

The ultimate CX platform to delight customers and empower teams

AWS Proptech Solution Day

23 September 2022

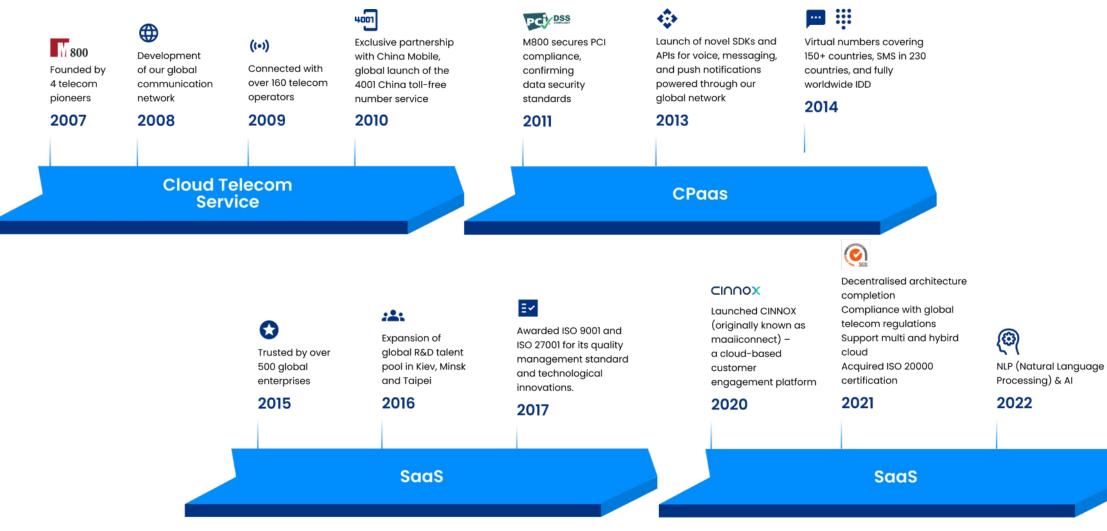


CONTENTS

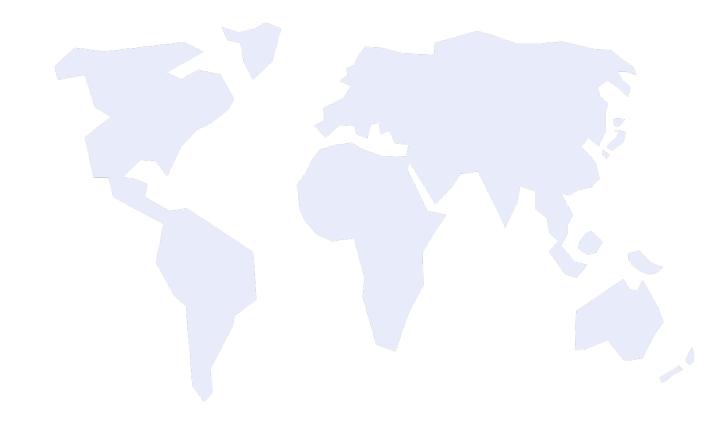
- 1 Company Introduction
- 2 CINNOX Introduction
- 3 Industry Use Case

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**") Major system failure since founding

2 Network Operation Centre

Service Centre

Global Compliance Standards

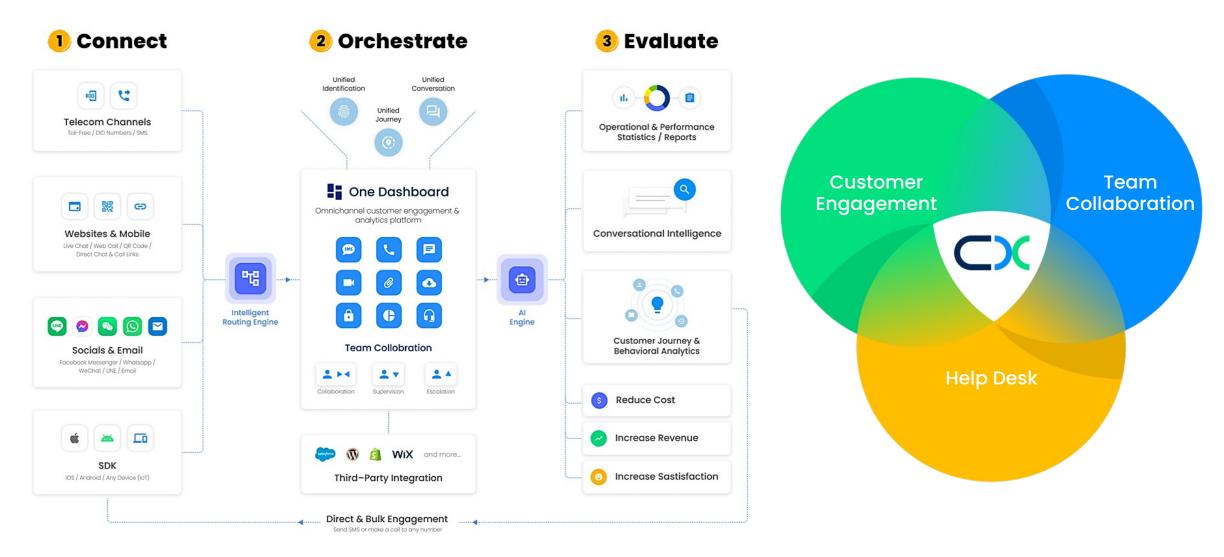


- M800 understands that it is crucial to ensure a strong line of defense and uphold the privacy standard in its solution to its customers, from personal use to the government level. That is why M800 has been investing heavily from day 1 and the security of its solutions remains the top priority of its 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.



CINNOX Introduction

An integrated and comprehensive CX Platform





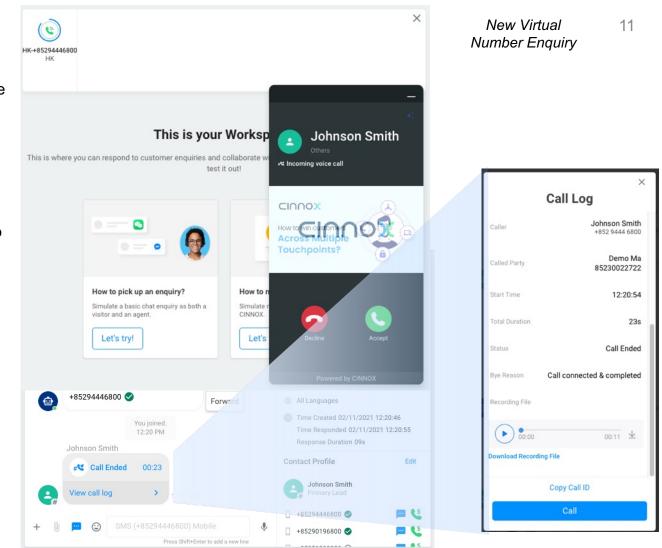


Virtual Number Channel

- Even customer has no IP network, he/she can communicate with the enterprise in real-time. Unique vritual 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)*



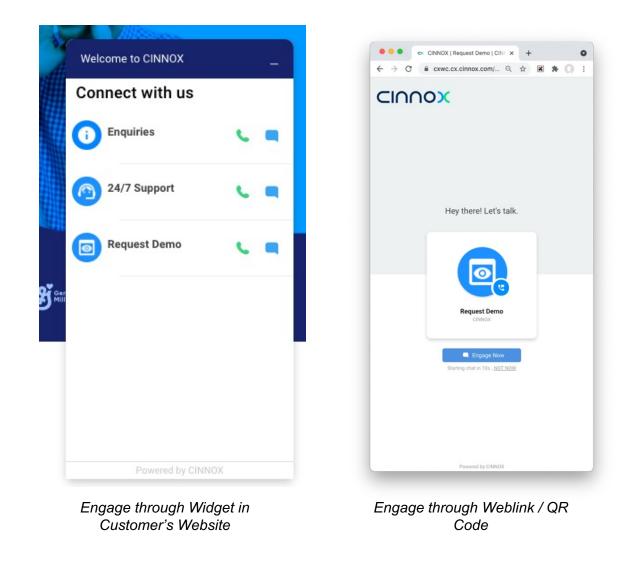
Making a PSTN call
Customer View



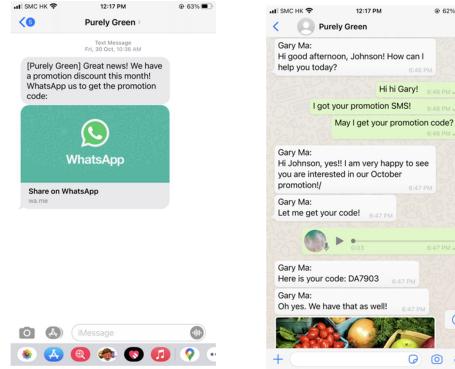
CINNOX Call & Call Log
Staff View

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.



WhatsApp Channel



Engage through SMS



12:17 PM

Hi hi Gary!

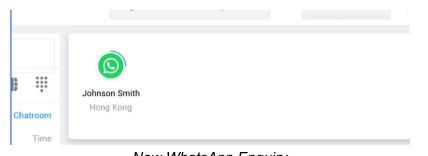
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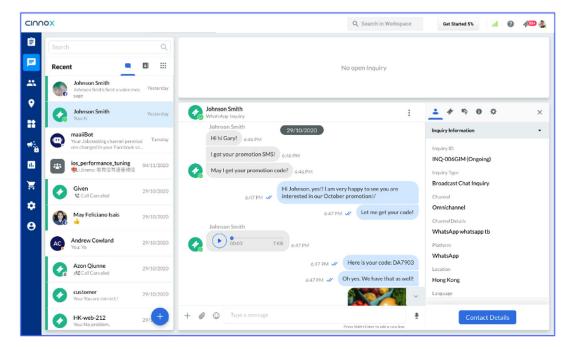
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WhatsApp Chat

Customer View



New WhatsApp Enquiry

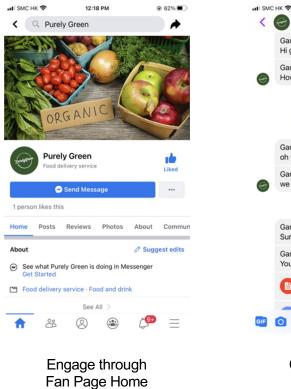


CINNOX WhatsApp Chat

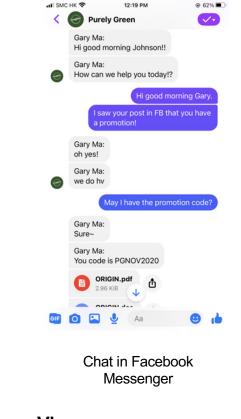
Staff View

13

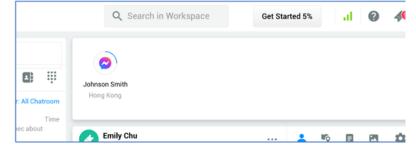
Facebook Messenger Channel



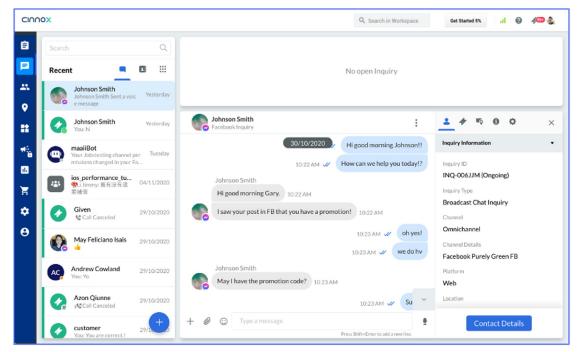
(through search)



Customer View



New Facebook Enquiry



Messenger Chat

Staff View

WeChat Channel

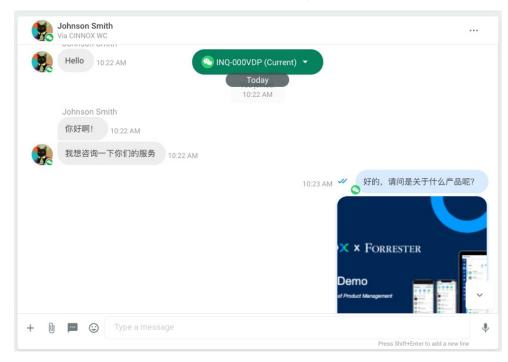


Engage through Official Service Account or Official Subscription Account

Customer View

	Get Started 10%	\bigcirc	0	40	•••	DM	Active
Johnson Smith CINNOX WC							×

New WeChat Enquiry

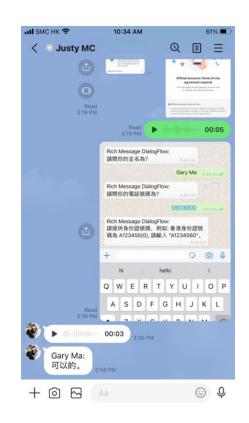


WeChat Chat Staff View

Connect

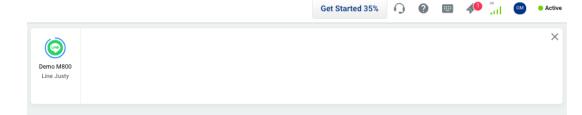
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LINE Channel

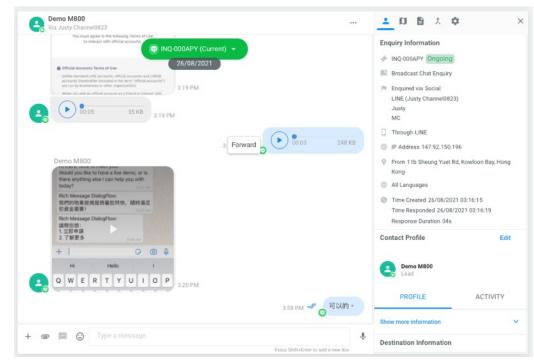


Engage through Official Business Account

Customer View



New LINE Enquiry



LINE Chat

Staff View

16

Email Channel

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Bcc:	Kelly Leung ~	robetrlam@abc.d	com~ bet	tsyCheng@	abc.co	m ~		
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l woul busin Hope Rega	d like to understa ess like my e-con to hear from you ds,	nd more about the una shop where I sales				can be a	applied to	other

Customer View

 \times $\mathbf{\Box}$ Helene Fong Hong Kong English New E-mail Enquiry 上口 🗋 🗖 🏌 o × Helene Fong 9 . . . via Email Inquiry Information Your enquiry has been received and i. INQ-003WEQ (Current) - my √ INQ-DJ98DJW7U4 Closed additional information that you think with map us to assess you, prease real mee to repry to this email. We look forward to chatting soon? Broadcast Chat Inquiry CINNOX Support Team <support@abccompany.cinnox.com Today 12:07 PM Inquiry from omnichannel RE: How to install web widget? Email (Email Channel Enguiry) To: Helene Fong SourceName(emailAddress) CC: Jessica Wong, Jack Chan BCC: Kelly Leung, Robert Lam, Betsy Cheng, Sammy Leung & 12 more Create at 15/12/2020 20:45:12 Hi Helene, Respond at 15/12/2020 21:55:12 Response in 1h 10m Your enquiry has been received and is being reviewed by our support team. If you have any additional information that you think will help us to assist you, please feel free to reply to this email. We look forward to chatting soon! Thank you, Visitor Information Edit CINNOX Support Team B 5 attachments Download All Helene Fong 1230940293.jpg 1230940293.pdf Primary Lead (External) 1230940293.mp4 1230940293.ppt 1230940293.xls Profile Activity 🛛 🥝 +852 9876 5432 - U Subject CC BCC 🗌 🥝 +1 202 4582 12345 --- LS Type your email content +886 9876 5432 --- LS 🛄 🔮 # +852 1234 5678 O - B I ⊻ ≣ - ≡ ≡ G G ma > D (\$ 💼 👩 +1 202 4582 12345

Get Started 35% 🎧 🔞 🔠 📣

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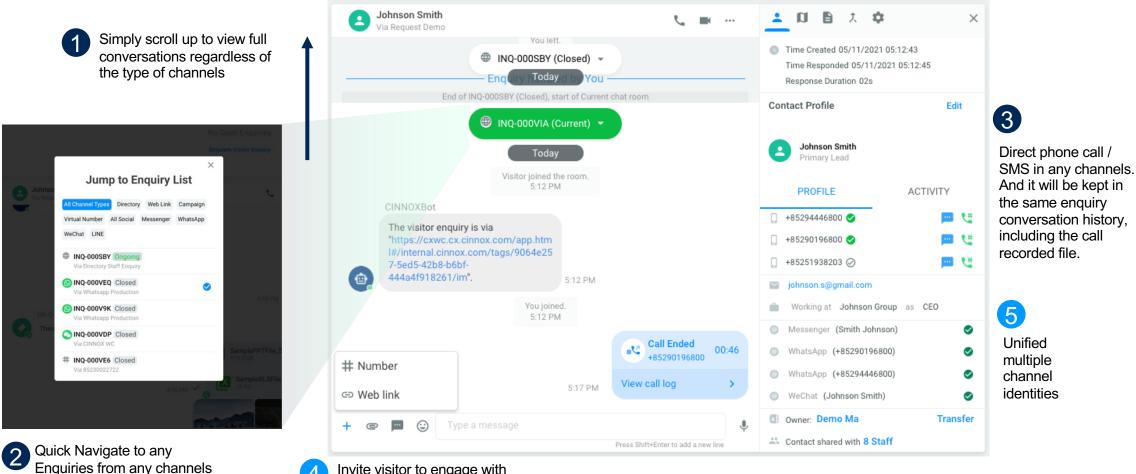
Email Messages

Staff 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.

Real omni-channel within simple clicks



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

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

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Mary Li (2) 00:12	Time (1)					online!		Sales Call Follow up	
Mary Li (2) Kissed	Time ①	Engagement Numb	er: +852 9871 1234		>	To: Mobile (+852 9 From: HK Marketing	10:21am 876 5432) g (+852 4567 8940)	Dear Johnson, Thank you for your time a	
Amy Chu © 00:12	Time (1)	1	2 ABC	3 Def		Hello Miss. C	hu, my phone changed to	on again! I will followup ease see the attachment fo ward to our next call!	
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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.

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P	Submitted Campaigns	Task Name	Created By	Caller ID	Successful / Failed / Cancelled Calls	Status	Last Updated	Submitted Campaigns	Task Name	Created By	Caller ID	Successful / Failed /	Status	Last Updated
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•	Template	test-0716	Rita Admin 1	+886 2 7703 4483	2/0/0	Completed	16/07/2021 01:40 PM	Template	test-0716	Rita Admin 1			Completed	+852 9876 5
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•		test-0709	Rita Admin 1	+886 2 999 1211	0/0/2	Cancelled	09/07/2021 02:57 PM		test-0709	Rita Admin 2	+886 2 999 1211	1/0/1	Completed	
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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.

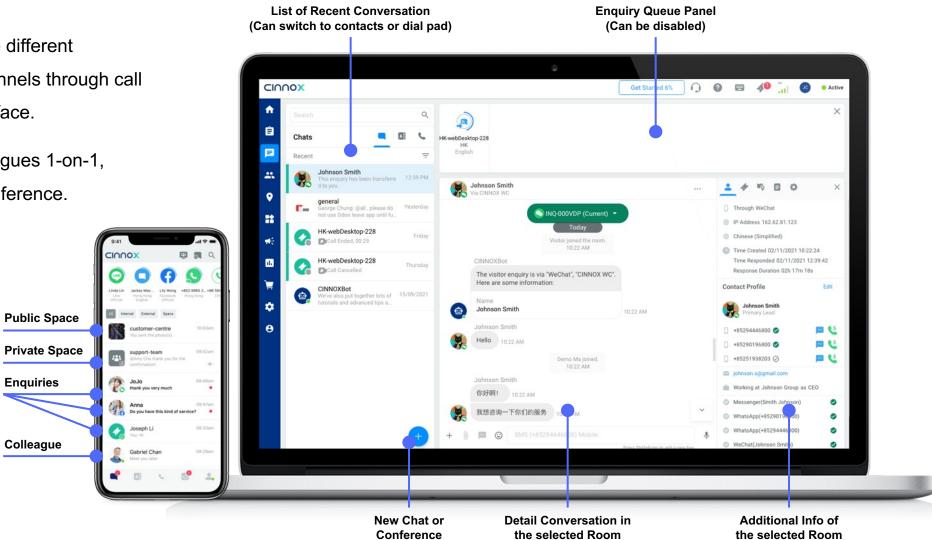
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Orchestrate



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.



Screen Sharing

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.





Audio Call

Video Call

Enquiry Label

Anita Li

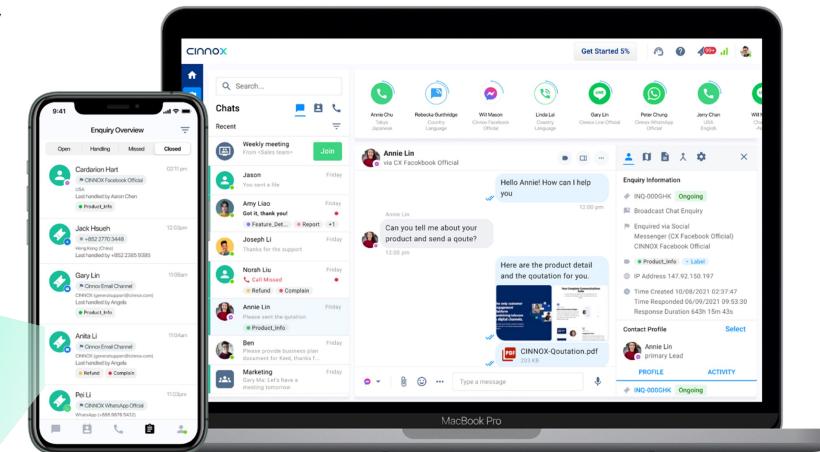
Cinnox Email Channel

Refund • Complain

Last handled by Angela

CINNOX (generalsupport@cinnox.com)

- 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).

11:04am

Contact Sections

	A Contact Management	< Johnson Smith's Cor			
	Staff	Profile Activity Sharing	Change Log		
	External Contacts	Johnson Primary Lead			Merge Contact
Phone Numbers			<i>3</i>		A
	•	Phone Number (3) +85294446800	+85290196800	·#5251938203	
Personal Information		Mobile	Mobile #1	Mobile #2	
	**	Personal Information			
	-	Ernal	johnson.s@gmail.com	Company	Johnson Group
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Social Channel	0	Birth Date	-	Address	-
Identities	θ				
		Social Messaging Smith Johnson	+85290196800	+85294446800	Johnson Smith
		Messenger	WhatsApp	WhatsApp #1	Johnson Smith WeChat
Device Information		Device Information			
Bevice information		Platform	-	User Agent	-
		Time zone	-	Geo Location	-
Notes for					
		Notes			Add New Note
this contact	»				Edit Information
		Enquiry History			
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En avrinia a Da a anda		A3V000-SMI	Demo Ma		Friday 05:12 PM
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in Website		Close Enquiry (INQ-0	(UNVED)		Friday 05:20 Ph
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Outbound		Engagement Type	Caller ID	Called Party	Time Updated
		Outbound SMS	+85234720830	+85294446800	20/10/2021 08:25 AM
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		Outbound SMS	+85234720830	+85294446800	20/09/2021 03:05 PM
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Email	
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Social Media	
Facebook	amychu.17
Whatapps	+852 9876 5432
Other Information	
Company	Company Nam
Job Title	V
Department	Produc
Birth Date	11/11/198
Language	Englis
Group	US.V

Web Dashboard View

Mobile App View

ile Activity Sharing Change Log		
Enquiry History	Engagement	Journey
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KK-OmnichannelWhat02/11/2021	Outbound SMS 24/06/2021 CLI: +8613520503590 Called Party: +85251938203	
Whatsapp Production (+85230022722) HK, All Languages By Mortgage Bot	CLI: +8613520503590 Called Party: +85294446800	

Detail View of each reacords

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

* : 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.

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

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All Your Channels

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Country Settings Destinations (a group of staff dedicated to answer enquiries for this channel) All sales for request demo CINNOX Live Support NOC PSTN Add Destination Save		Routing Rules * 🕕	Alternative Routing	
All sales for request demo CINNOX Live Support NOC PSTN Add Destination Save	g Settings	Conditions *		
= CINNOX Live Support = NOC PSTN + Add Destination		Destinations (a group of staff dedicated to answer enquiries for this channel)		
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		+ Add Destination		
Sticky Routing Bind a visitor to a Staff member for the visitor's enquiries using this number. Enable		Save		
	Routing 💿	Bind a visitor to a Staff member for the visitor's enquiries using this number.	Enable	Edit
Engagement Bind a visitor to the first Staff member who called them using this number. Disable	ment 🍈	Bind a visitor to the first Staff member who called them using this number.	Disable	Edit

Routing Settings Change in Real-time

Support Routing Type:

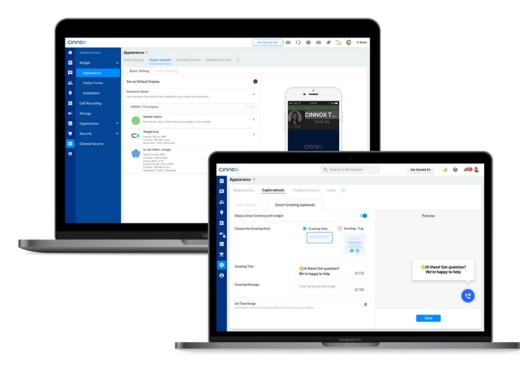
- Alternative/Priority Route
- Time Route
- Percentage Route
- Sticky Route
- Engagement Mode (Revers Sticky Route)
- Skill-based Route (Dest.)
- Language Route (Dest.)
- Location Route (Dest.)

Support Destination Type:

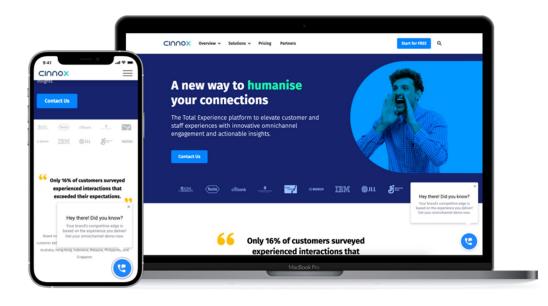
- To Staff App (CINNOX)
- To Any Phone Number (Mobile or fixed line)
- To SIP*
- To Chat Bot**
- To form or voicemail (if not available)

Widget Appearance

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



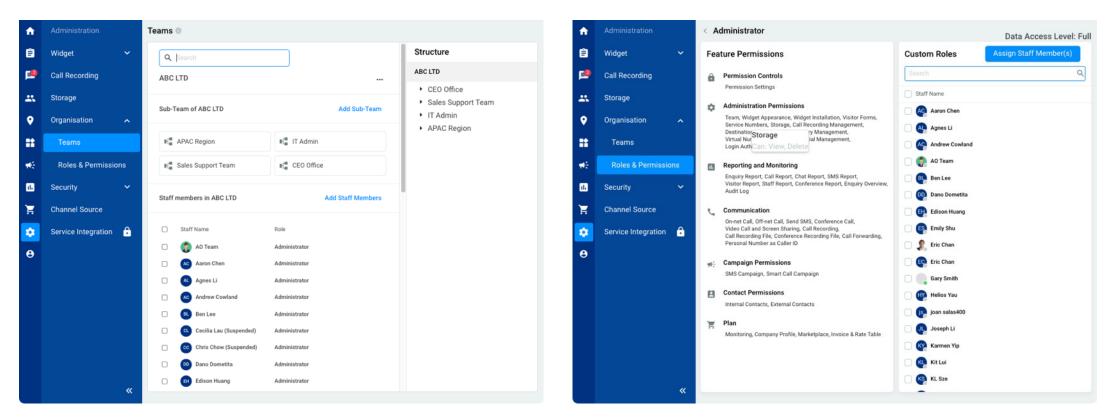
Widget Appearance & Greeting Setting



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.



Roles & Permission

Team Tree Structure

Orchestrate

Authentication Control

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.

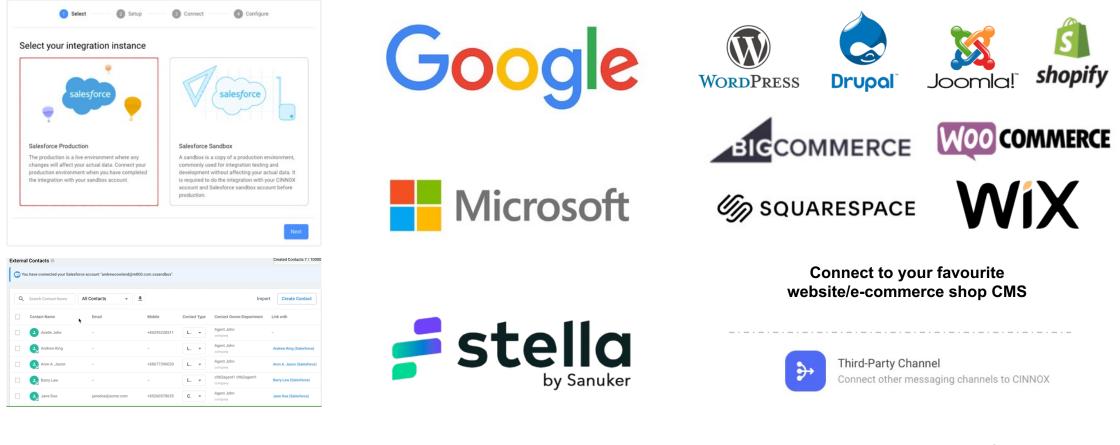
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Audit Log

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

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

Orchestrate

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.

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Application Management

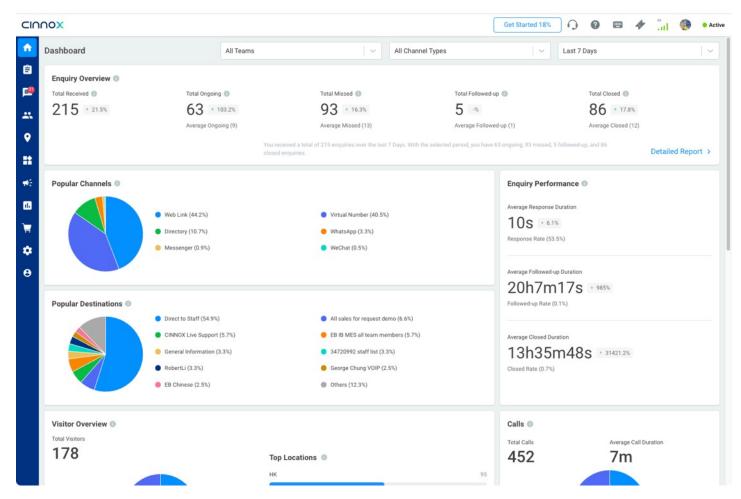
Application Details

Evaluate



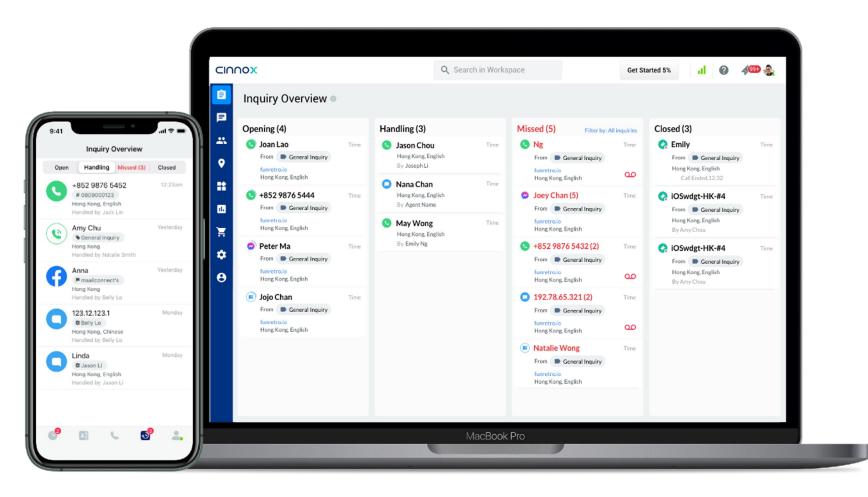
Dashboard

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

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

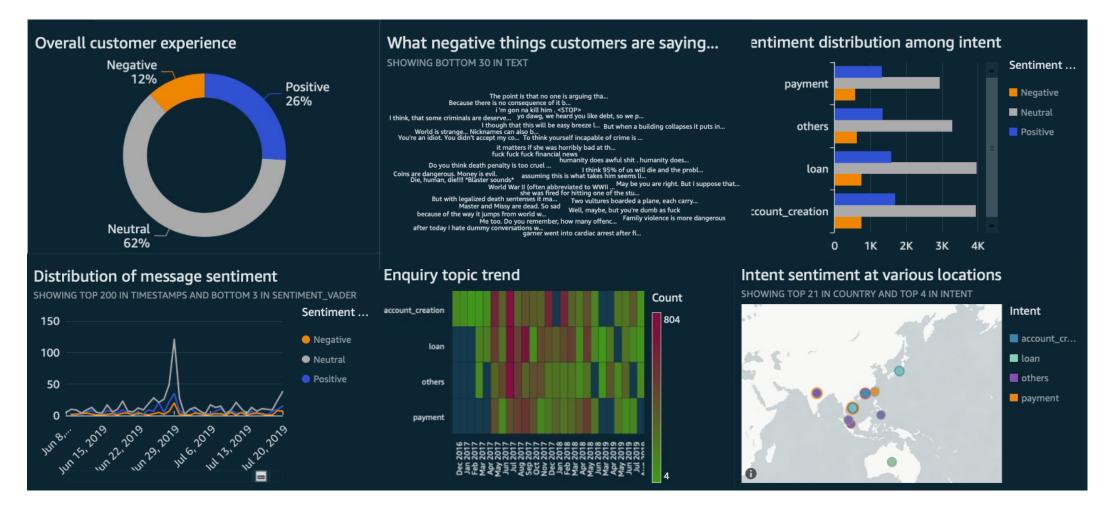
CINNOX Get Started 35% 🕥 🔞 🚍 🛷 Active Call Report **f Enquiry Report** erview Report Details Enquiry Report **19** Last 30 Days V All → All Staff . Call Report Conference Report Total Successful Calls Answer Seizure Ratio • Chat Report Total Call Attempts 2045 2028 99.17 **Conference Report** SMS Report == Visitor Report Chat Report Staff Report 11. Call Success Analytics Get Started 35% 🅥 🙆 **....** SMS Report • A Visitor Report ub-Call Type Staff Report O Total Successful Calls Total Call Attempt - Answer Seizure Ratio On-net Call Audi 0 Visual Report e On-net Call Audi On-net Call Aud Andi Records per Page 10 - 1-10 of 2008

Detailed Record

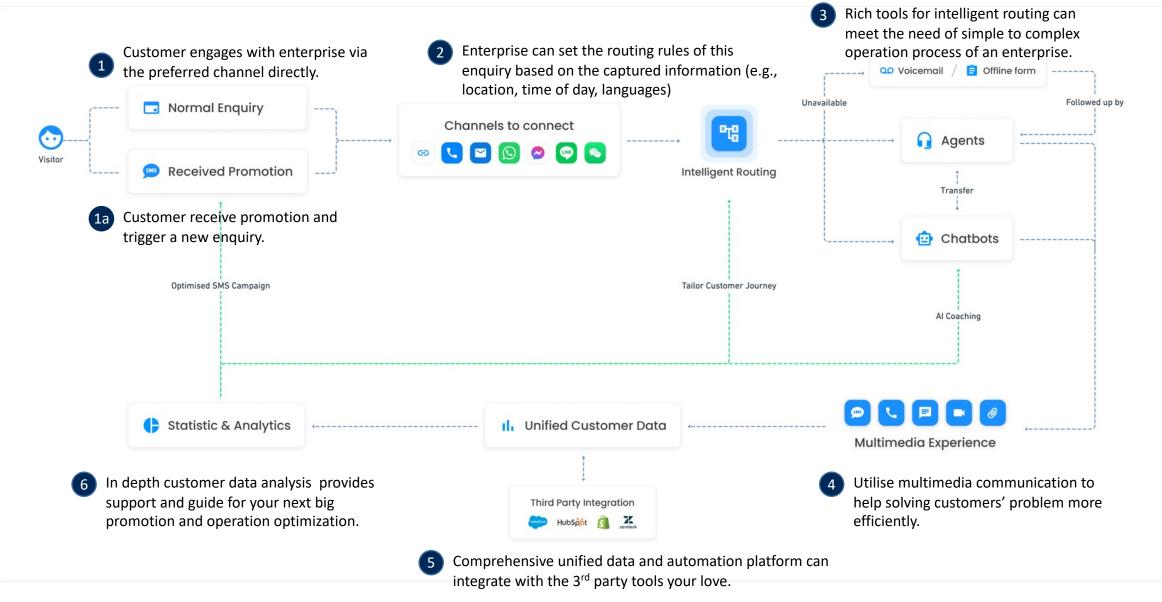
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Sentimental & Conversational Analysis *

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



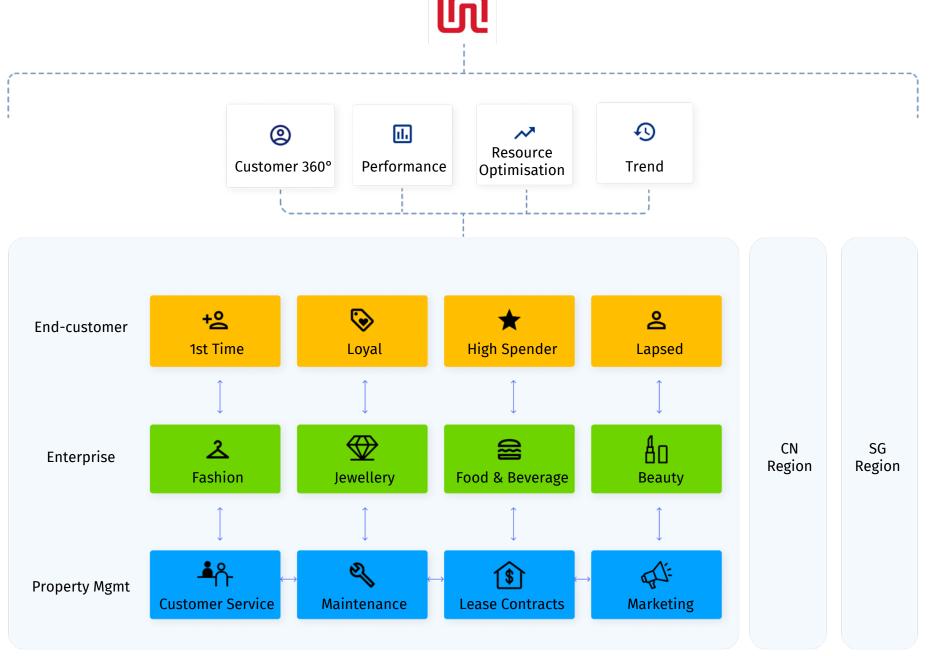
Remark: 3rd party Integrations other than SF/WP/WIX are in roadmap 2022; Chat bot supports 3rd party Chat Bot: Microsoft QnA Maker, Google DialogFlow, Sanuker Stella;



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

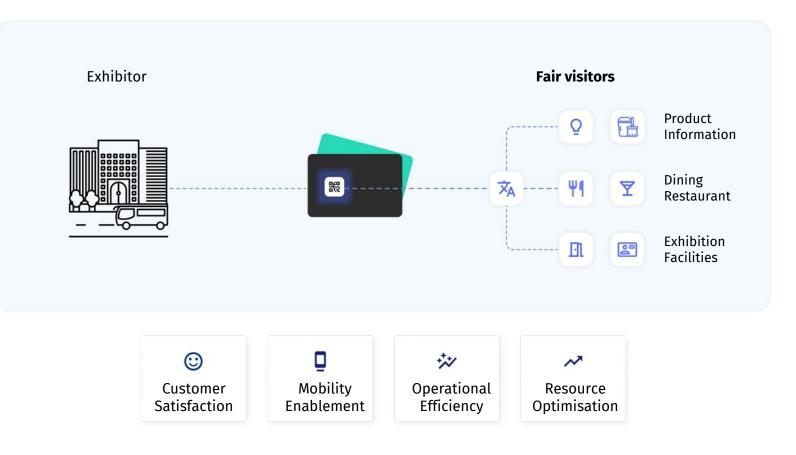


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Effective Trade Digital Marketing & Communication



Thank you!

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

Tony Ng

Vice President

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+852 9030 8518

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