



The ultimate CX platform to delight customers and empower teams

AWS Proptech Solution Day

23 September 2022



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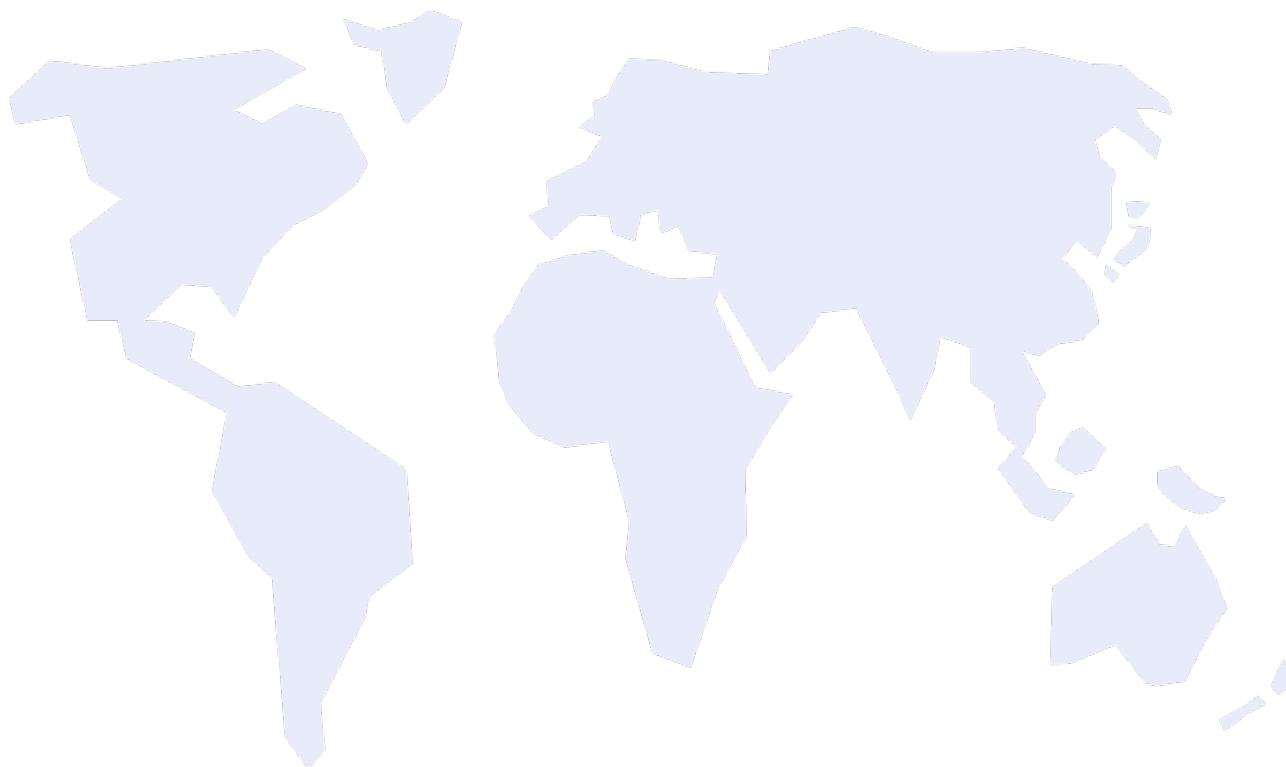
D1

Company Introduction

Corporate Milestones & Achievements



Established and Secured Infrastructure



1 Billion

Annual SMS and Voice Minutes

180+

Direct interconnections with Tier-1 Carriers and Mobile Operators

99.95%

Annual Up-Time Guarantee

20+

Global Point of Presence ("POPs")

0

Major system failure since founding

2

Network Operation Centre

2

Service Centre

Global Compliance Standards



ISO 9001
Certified in Quality
Management Services



ISO 27001
Certified in
Information Security



ISO 20000
Certified in IT service
management



GDPR
General Data
Protection Regulation



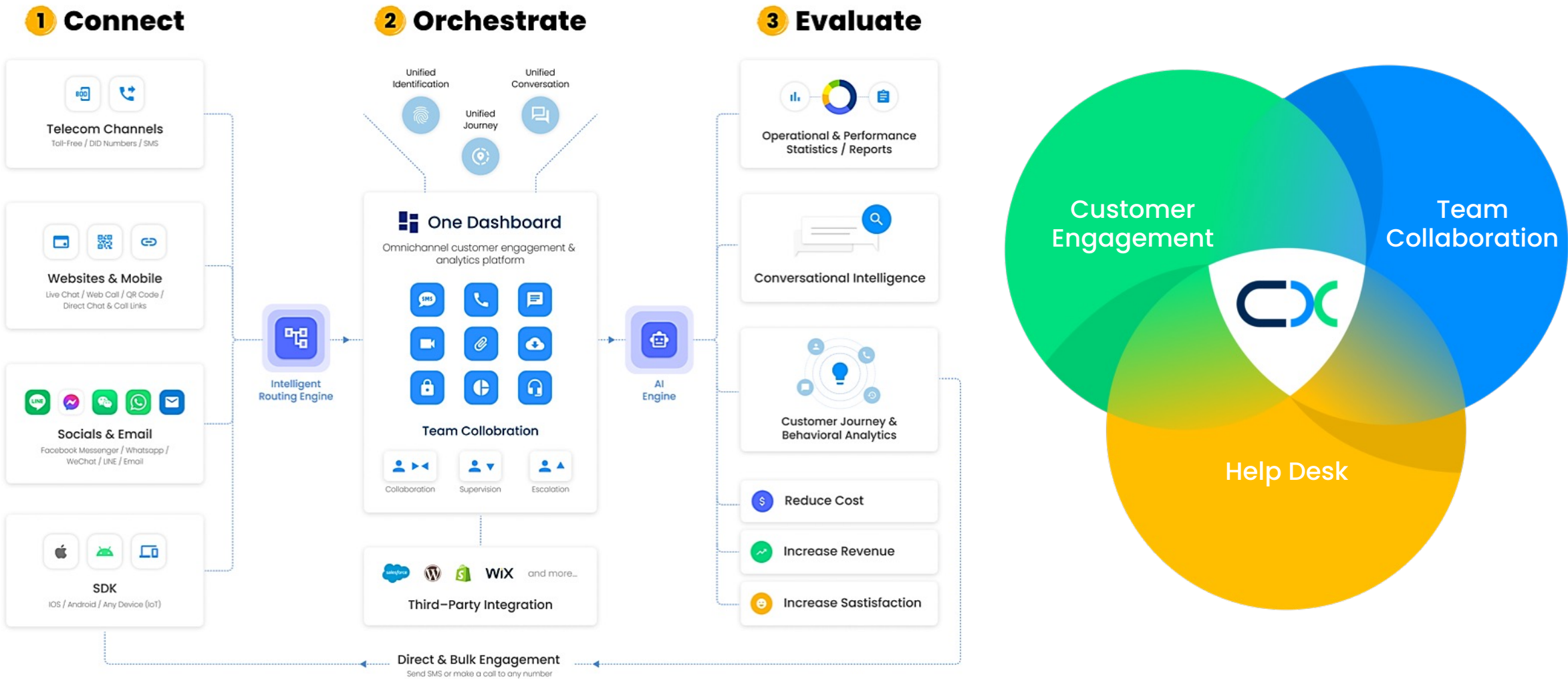
Payment Card Industry
Data Security
Standard Compliance

- M800 understands that it is crucial to ensure a strong line of defense and uphold the privacy standard in its solution to its customers, from personal use to the government level. That is why M800 has been investing heavily from day 1 and the security of its solutions remains the top priority of its development team.
- M800 has established as its internal policy the rigid implementation of actions to protect customer information. For an objective assessment of its activities, the Company has acquired and maintained international certifications in information security and privacy in line with the provisions of the **Hong Kong Personal Data (Privacy) Ordinance (CAP 486) and the General Data Protection Regulation (EU) 2016/679.**

2022

CINNOX Introduction

An integrated and comprehensive CX Platform



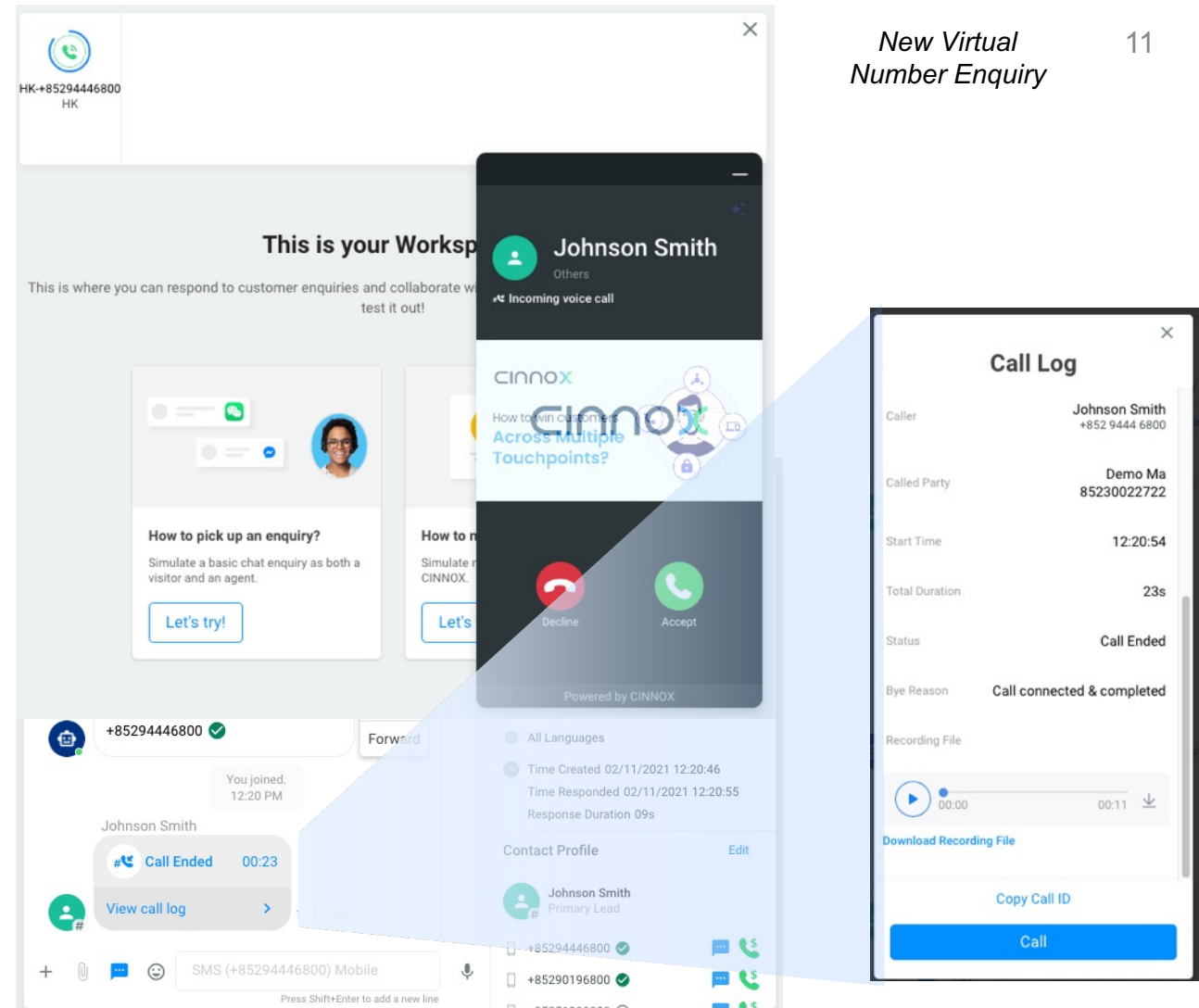
Connect

Virtual Number Channel

- Even customer has no IP network, he/she can communicate with the enterprise in real-time. Unique virtual numbers represents enterprise identity.
- Calls can be recorded automatically or manually.
- Enterprise can use the virtual number the customer dials, to call back as a Caller ID (caller number display)*



Making a PSTN call
Customer View

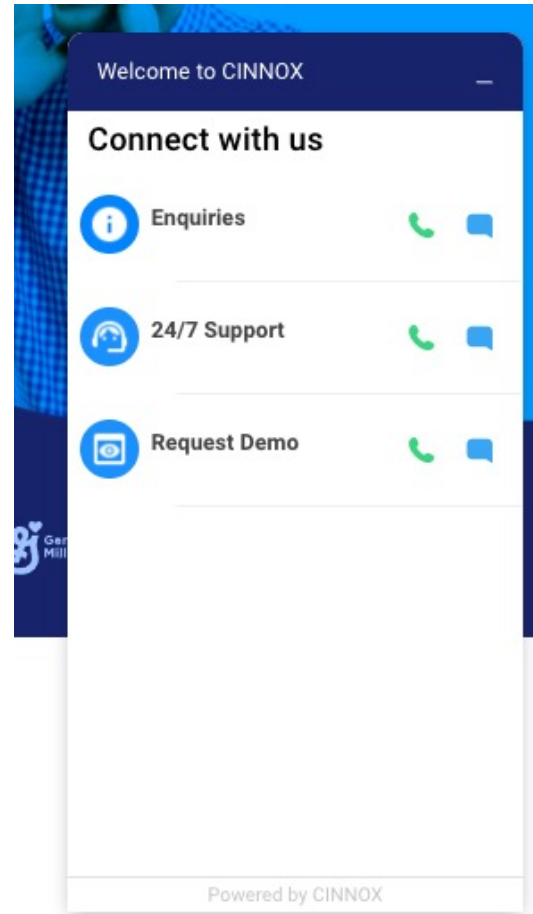


CINNOX Call & Call Log
Staff View

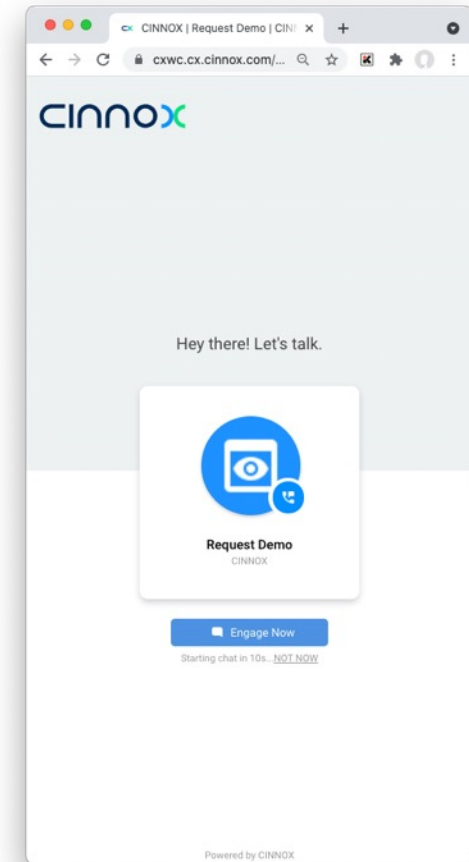
*The virtual number itself is required to support the dial-out function as an incoming caller ID number (e.g., local DID number).

Directory (Web Channel)

- Available in a form of widget on website, direct web link (URLs) or QR Code access.
- Supports all CINNOX rich communication feature including Voice and Video calls.
- Users don't need to install any applications to use them at any time
- The use of QR Codes can be printed in any physical product to provide after-sales service or consultation, and can also be used in marketing printed materials.

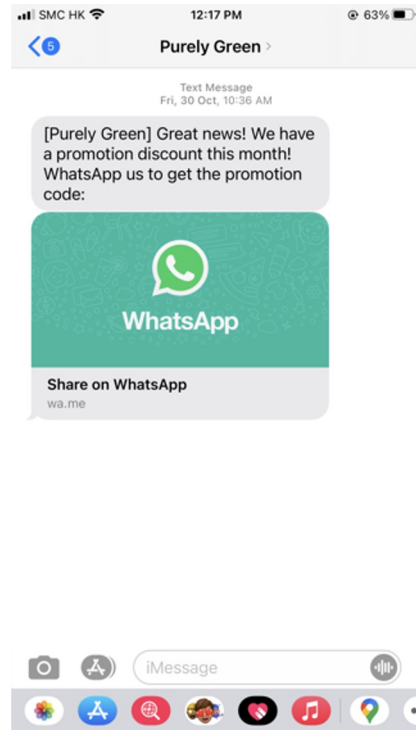


*Engage through Widget in
Customer's Website*



*Engage through Weblink / QR
Code*

WhatsApp Channel

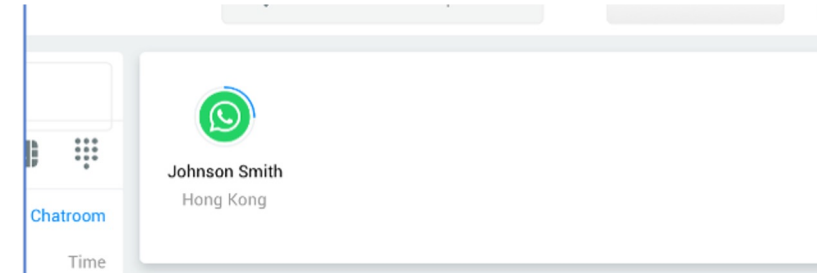


Engage through SMS

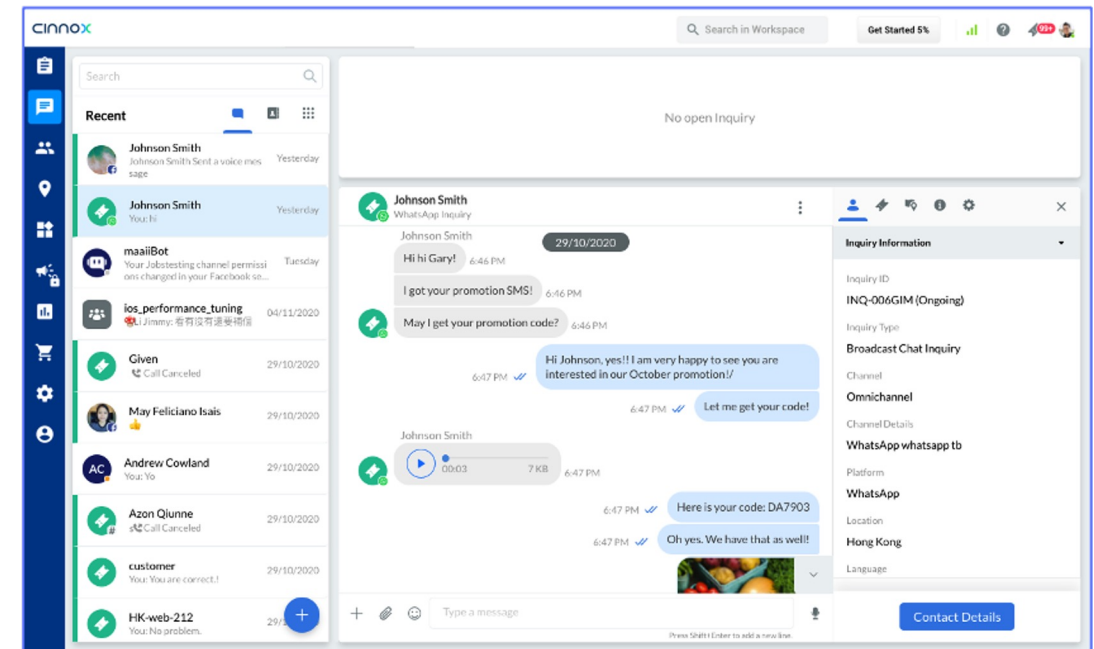


WhatsApp Chat

Customer View



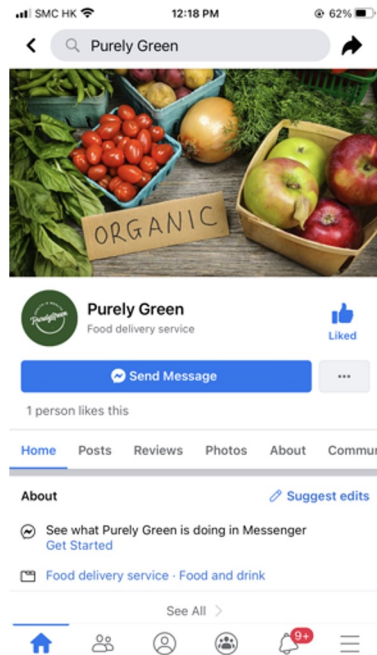
New WhatsApp Enquiry



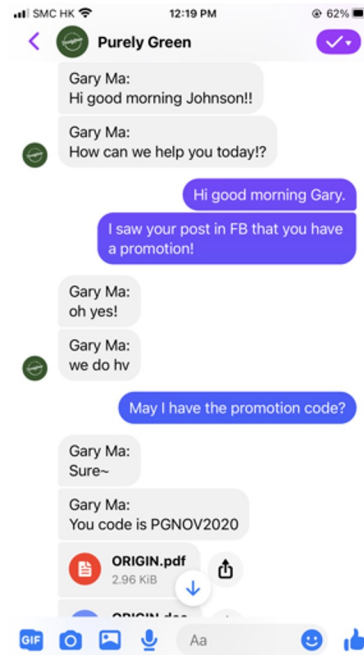
CINNOX WhatsApp Chat

Staff View

Facebook Messenger Channel

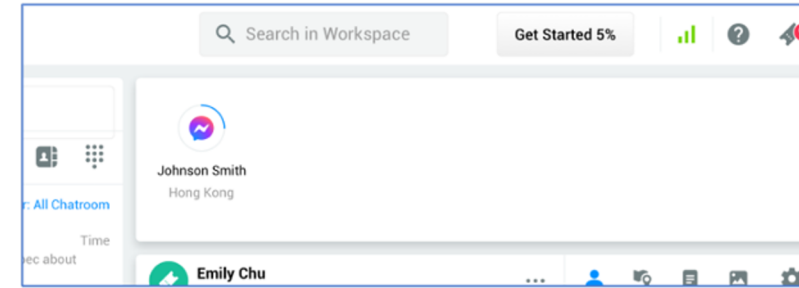


Engage through
Fan Page Home
(through search)

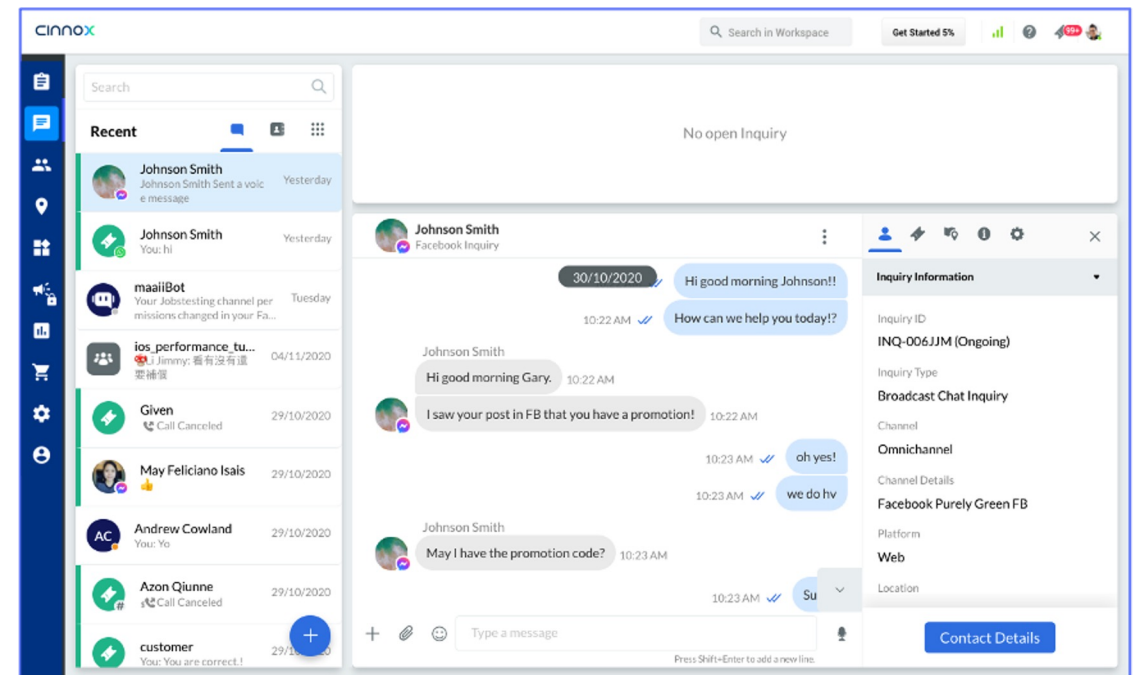


Chat in Facebook
Messenger

Customer View



New Facebook Enquiry



Messenger Chat

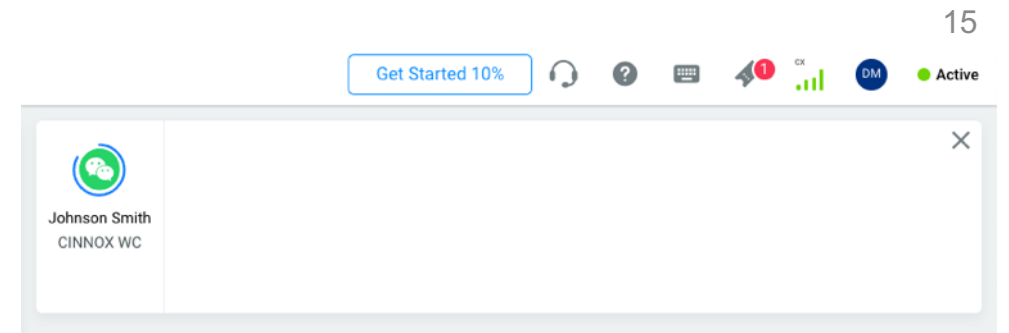
Staff View

WeChat Channel

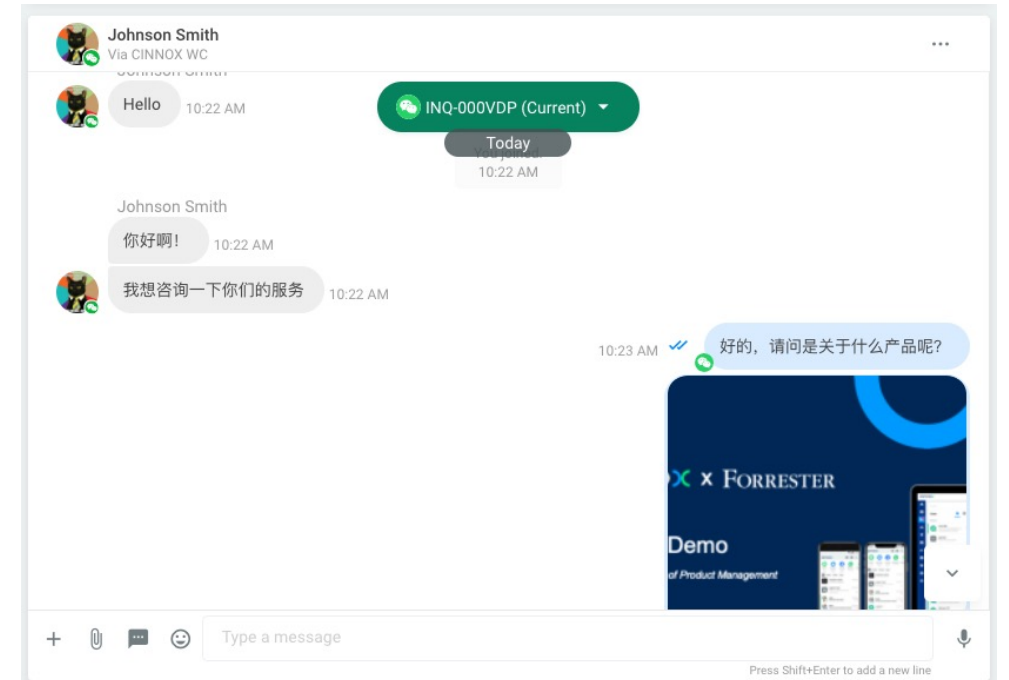


Engage through Official Service Account or
Official Subscription Account

Customer View



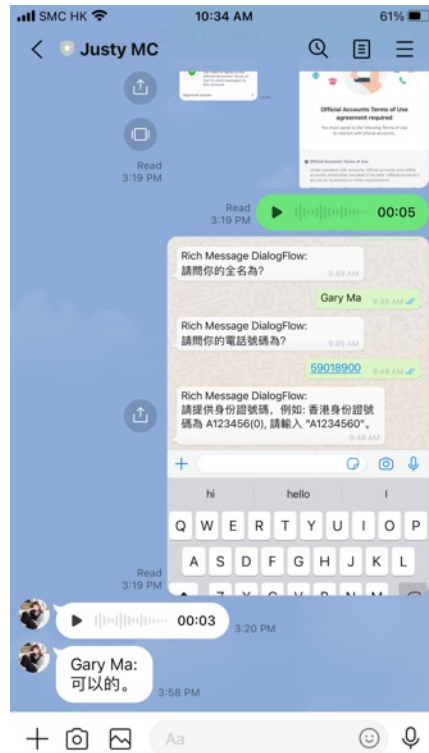
New WeChat Enquiry



WeChat Chat

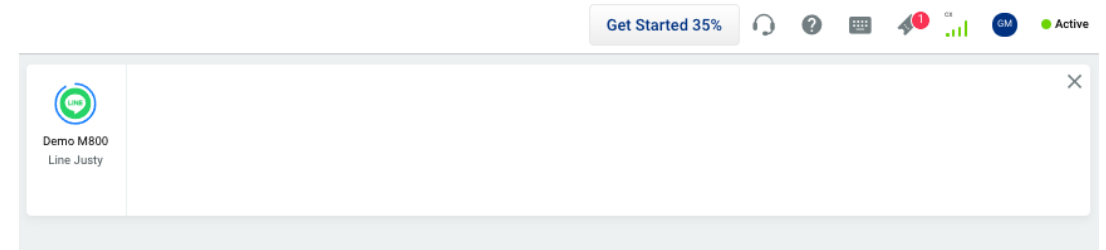
Staff View

LINE Channel

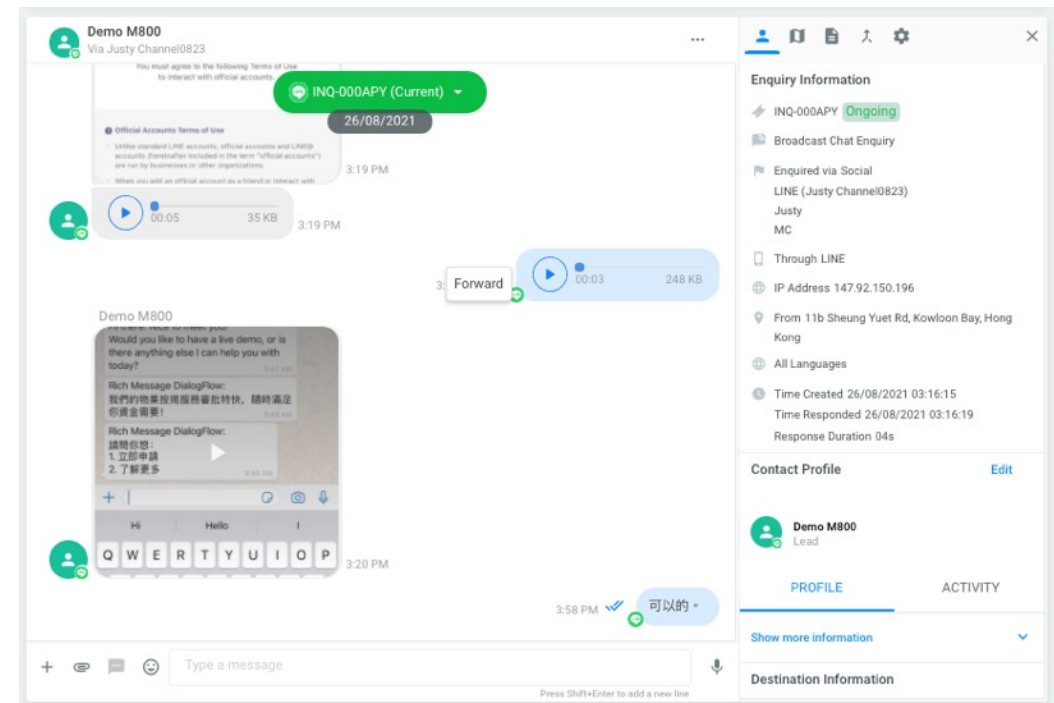


Engage through Official Business Account

Customer View



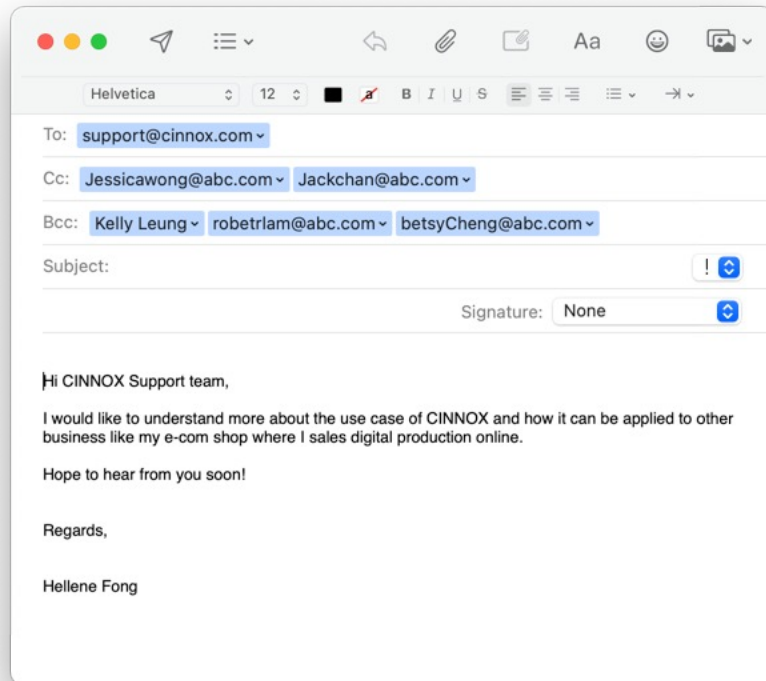
New LINE Enquiry



LINE Chat
Staff View

Connect

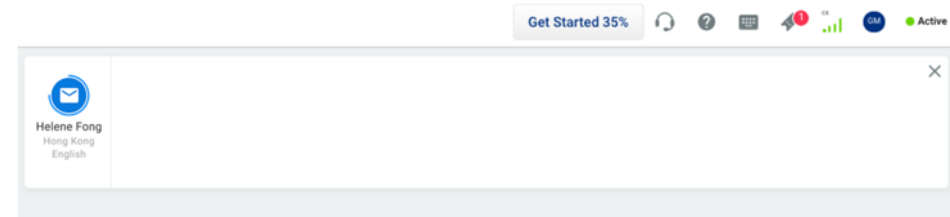
Email Channel



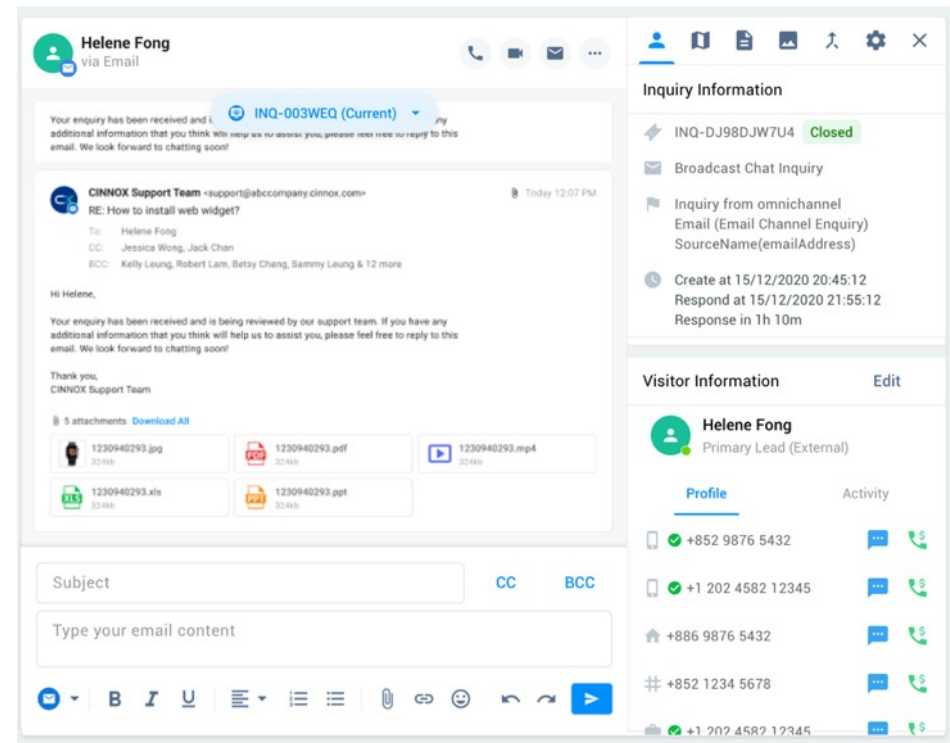
Engage through any Email client
sending the email to the Channel

Customer View

Remark: Only the channel email is in the "To" field will trigger an enquiry, others (i.e., Cc, Bcc) will be void.
CINNOX supports default domain (e.g. @xxx.cinnox.com) and your custom domain (e.g. @xxx.com) options depending on the package you subscribed.



New E-mail Enquiry

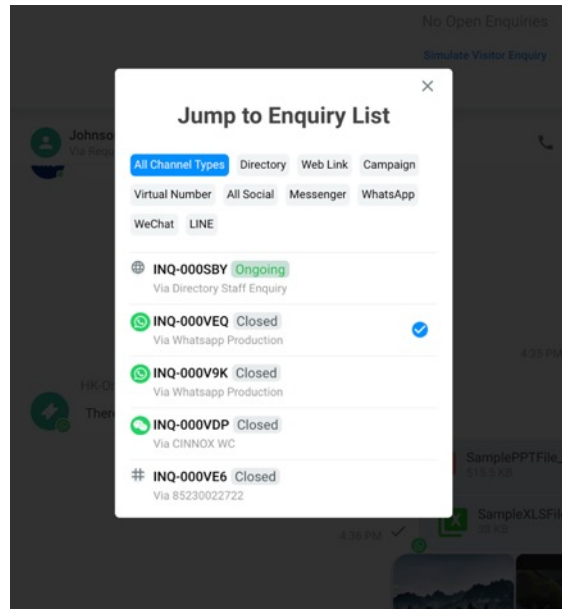


Email Messages

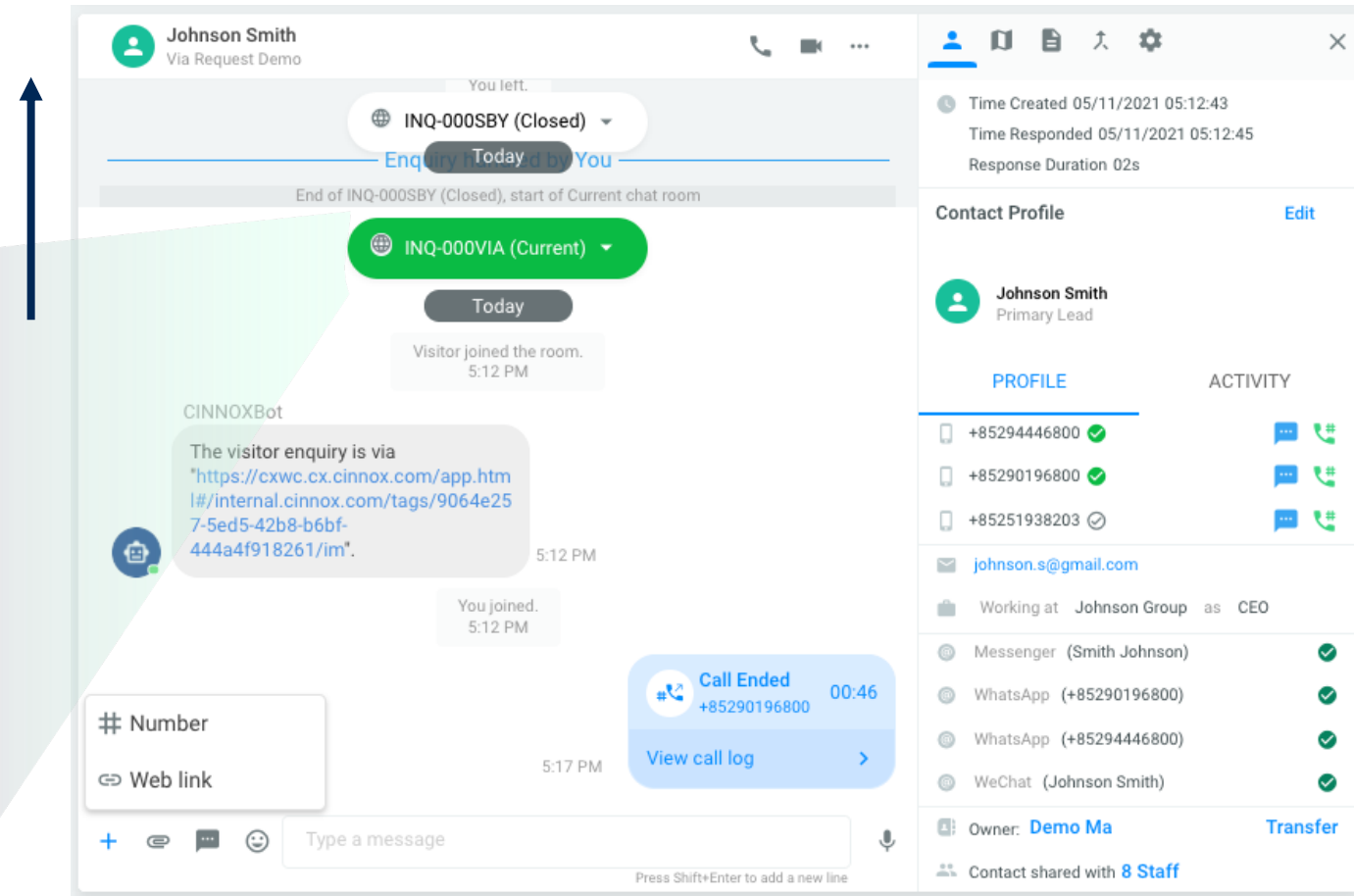
Staff View

Real omni-channel within simple clicks

- 1 Simply scroll up to view full conversations regardless of the type of channels



- 2 Quick Navigate to any Enquiries from any channels



- 4 Invite visitor to engage with other channel directly in the chat room

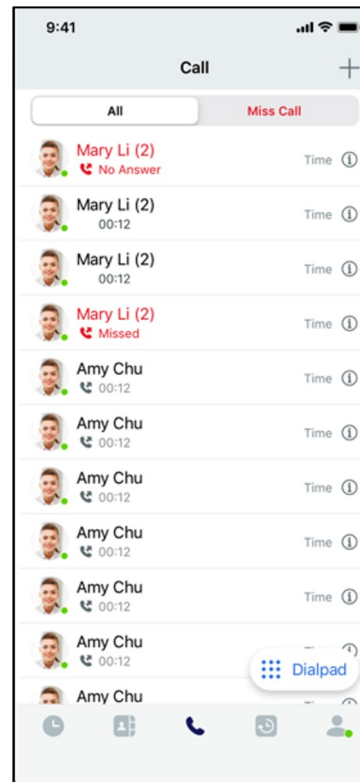
- 3 Direct phone call / SMS in any channels. And it will be kept in the same enquiry conversation history, including the call recorded file.

- 5 Unified multiple channel identities

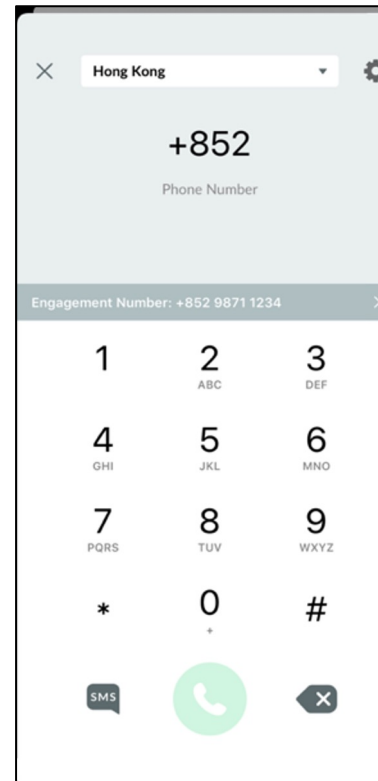
Direct Engagement (SMS, PSTN & Email)

Staffs can direct engage with the customers anywhere in the world through:

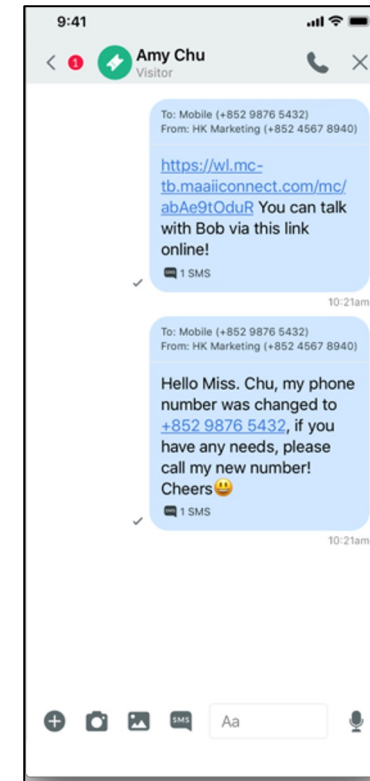
- Outbound call to any phone
- Outbound SMS to any phone
- Outbound email to any contact with email address



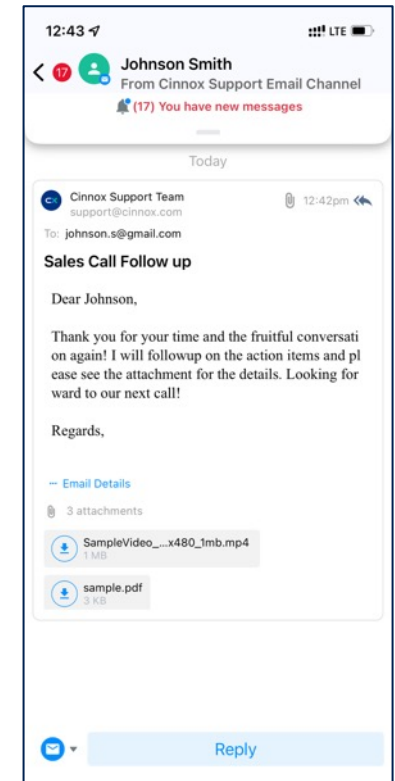
Call History



Dial Pad



SMS Message



Email

Bulk Engagement – Smart Calling

- Staff can upload a list of number and system will auto dial one by one and popup to agent if called party picked up.

cinnox Get Started 59% Active

Smart Calling

Search Task Name Create Task

Task Name	Created By	Caller ID	Successful / Failed / Cancelled Calls	Status	Last Updated
test	Rita Admin 1	+886 2 7705 3139	1/0/1	Cancelled	02/08/2021 05:10 PM
test-0716	Rita Admin 2	+886 2 7705 3139	2/0/0	Completed	20/07/2021 09:39 PM
test-0716	Rita Admin 1	+886 2 7703 4483	2/0/0	Completed	16/07/2021 01:40 PM
test-0714	Rita Admin 2	+886 2 999 1211	2/0/0	Completed	14/07/2021 06:15 PM
test-0714	Rita Admin 1	+886 2 7703 4483	0/0/2	Cancelled	14/07/2021 06:12 PM
test-0714	Rita Admin 1	+886 2 7703 4483	1/0/1	Cancelled	14/07/2021 06:05 PM
test-0709	Rita Admin 2	+886 2 999 1211	1/0/1	Completed	09/07/2021 02:59 PM
test-0709	Rita Admin 1	+886 2 999 1211	0/0/2	Cancelled	09/07/2021 02:57 PM
test-0708	Rita Admin 2	+886 2 999 1211	2/0/0	Completed	08/07/2021 04:59 PM
test-0708	Rita Admin 2	+886 2 999 1211	2/0/1	Cancelled	08/07/2021 04:54 PM

10 Records per page < 1 2 3 4 5 ... 14 > Go to page Go

Smart Calling

Search Task Name Create Task

Task Name	Created By	Caller ID	Successful / Failed / Cancelled Calls	Status	Last Updated
test	Rita Admin 1	+886 2 7705 3139	1/0/1	Cancelled	
test-0716	Rita Admin 2	+886 2 7705 3139	2/0/0	Completed	
test-0716	Rita Admin 1	+886 2 7703 4483	2/0/0	Completed	
test-0714	Rita Admin 2	+886 2 999 1211	2/0/0	Completed	
test-0714	Rita Admin 1	+886 2 7703 4483	0/0/2	Cancelled	
test-0714	Rita Admin 1	+886 2 7703 4483	1/0/1	Cancelled	
test-0709	Rita Admin 2	+886 2 999 1211	1/0/1	Completed	
test-0709	Rita Admin 1	+886 2 999 1211	0/0/2	Cancelled	
test-0708	Rita Admin 2	+886 2 999 1211	2/0/0	Completed	
test-0708	Rita Admin 2	+886 2 999 1211	2/0/1	Cancelled	

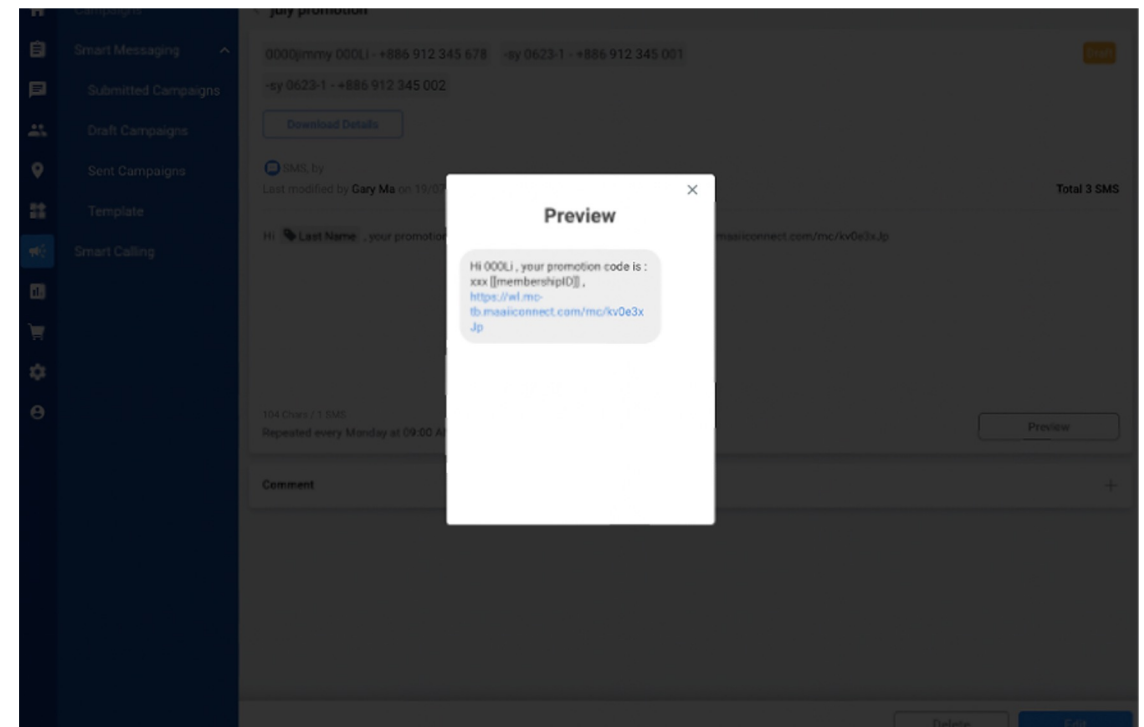
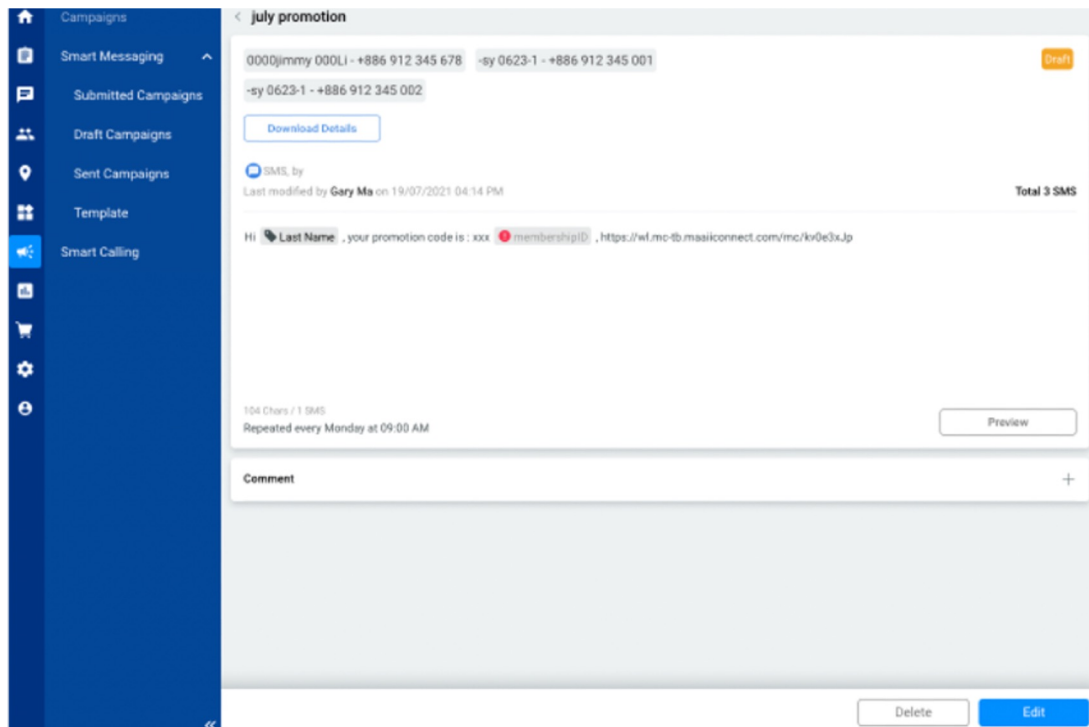
Li Chun Hei
+852 9876 5432

maaiconnect

Hold Mute Video

Bulk Engagement – Smart Messaging

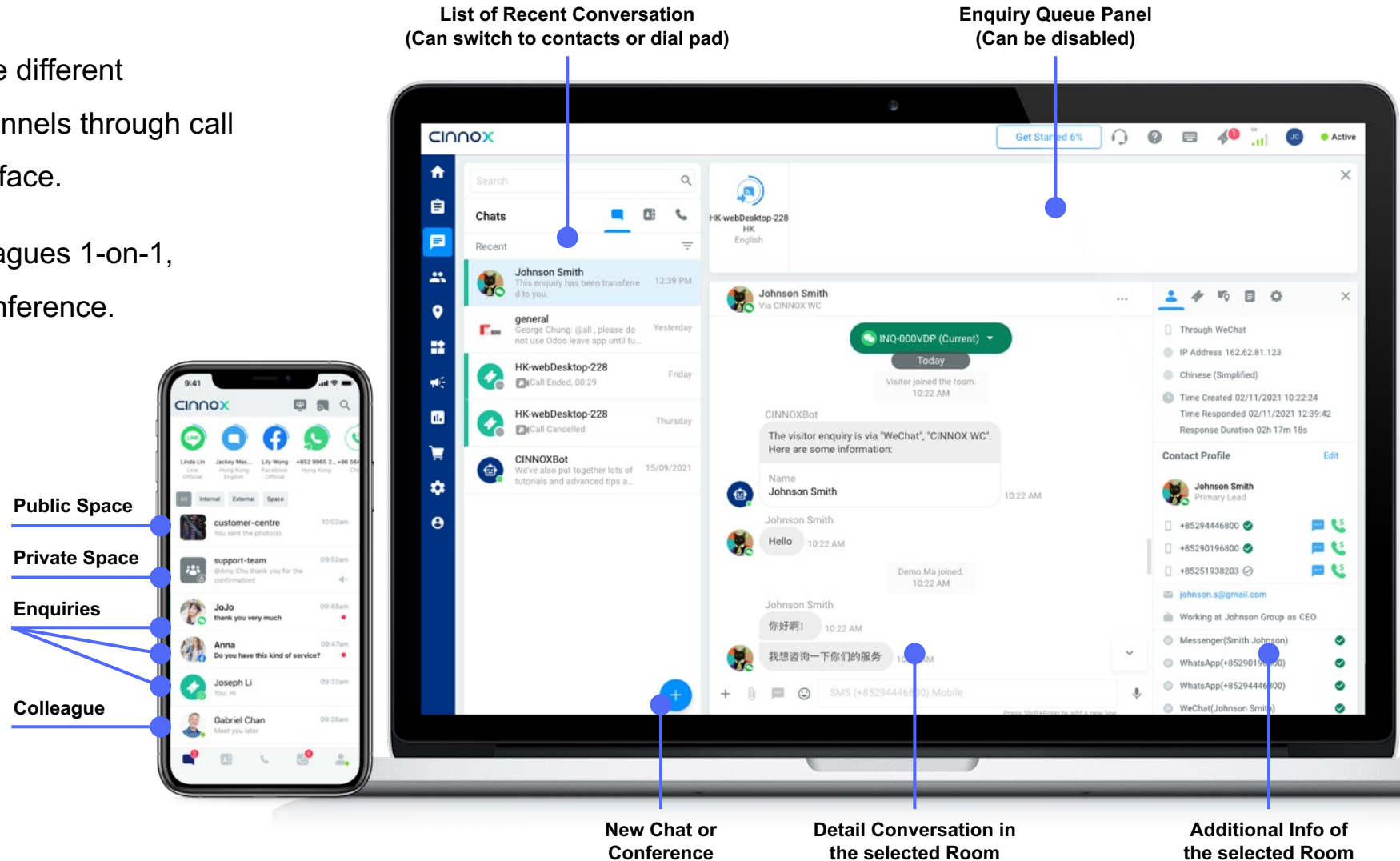
- Staff can upload a list of number and variables, and system will auto send bulk SMS to all in the scheduled time.



Orchestrate

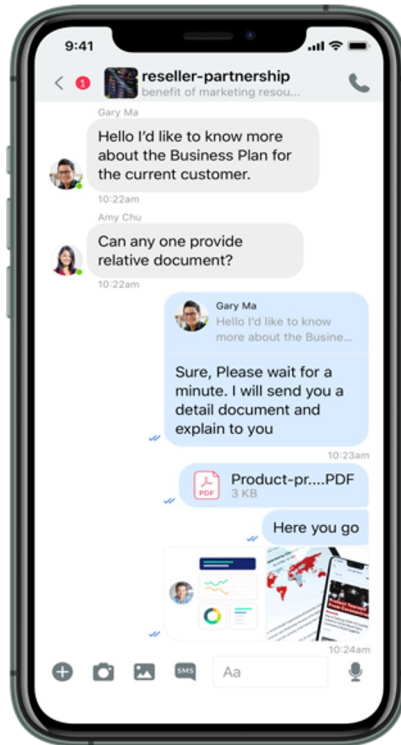
Workspace

- Allows your Staffs to handle different enquiries from different channels through call or chat in a one single interface.
- Collaborate with your colleagues 1-on-1, group chat (Space) and conference.



Real-time communication

Embedded messages, audio and video calls and conference allow staffs to respond to queries quickly and provide immediate assistance internally and externally.



Instant Messaging



Audio Call



Video Call



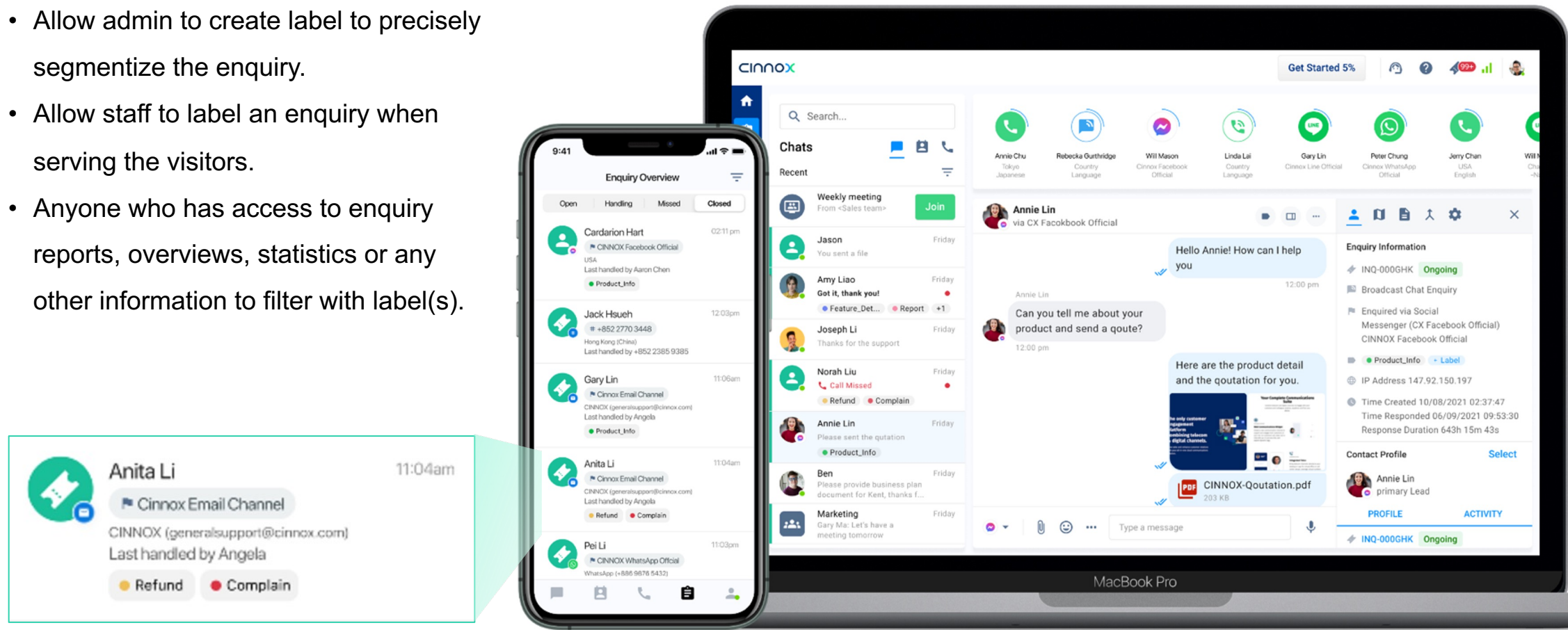
Video Conferencing Call



Screen Sharing

Enquiry Label

- Allow admin to create label to precisely segmentize the enquiry.
- Allow staff to label an enquiry when serving the visitors.
- Anyone who has access to enquiry reports, overviews, statistics or any other information to filter with label(s).



Use customized labels to fit your business operation need (e.g., product segment labels, support phases labels) or highlight the important action or nature of the enquiry (e.g., VIP labels, sales cycle labels).

Contact Sections

Phone Numbers

Personal Information

Social Channel Identities

Device Information

Notes for this contact

Enquiries Records and Histories

Customer Journey in Website

Outbound Engagement Records

Johnson Smith's Contact Details

Profile Activity Sharing Change Log

Johnson Smith
Primary Lead

Phone Number (3)
+85294446800 Mobile #1
+85290196800 Mobile #2
+85251938203 Mobile #2

Personal Information
Email: johnson.sj@gmail.com Company: Johnson Group
Job Title: CEO Team: --
Birth Date: -- Language: --
Group: -- Address: --

Social Messaging
Smith Johnson Messenger
+85290196800 WhatsApp
+85294446800 WhatsApp #1
Johnson Smith WeChat

Device Information
Platform: -- User Agent: --
Time zone: -- Geo Location: --

Notes
Add New Note

Enquiry History
Enquiry ID Handled by Last updated
INQ-000MA Demo Ma Friday 05:12 PM
INQ-000SBY Demo Ma 19/07/2021 03:26 PM
INQ-000VHJ Mortgage Bot Friday 10:22 AM

Journey
Close Enquiry (INQ-000SBY) Friday 05:20 PM
Close Enquiry (INQ-000VHJ) Friday 05:20 PM
Close Enquiry (INQ-000UNL) Friday 05:18 PM

Engagement
Engagement Type Caller ID Called Party Time updated
Outbound SMS +85234720830 +85294446800 20/10/2021 08:25 AM
Outbound SMS +85234720830 +85294446800 20/10/2021 08:09 AM
Outbound SMS +85234720830 +85294446800 20/09/2021 03:05 PM

Web Dashboard View

9:41

Contact Profile

Amy Chu
Lead

Note (0)

Personal Journey Activity Device

Phone
Mobile
+852 9876 5432
Work
+886 976 543 123
Home
+852 2123 3421

Email
Email
amychu@comapny.com

Social Media
Facebook amychu.17
Whatsapps +852 9876 5432

Other Information
Company Company Name
Job Title VP
Department Product
Birth Date 11/11/1985
Language English
Group US.VIP
Level Primary

Mobile App View

Johnson Smith's Contact Details

Profile Activity Sharing Change Log

Enquiry History
HK-webDesktop-228 Friday
Via Request Demo
HK, English
By Demo Ma
HK-webMobile-228 Friday
Via Demo Ma
HK, English
By Demo Ma
HK-webDesktop-228 Friday
Via Happy Mortgage
HK, English
By Mortgage Bot
HK-webDesktop-228 Friday
Via Demo Ma
HK, English
By Demo Ma
HK-OmnichannelWhat 12/11/2021
Via Whatsapp Production
Whatsapp Production (+85230022722)
HK, All Languages
By +85290992549
HK-OmnichannelWhat 12/11/2021
Via Whatsapp Production
Whatsapp Production (+85230022722)
HK, All Languages
By Mortgage Bot

Engagement
Outbound SMS 20/10/2021
CLI: +85234720830
Called Party: +85294446800
Outbound SMS 20/10/2021
CLI: +85234720830
Called Party: +85294446800
Outbound SMS 20/09/2021
CLI: +85234720830
Called Party: +85294446800
Outbound SMS 20/09/2021
CLI: +85234720830
Called Party: +85294446800
Outbound SMS 20/09/2021
CLI: +85234720830
Called Party: +85294446800
Outbound SMS 20/09/2021
CLI: +85234720830
Called Party: +85294446800
Outbound SMS 24/06/2021
CLI: +8613520503590
Called Party: +85251938203
Outbound SMS 24/06/2021
CLI: +8613520503590
Called Party: +85294446800

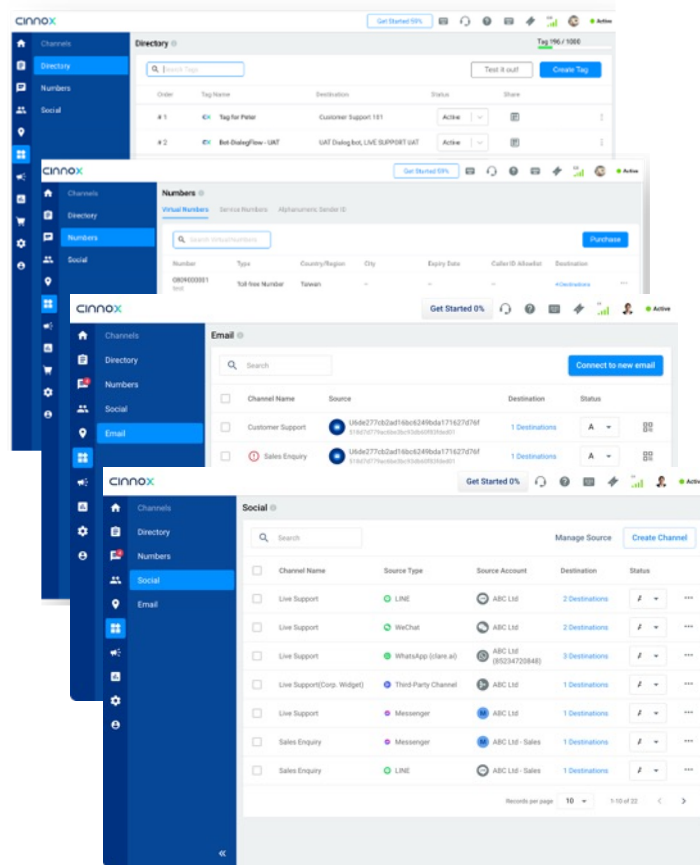
Journey
Close Enquiry Friday
Close Enquiry Friday
Close Enquiry Friday
Created Enquiry Friday
Created Enquiry Friday
Close Enquiry 02/11/2021
02/11/2021
02/11/2021
Created Enquiry 02/11/2021
Close Enquiry 02/11/2021

Detail View of each record

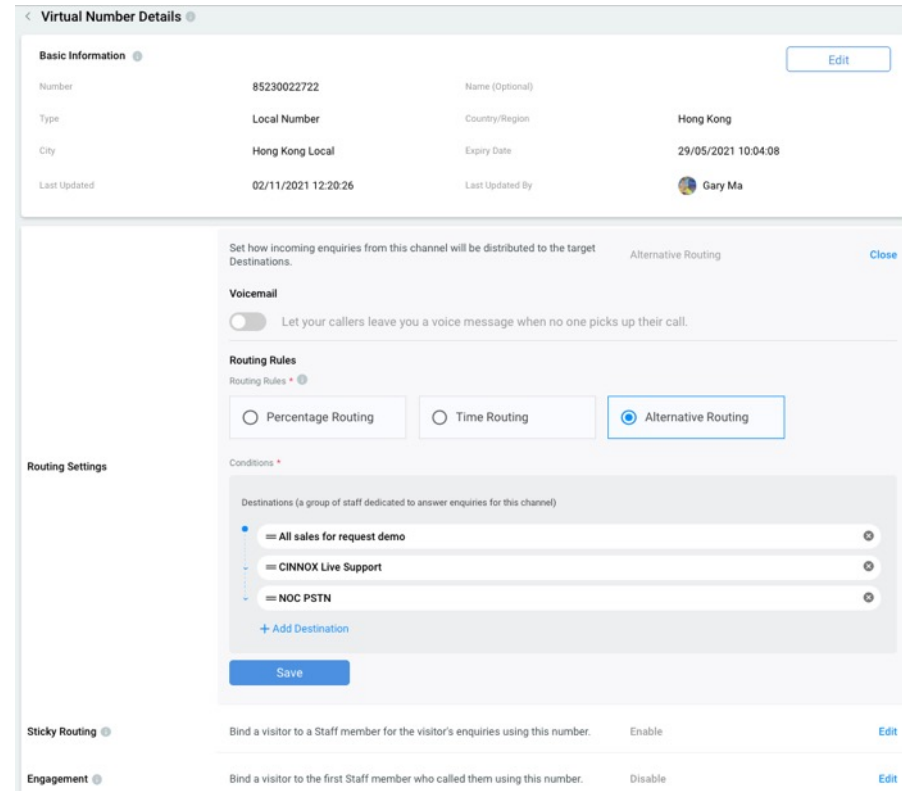
Remark: Same information is available in the room additional Info Panel when serving customer.

Manage Channels and Routing

Manage different communication channel in an organized way and set the routing o redirect customer or visitor enquiries to different desired Destinations



All Your Channels



Routing Settings Change in Real-time

Support Routing Type:

- Alternative/Priority Route
- Time Route
- Percentage Route
- Sticky Route
- Engagement Mode (Revers Sticky Route)
- Skill-based Route (Dest.)
- Language Route (Dest.)
- Location Route (Dest.)

Support Destination Type:

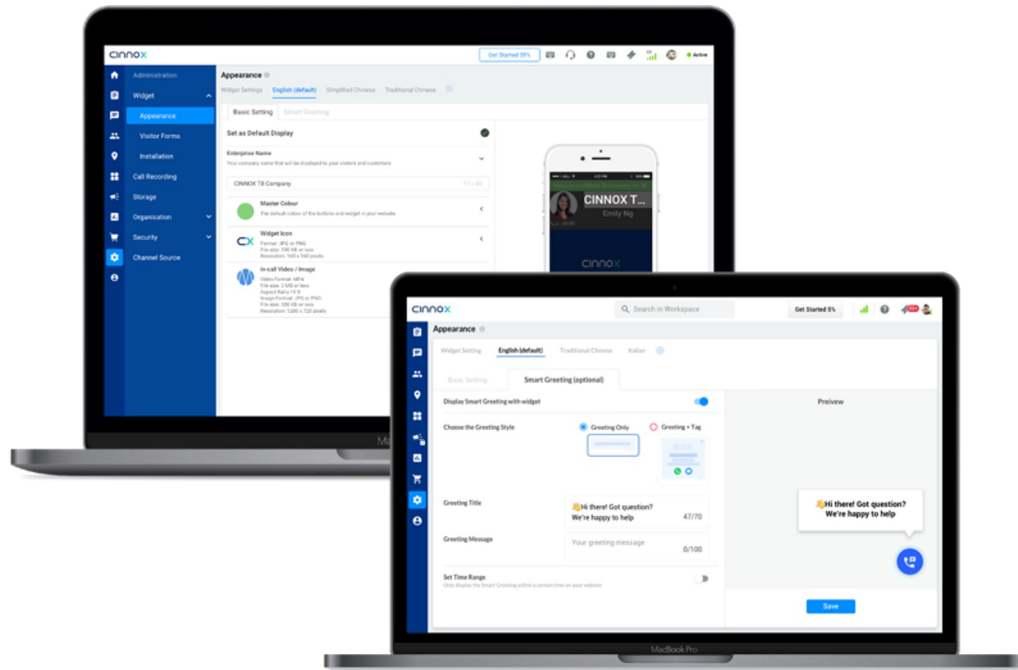
- To Staff App (CINNOX)
- To Any Phone Number (Mobile or fixed line)
- To SIP*
- To Chat Bot**
- To form or voicemail (if not available)

* : SIP Integration is a paid item, required to apply for arranging integration & enabling on CINNOX ;

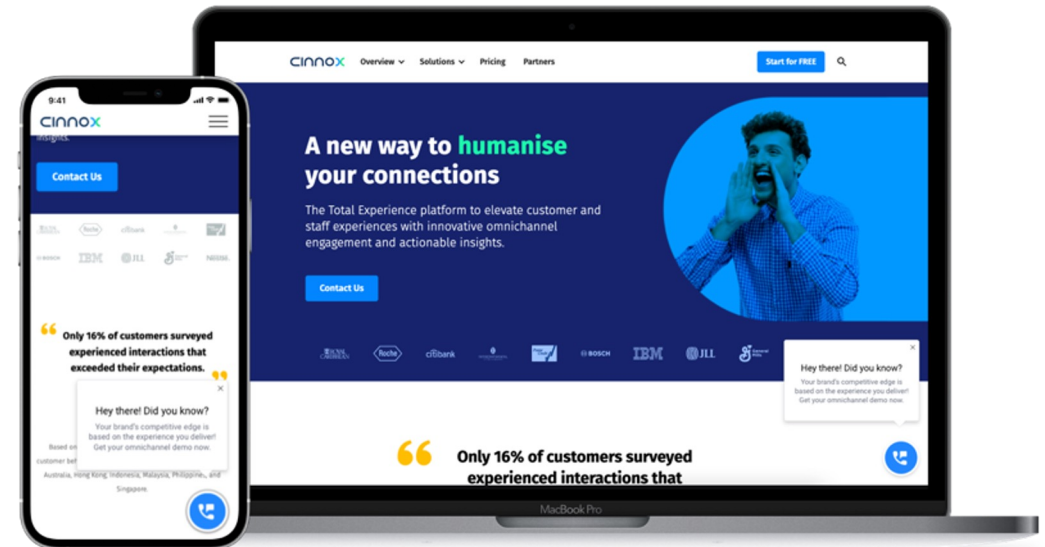
** : Chat bot supports Google DialogFlow, Microsoft QnA Maker and Sanuker Stella.

Widget Appearance

Can customise the appearance of widget to match your own branding.



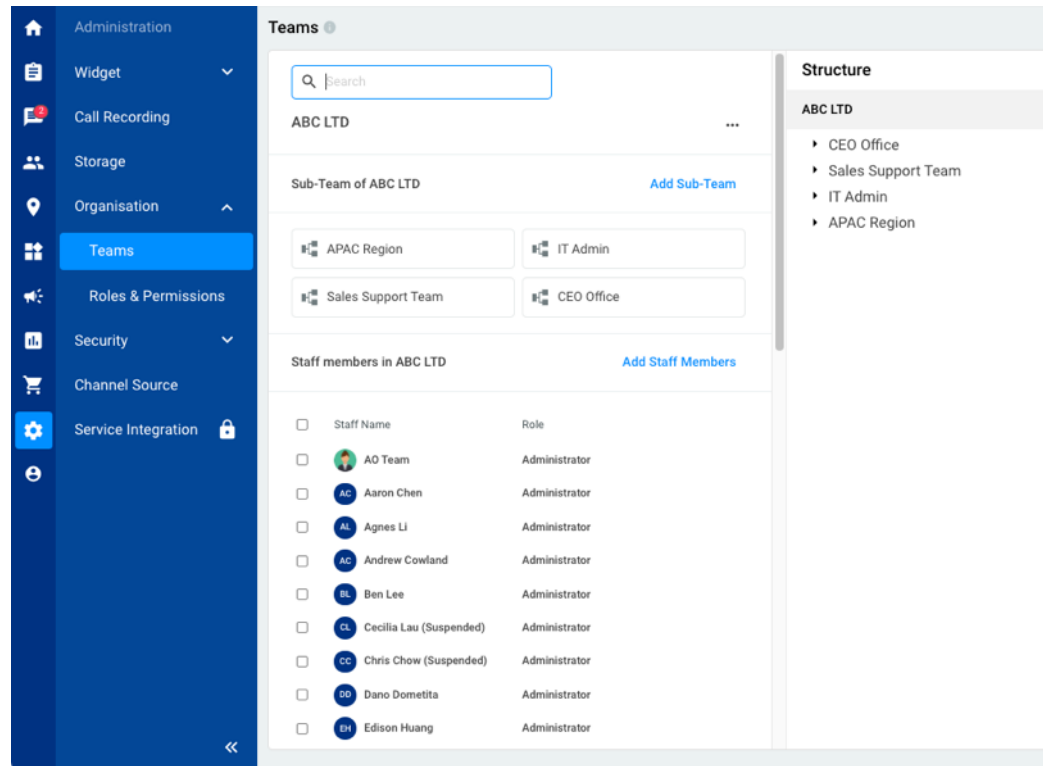
Widget Appearance & Greeting Setting



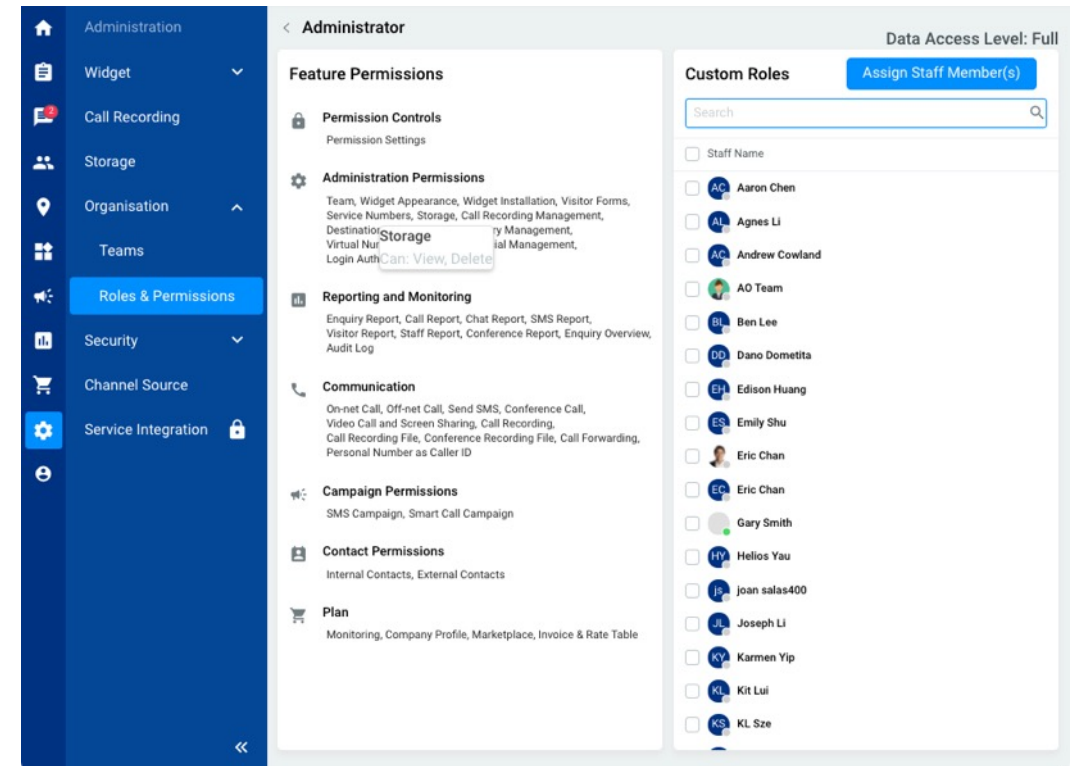
*Smart Greeting
(A pop-up to engage user to click the widget)*

Teams, Roles and Permissions

Create an organizational structure and assign roles with different access permission to all staff members.



Team Tree Structure



Roles & Permission

Security Control

The security of your CINNOX service is our top priority, to ensure that your, your visitors' and customers', and your colleagues' personal information are protected from unauthorised access.

Service Authentication

Category	Setting	Status	Action
Access Control	Visitor Number & IP Blocklist/Allowlist	Disabled	>
	Staff IP Login List	Disabled	>
	Staff Number Allowlist	Disabled	>
Authentication	Two-Factor Authentication	Disabled	Edit
	Third-Party Authentication	Disabled	Edit
Password Policies	Password History	Last 3 passwords	Edit
	Maximum Password Age		Edit
	Account Lockout Threshold	10 Failed Attempts	Edit

Authentication Control

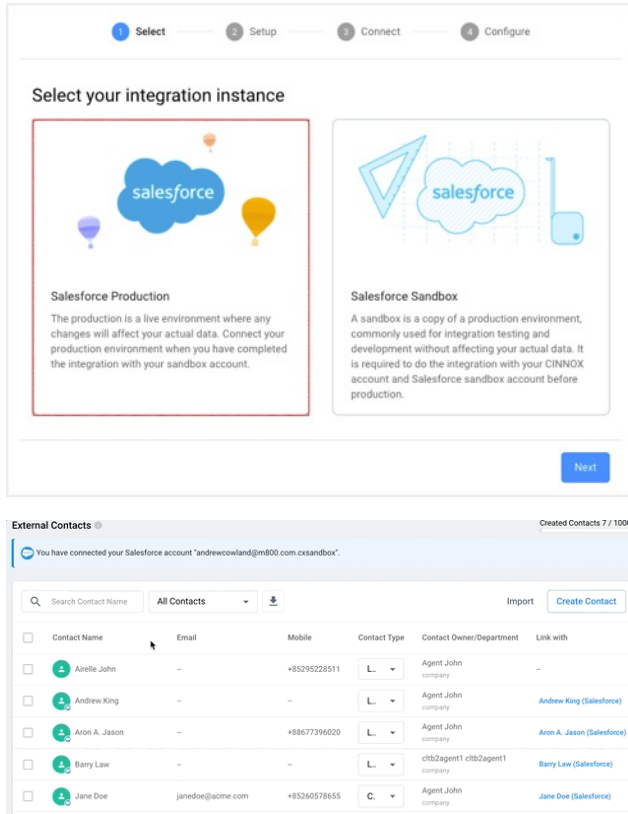
Audit Log

Time	Staff	IP Address	Action	Element	New/Old Values	Remarks
04/11/2021 10:48:51	AO Team	203.170.49.28	Deleted	externalContact		Show Values
04/11/2021 10:48:34	AO Team	203.170.49.28	Created	externalContact		Show Values
04/11/2021 10:48:05	AO Team	203.170.49.28	Deleted	externalContact		Show Values
04/11/2021 10:47:41	AO Team	203.170.49.28	Created	externalContact		Show Values
23/09/2021 18:27:48	Lucy D. Lui	203.170.49.28	Updated	externalContact		Show Values
23/09/2021 18:27:33	Lucy D. Lui	203.170.49.28	Created	externalContact		Show Values
21/09/2021 9:56:18	Lucy D. Lui	203.170.49.28	Created	externalContact		Show Values
31/08/2021 15:44:10	QA TEST	203.170.49.28	Created	internalContact		Show Values

Audit Log

Rich 3rd Party Integration

Allows you to easily connect to the familiar third-party platforms, making it more convenient to use and more automated.



Connect to your Salesforce account



Select your favorite Chat Bot



Connect to your favourite website/e-commerce shop CMS

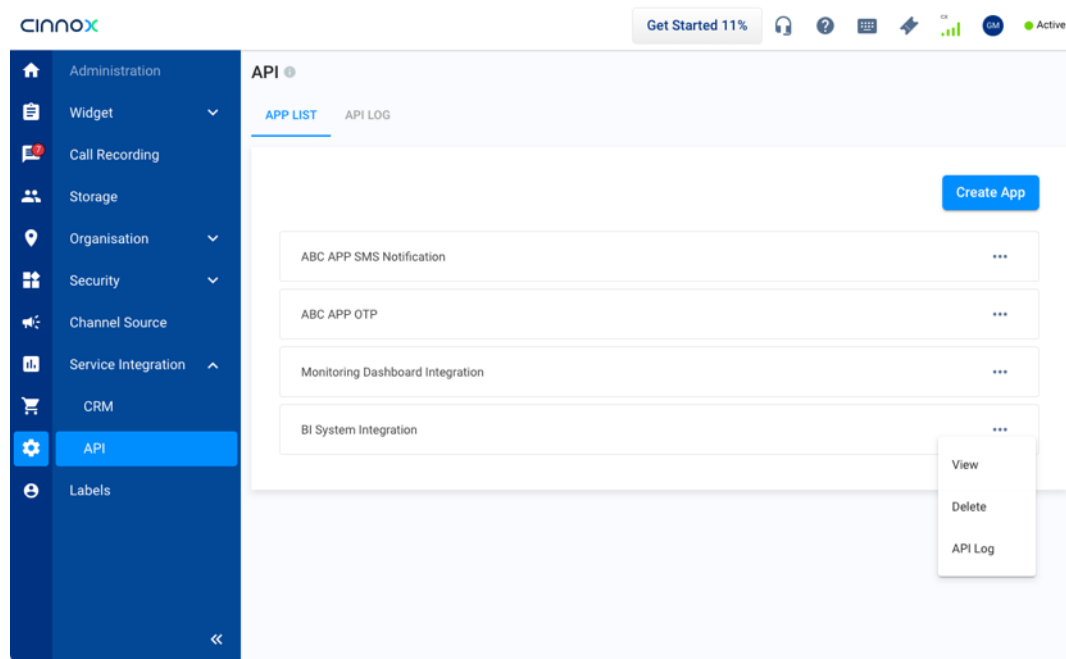


Third-Party Channel
Connect other messaging channels to CINNOX

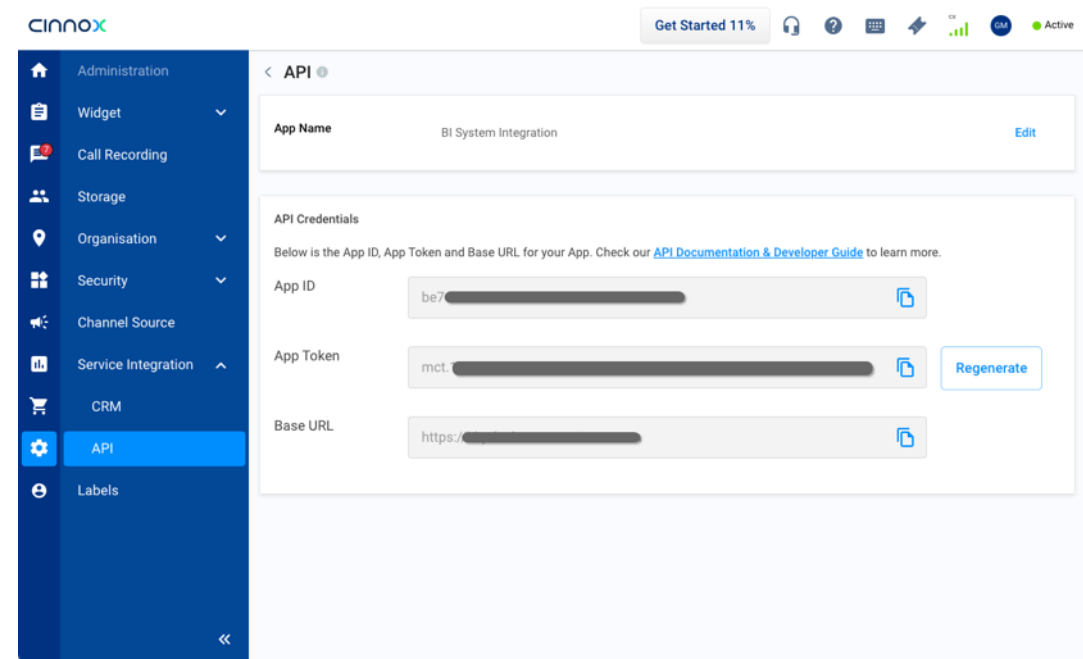
Any third-party communication platform can also be docked via the API

Open API

The Open API allows enterprise to integrate with CINNOX through API format. Currently it supports retrieving detailed records of your CINNOX service account.



Application Management



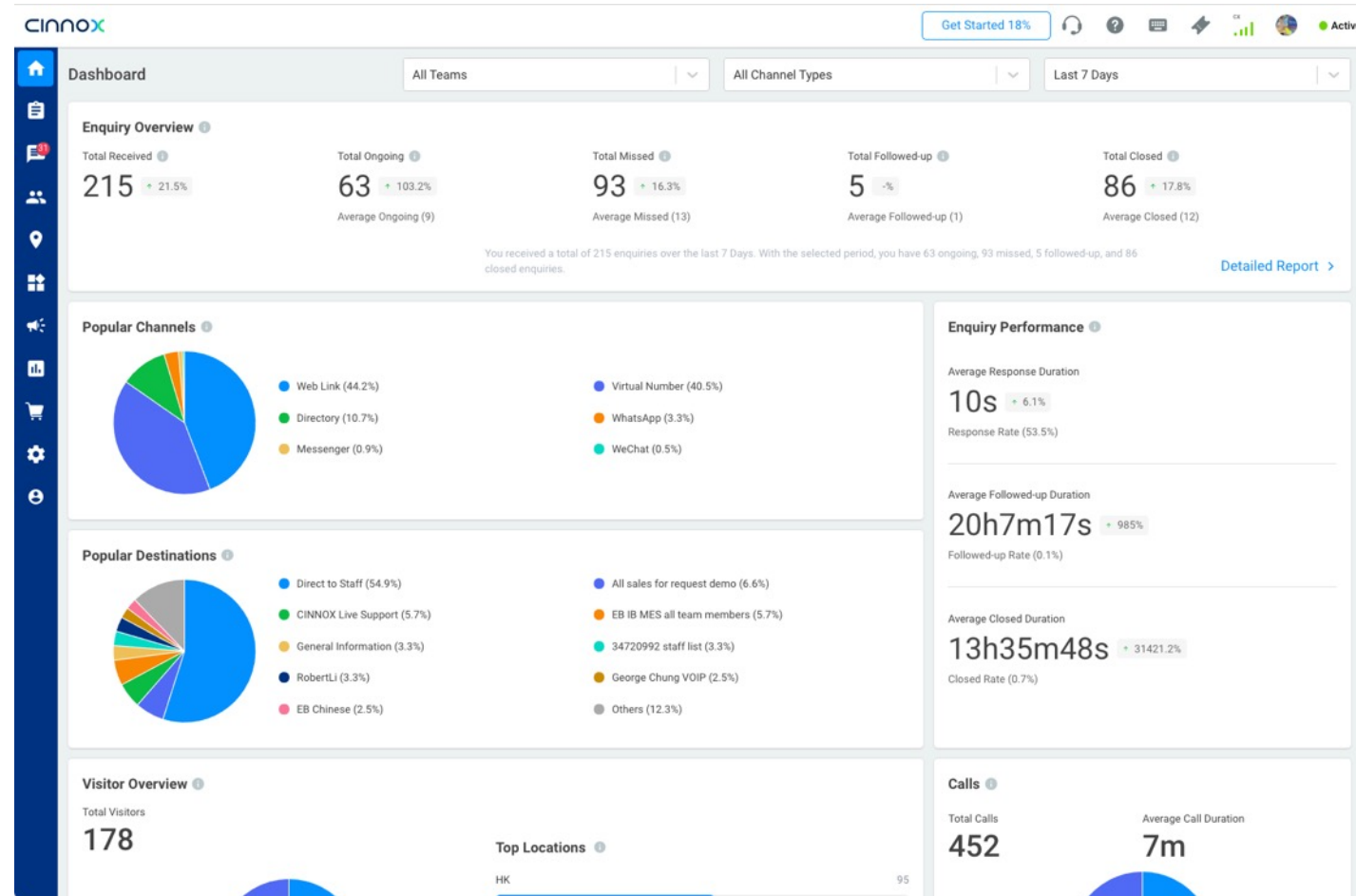
Application Details

* More API functions will be introduced in 2022 Q2, i.e., SMS API, enquiry event hook.

Evaluate

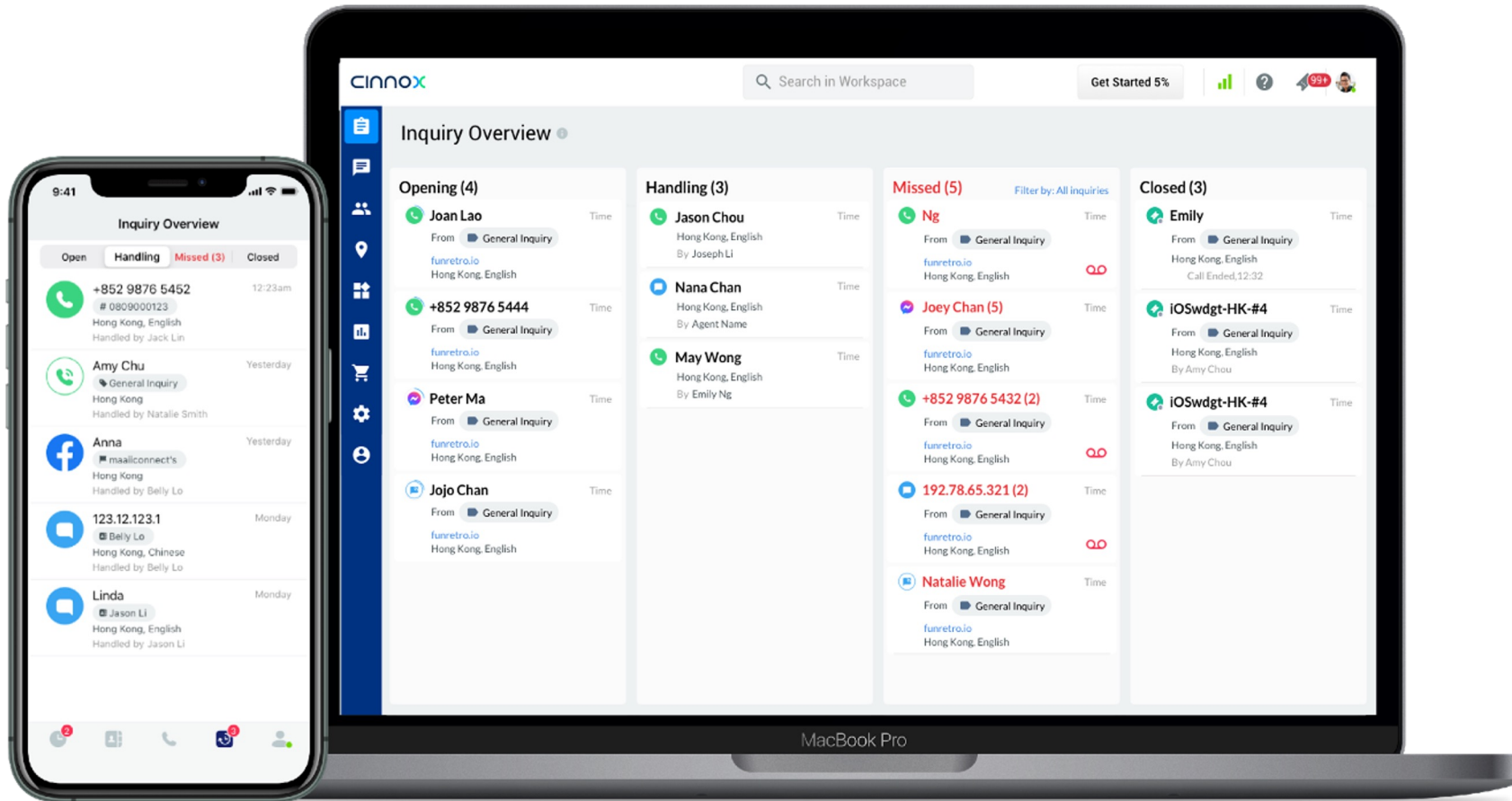
Dashboard

Provides an insight for your enquiries and their statuses, the popular channels and destinations, visitors and top locations and staff performances.



Enquiry Monitoring

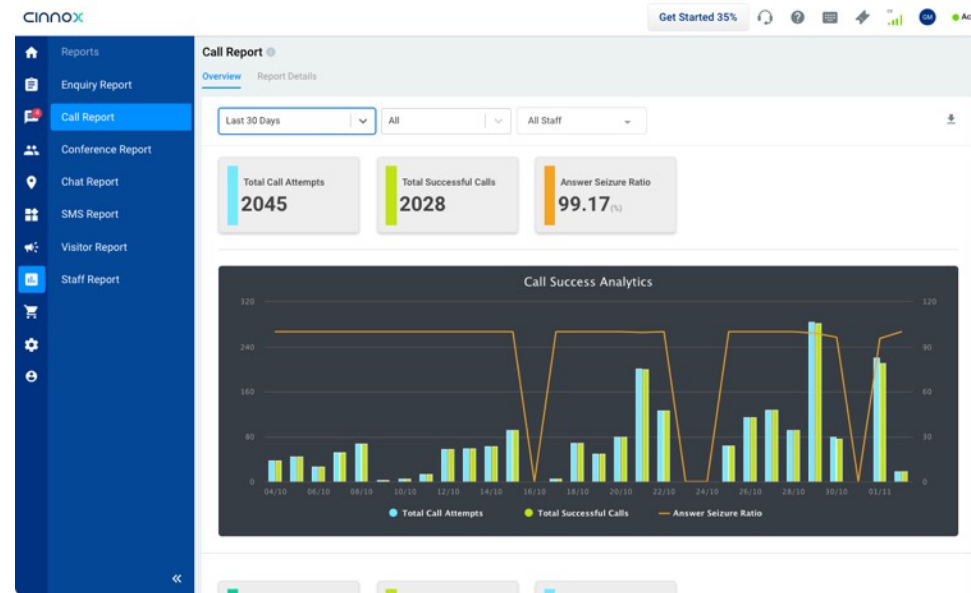
Allows administrator or managers to view all enquiries in the system



Reports & Record

The visual Analytics data helps you in reviewing the visitors and the staff engagement and calculate the average enquiries through different channels & activities:

- Enquiry Report
- Call Report
- Conference Report
- Chat Report
- SMS Report
- Visitor Report
- Staff Report



Visual Report

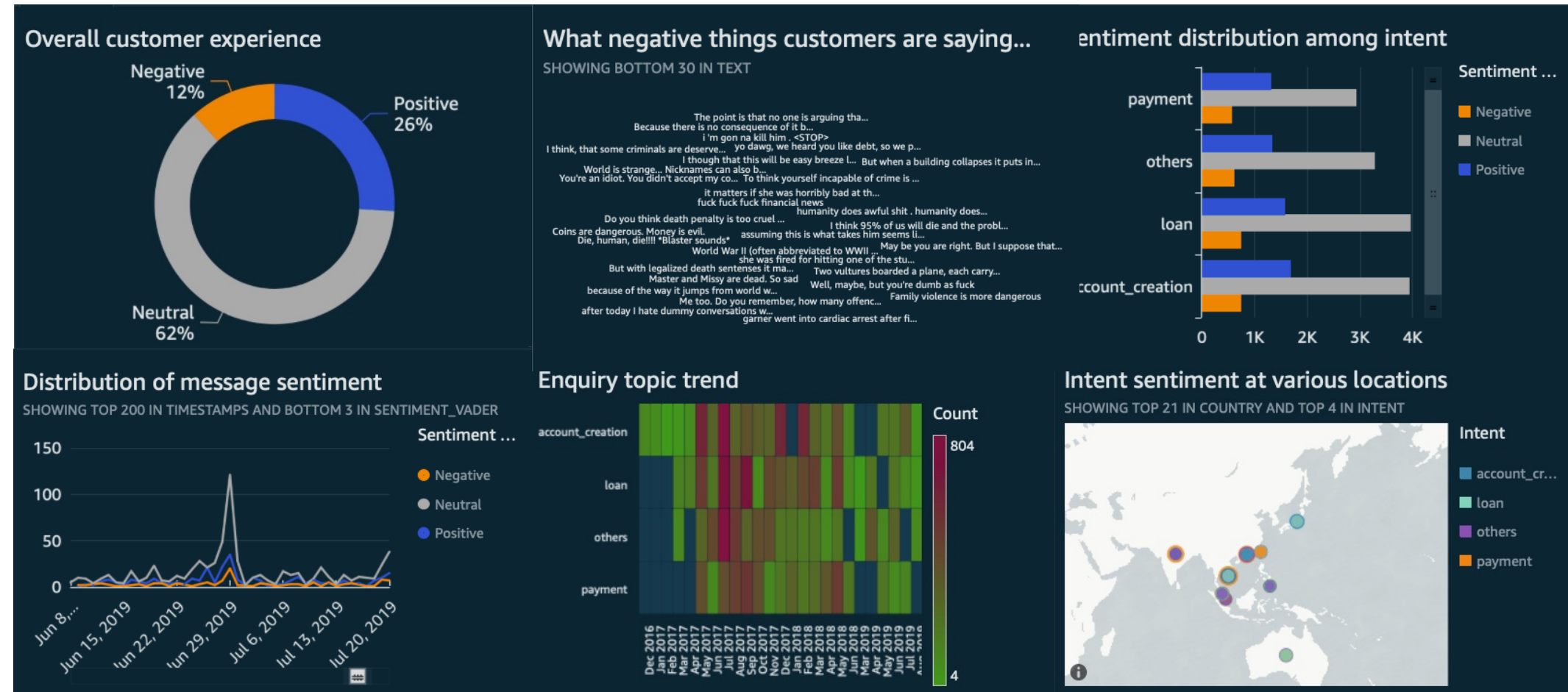
The screenshot shows the 'Detailed Record' view of the Call Report, displaying a table of individual call records. The table includes columns for Call Type, Caller, Receiver, Date/Time, Duration, Status, Ended By, and Attachments. The records show various call types (audio, audio/video, on-net call) and statuses (Call Ended, Cancelled, Abandoned).

Call Type	Caller	Receiver	Date/Time	Duration	Status	Ended By	Attachments
audio	Justy01 Agent	0978test	02/11/2021 12:00:32	1 min	Call Ended	0978test	-
audio,Video	bryan ming	Carlton Chen	02/11/2021 11:25:33	10 min	Call Ended	2 Staff	-
audio	Hans - 1	Hans Hsu	02/11/2021 11:10:31	0 min	Cancelled	-	-
audio	Hans - 1	Hans - 2	02/11/2021 11:10:16	1 min	Call Ended	Hans - 2	-
On-net Call	Audio	Hans - 2	02/11/2021 11:10:04	0 min	Cancelled	-	-
On-net Call	Audio	Hans - 1	02/11/2021 11:05:07	0 min	Cancelled	-	-
On-net Call	Audio	Hans - 1	02/11/2021 11:04:57	1 min	Call Ended	Hans - 2	-
On-net Call	Audio	Hans - 2	02/11/2021 11:04:35	0 min	Abandoned	Hans - 2	-
On-net Call	Audio	Hans - 2	02/11/2021 11:00:53	0 min	Abandoned	Hans - 2	-
On-net Call	Audio	Hans - 2	02/11/2021 10:39:14	0 min	Cancelled	-	-

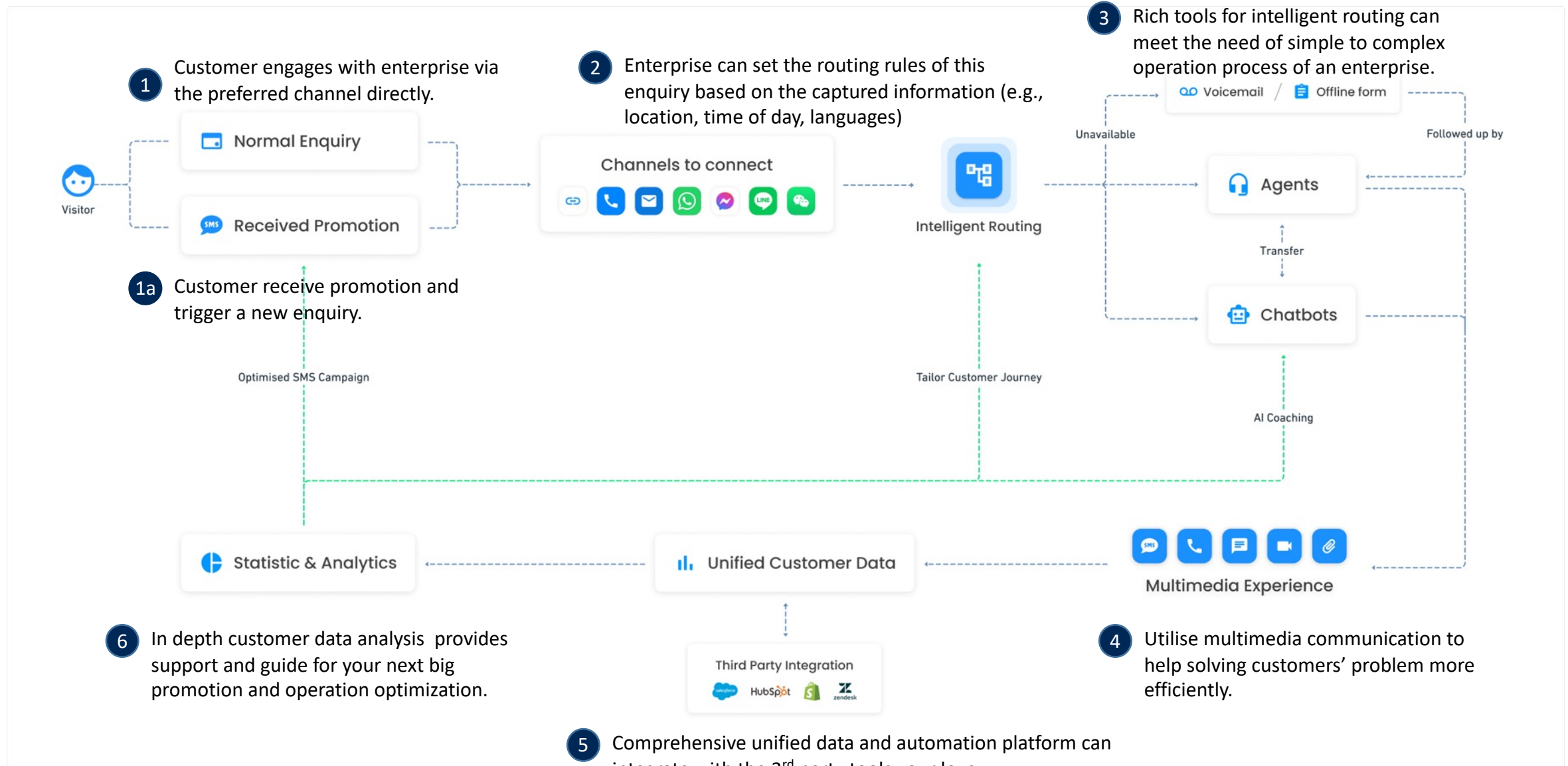
Detailed Record

Sentimental & Conversational Analysis *

Visualize your customers' and employees' emotional state and conversational topic analysis to gain a deeper understanding of customer performance and effectiveness (e.g. satisfaction, hot topics, regional situations).



Our Solution – User Journey

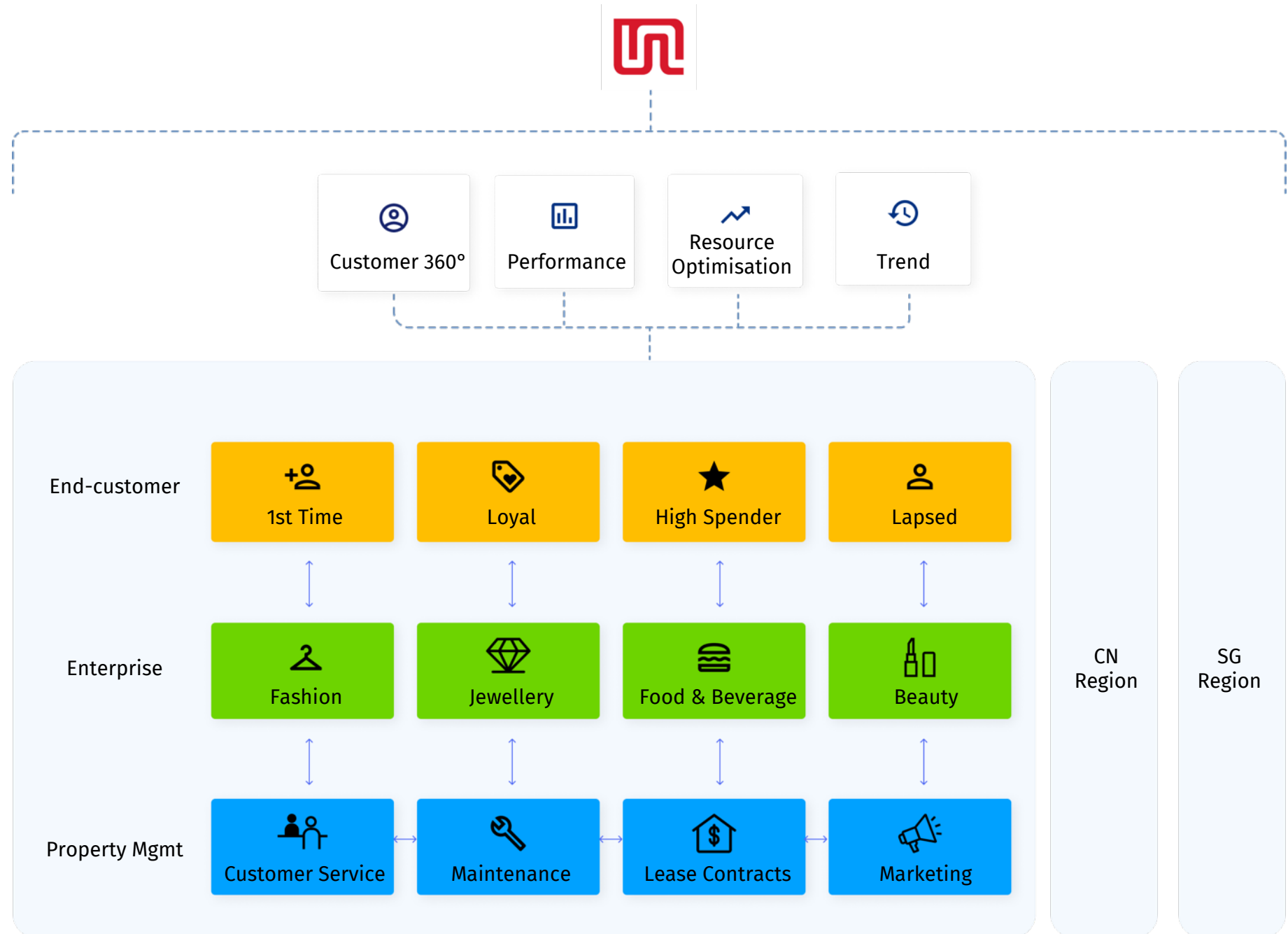


03

Industry Use Cases

Property Management

- Enforce **strong communication** in the organization, with merchants and to end-customers
- Enhance **team work** on routine operation,
- Single touch point and shorten resolution time to merchants on daily matters, e.g. facility repair, leasing contracts, traffic management
- Facilitate targeted promotion through right social contact to end customer
- Provide managed reports for group management



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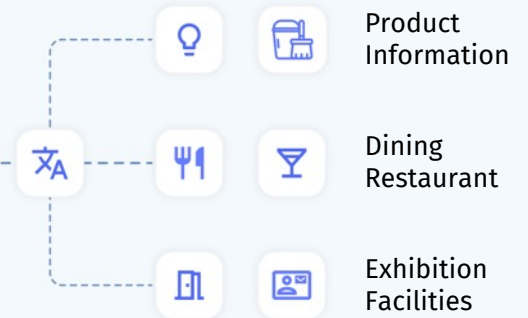
Effective Trade Digital Marketing & Communication



Exhibitor



Fair visitors



Customer Satisfaction



Mobility Enablement



Operational Efficiency



Resource Optimisation

Thank you!

“ Data is one of the most valuable assets of a business. ”

Tony Ng

Vice President

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