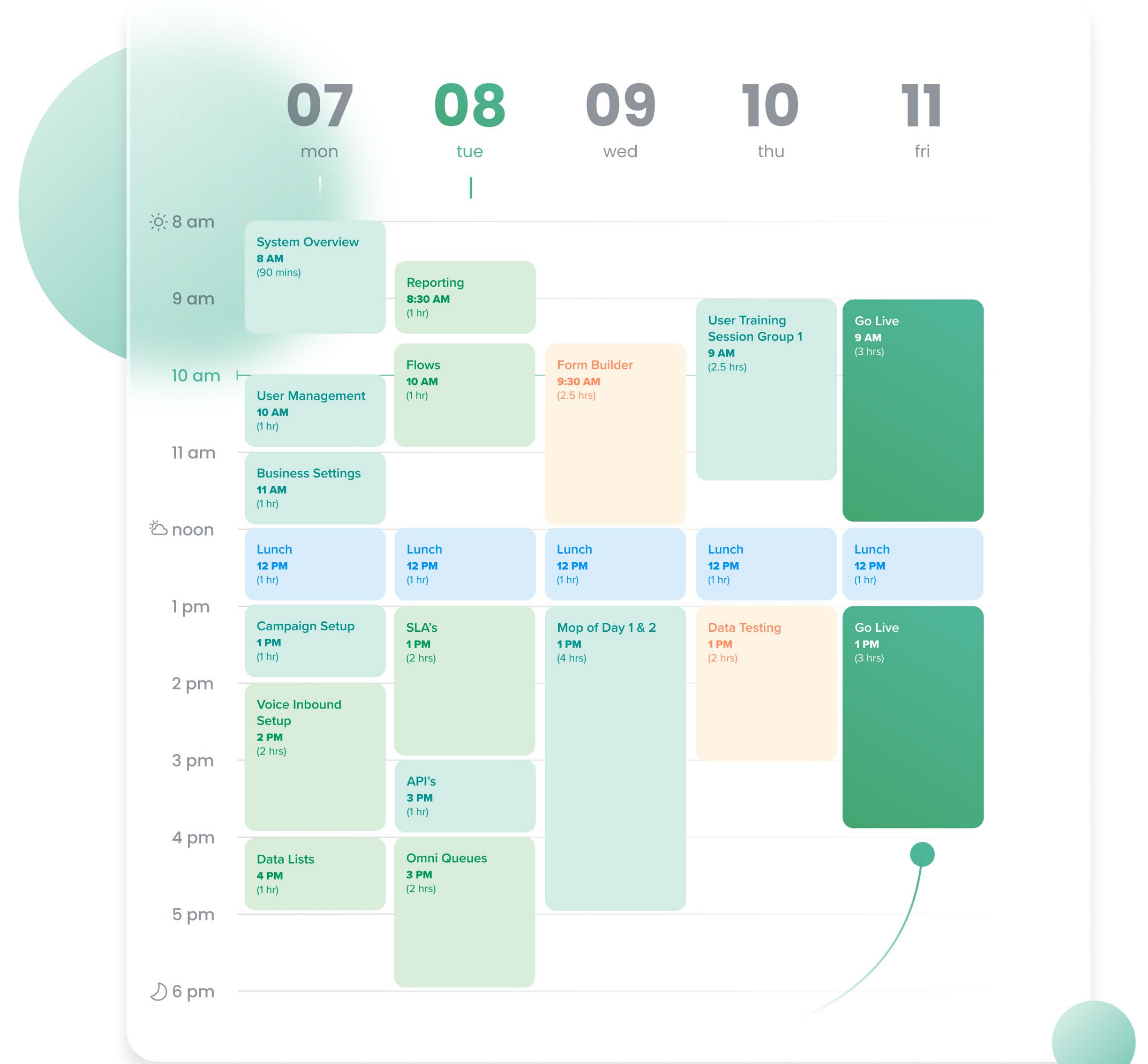
Systems build complete based upon information collected at data gathering meeting; configure ips, build servers, secure the platform.

### ■ System Configuration

When onboarding with Connex One, we ensure that our clients are comfortable with all aspects of our system by providing thorough training and responding to all requests for further information.

### ■ Training & Roll Out

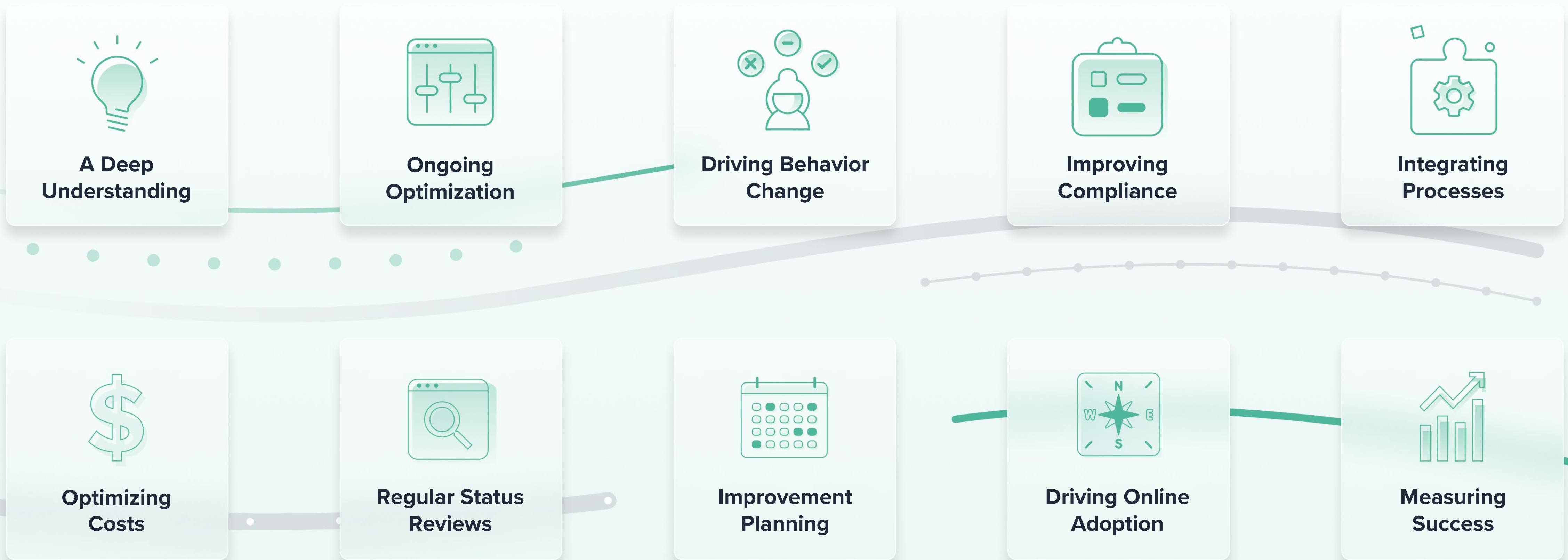
We hold user group work-shops on site at client premises.



Professional Services

# Strategic Account Management

Continually adding value







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