

Buzzeasy: WhatsApp Customer Interaction



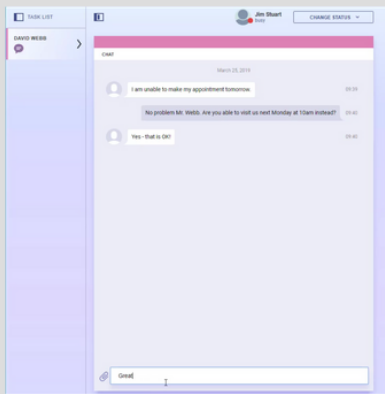
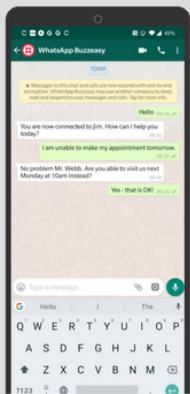
Buzzeasy is Geomant's unique omnichannel customer engagement platform.



It enables organisations to communicate with customers and prospects in new and exciting ways.



A simple web-based interface allows a user to manage multiple interactions, from multiple channels.

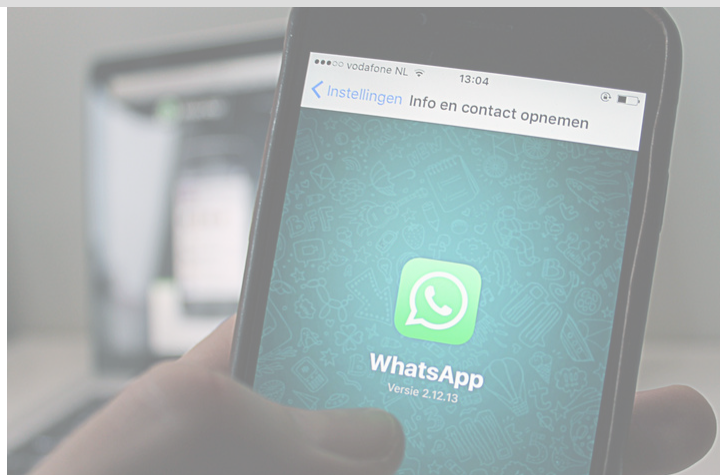


Connect with customers on whichever channel they prefer

Web chat is an increasingly popular interaction method, but customers are also expecting organisations to be available via social media, SMS, and now WhatsApp. Buzzeasy allows organisations to engage via any of these channels, in a consistent and simple way.

Added functionality for ground-breaking customer service

When combined with Buzzeasy's Bot capabilities, customer service becomes even more efficient and powerful, and Buzzeasy's unique 'escalate to call' feature enables the same agent to actually speak to the customer when this adds value.



Why WhatsApp?

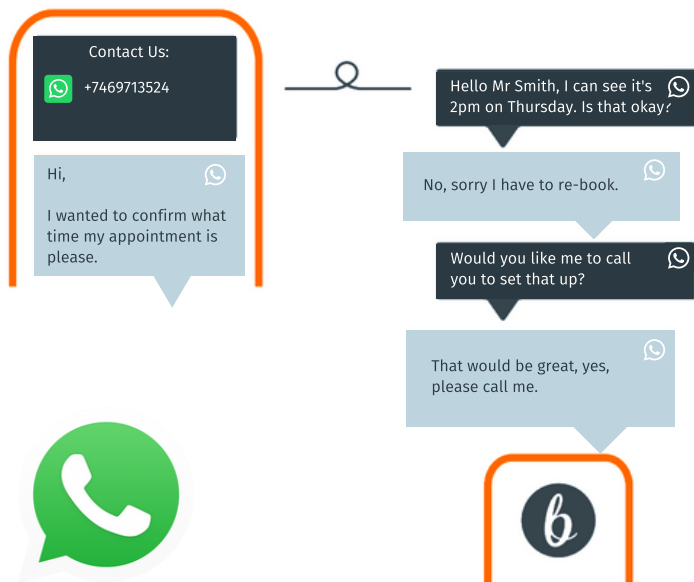
- 1 billion people use WhatsApp each day.
- Particularly popular amongst younger people.
- It's secure - messages are encrypted.
- WhatsApp supports pictures and photos in addition to text.
- WhatsApp is one of the 'emerging' channels- for enabling 'conversational commerce'.
- 3m businesses are using WhatsApp already.

How does it work?

- Businesses publish their WhatsApp number and offer this as a communication channel.
- Buzzeasy manages incoming messages, and routes interactions to the best suited agent.
- The Buzzeasy agent interface supports multiple concurrent chats, from multiple channels, including web chat, SMS and WhatsApp.
- Outbound messages can be sent, subject to WhatsApp rules.

Features

- A single solution delivering chat across multiple channels; web chat, Facebook, Twitter, Skype, SMS, and now WhatsApp.
- Web interface for agents that allows for multiple concurrent chat sessions.
- Skills based routing of interactions, depending on what the chat is about.
- Optional Bots that can be used for everything from chat routing ('what can we help you with today') to full self-service.
- 'Escalate to Call' – allowing any chat to be escalated to a voice call, with the context of the interaction available to the agent.
- Optional 'Agent Assist' powered by AI supporting the customer service representative with context-sensitive guidance on how to respond to the chat.
- Delivered from the cloud – facilitating fast and cost-effective implementation.
- Published API for organisations wishing to develop their own web and app interfaces.
- A suite of real-time and historic reports, plus access to the underlying data for custom reporting and analysis.



Buzzeasy - the intelligent customer engagement platform – connecting DX with CX

Using the latest Cloud and Bot technology, Buzzeasy revolutionises the way that customers engage with your organisation.

Automating customer engagement in the fastest and most cost-efficient way, Buzzeasy enables customers to move effortlessly from any digital channel to live voice simply at the touch of a button – and without ever having to wait in a queue.

Your Digital Experience (DX) and Customer Experience (CX) strategies working together, seamlessly!

About Geomant

Geomant is a well-established, innovative Systems Integrator and Software Developer, specialising in delivering amazing customer interactions. We provide tailored solutions based on our unique portfolio of cloud and software technology.

Geomant has offices across Europe, USA and Australia, and a global reseller network.

Contact Geomant



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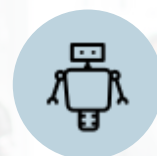


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Buzzeasy Offers



**In queue
callback &
Web callback**



Bots



**Customer
Surveys**



**SMS
Campaigns**



**Multi-channel
Chat**



**Voice & digital
channel
alignment**