



MESSAGING CONTACT CENTER

Give customers the answers they need
with humans and AI teamwork



FOR CLIENTS

Contact center

Unified support for your clients on web-sites, portals, mobile app, in messengers, social networks and other channels

FOR EMPLOYEES

Helpdesk

One door for employees support in a chat to get help and to open tickets

HR

Free up your HR professionals from basic day-to-day tasks

+cross-messengers exchange between clients and employees

Let your clients in any messengers contact your employees in Teams

1. CLIENT CONTACT CENTER



CLIENT CONTACT CENTER



All-in-one solution for contact center in chats

Handling multiple channels in one place. Queues for automated agents load distribution.

Workplace for employees with access to the knowledge base and integrated AI-assistant.

with help of AI-powered assistants

Built-in knowledge base collects company knowledge and data for machine learning from human agents. This enables full automation of up to 70% of requests while keeping full control over machine learning

OUR CASE

2 WEEKS

Migration to CraftTalk from Genesys
6000 support topics, 450K request/month in peak

57%

Requests are **fully automated** without escalations to live agents

↑ 2.0x

2.0x more requests are processed in a month by the same number of agents as in Genesys

↑ 4.6x

4.6x more conversations handled with the same number of agents

Customer service

Chat to receive quick help with your banking activities

Customer support

Hi Mike! I am your personal 24x7 assistant.
How can I help you?

COVID-19 information

Branches and ATMs

Exchange rate

Banking products



Банк 23.04.2020 11:49

Please can you help me choose a right loan program?

23.04.2020 11:54 ✓

Sure I can help. Please can you give me more details. What kind of loan are you interested in?

Personal loan

by CraftTalk

Send a message...



WHAT YOU GET



- **Merge multiple channels into one**

One place to process messages from web-sites, mobile apps, messengers, social networks, email and other channels.

- **Versioned knowledge base for human agents and AI**

One location for all company knowledge.

- **Workplace for agents**

Workplace with access to a knowledge base and AI Assistant. Efficient contact center-level solution to work with text messaging: from chats to emails.

- **Smart queues management**

Control requests distribution, agents load and route requests to appropriate agents.

- **In-time AI training under humans supervision**

Knowledge base also stores data for machine learning that is always under your control and is the key to enable efficient AI.

WORKPLACE FOR AGENTS

The screenshot displays the CraftTalk agent workplace interface. On the left, a sidebar shows multiple chat windows for different clients, with one active chat highlighted in green. The main workspace is divided into several sections: a top navigation bar with 'Обращение', 'Предыдущие обращения', and 'Анкета клиента'; a central chat area showing a conversation with 'Михаил' and system messages; a right sidebar with 'СПРАВОЧНИКИ' (Knowledge Base) and 'ШАБЛОНЫ ОТВЕТОВ' (Response Templates); and a bottom status bar with 'Канал: WebChat:78f3c04a-8218-437f-bb05-a9110bcd8bef' and 'Запрос сеанса кобразинга'.

Multiple chats simultaneously

Current chat, history, full client profile, tabs with CRM & service desk integrations

Access to a knowledge base

Suggestions from AI Assistant & results of search in the knowledge base

ИНФОРМАЦИЯ О КЛИЕНТЕ

ID: 590cbcf0-9147-4a2f-b563-a48a80c879a2

OCRM Имя: Михаил

OCRM Фамилия: [input field]

OCRM Отчество: крафтгокович

Кнопки: Перевести, Отключить, Завершить

00:27:03

Последнее обращение клиента: 10/09/2019

Firstname Lastname, 10-09-2019 12:49:00 ✓

привет!

10-09-2019 12:49:18, WebChat, 78f3c04a-8218-437f-bb05-a9110bcd8bef

Михаил, приветствую! Я – Ваш ассистент по услугам АО "Россельхозбанка", я готов ответить на Ваши вопросы в режиме 24/7. Какая информация Вас интересует?

Отделения и банкоматы | Курсы валют | Продукты банка | Для пенсионеров | Для юридических лиц

System System, 10-09-2019 12:49:26 ✓

Мне нужен вклад с самой выгодной ставкой

10-09-2019 12:49:54, WebChat, 78f3c04a-8218-437f-bb05-a9110bcd8bef

Я помогу Вам выбрать подходящий вклад. В какой валюте Вы хотели бы открыть вклад? Вы также можете воспользоваться калькулятором на сайте: <https://www.rshb.ru/natural/deposits/summary-deposits/>

рубли | доллары США | евро | Другие продукты банка

System System, 10-09-2019 12:49:54 ✓

Через 00:55 клиенту автоматически будет отправлено сообщение: "Я могу Вам еще чем-нибудь помочь?" Отменить

Введите сообщение и нажмите Ctrl+Enter для отправки...

Канал: WebChat:78f3c04a-8218-437f-bb05-a9110bcd8bef

Запрос сеанса кобразинга | Отправить

СПРАВОЧНИКИ

Поиск статей в базе знаний

Тип записи:

Ассистент выбора вклада 100%

Вклады с выгодной ставкой (евро) 76%

Вклады с выгодной ставкой в рублях 76%

Вклады с выгодной ставкой (USD) в долларах США 75%

ШАБЛОНЫ ОТВЕТОВ

Все разделы

Все названия

Текст

ALT+q Добрый день

ALT+r Здравствуйте!

Customizable short client profile

KPI tracking

Auto-replies offered

Omnichannel: option to choose appropriate channel

Option of co-browsing with client

Quick replies templates



KNOWLEDGE BASE

Knowledge base

Search in **Loans and mortgages**

Search

Records from 1 to 13 from 13 (filtered out of 2,476 records)

Title	Status		
Loans and mortgages	Published		
Cash loans with collateral	Published		
Cash loans without collateral	Published		
Credit cards	Published		
Refinancing and restructuring	Published		
Mortgages	Published		
Auto loans	Published	FL	06-08-2019 17:03:59
Interest rates	Published	FL	06-08-2019 16:04:09
Loan application	Опубликована	FL	06-08-2019 16:02:09

STATUSES

All statuses Draft To verify Published Inactive Deleted

RECORD TYPES

Not chosen

CATEGORIES

Clear filter

Site navigation

Site navigation

Individuals

- Credit cards
- Deposits
- Loans and mortgages
- About bank
- Currency exchange
- Services
- General
- Partners
- Transfers
- Privileges
- Accounts

Create

1 Next

2

3

3

8

1

8

A modern office interior with wooden floors, large windows, and people working at desks and standing in groups. The office is bright and open-plan, with several desks equipped with computers and ergonomic chairs. In the foreground, a woman is seated at a desk, focused on her work. To her right, another woman is standing and looking at a tablet. In the background, a man is standing and talking to a woman. The overall atmosphere is professional and collaborative.

2. HELPDESK

HELPDESK

should be easily available

Employees can ask whatever they need on a portal or in messenger

and prompt

AI Assistant will answer a question automatically or help open a ticket.

It will forward you to a support agent if needed



Telegram



Microsoft Teams



Web portal

HELPDESK

One door for all requests – chat on a portal or in a messenger (Teams, Telegram and others)

Automated ticket classification and opening

Automated answers to repetitive questions and informing on massive problems

Prompt answers with help of AI Assistant and knowledge base



Unified workplace for support agents with access to a knowledge base and AI Assistant

Tracking and visualizing metrics. Insights about customers' requests. Keeping histories

Automatic notifications on ticket status, in chat communication within a tickets

Helpd

Ask me to
your don
I can als

Helpdesk

Hi John, how can I help you?

I can solve your problem or open a support ticket if needed.

Change a password

Buy or replace hardware

Buy or get access to software

 System 23.04.2020 15:43

Can I replace a broken mouse

By 23.04.2020 15:45 ✓

I can help you replace a mouse. Let's start?

Yes, please

No

 System 23.04.2020 15:45

by CraftTalk

Send a message...



Helpdesk assistant

Ask me to change a mouse or monitor, get access to CRM, change your domain password or anything else.

I can also connect you with a customer support representative.

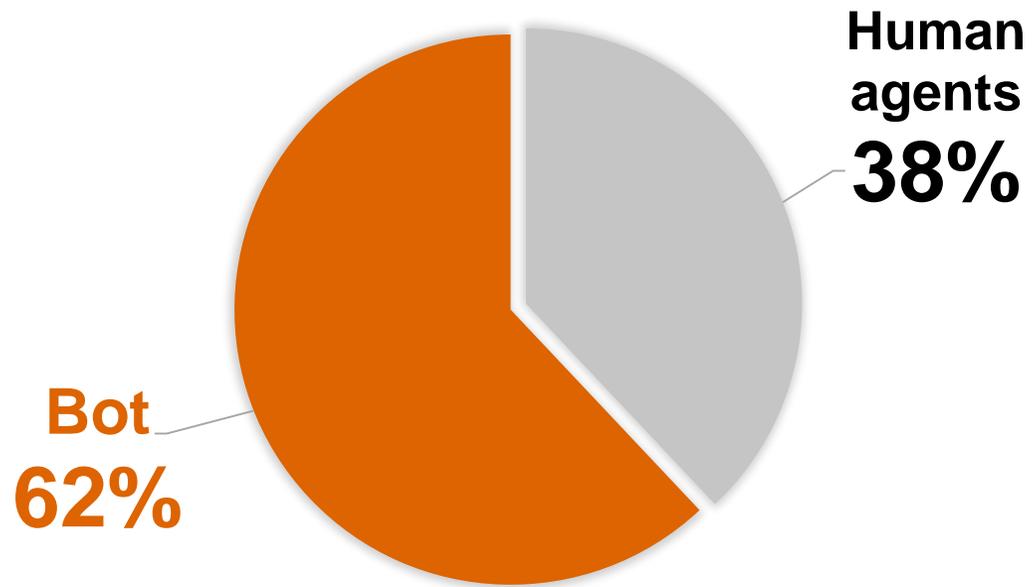




OUR CASES

1. LOGISTICS SUPPORT LINE

National postal service support line



2. HR BOT

Public retail company

-26%

calls to contact center
on monthly payroll topics
after 1 week since bot launch



3. HR BOT

HR BOT

Candidates screening

Comfort and manageable way to communicate with candidates

onboarding, surveys and help for employees

Help new employees get onboard.

Quick answers about payrolls, forms, vacations



Telegram

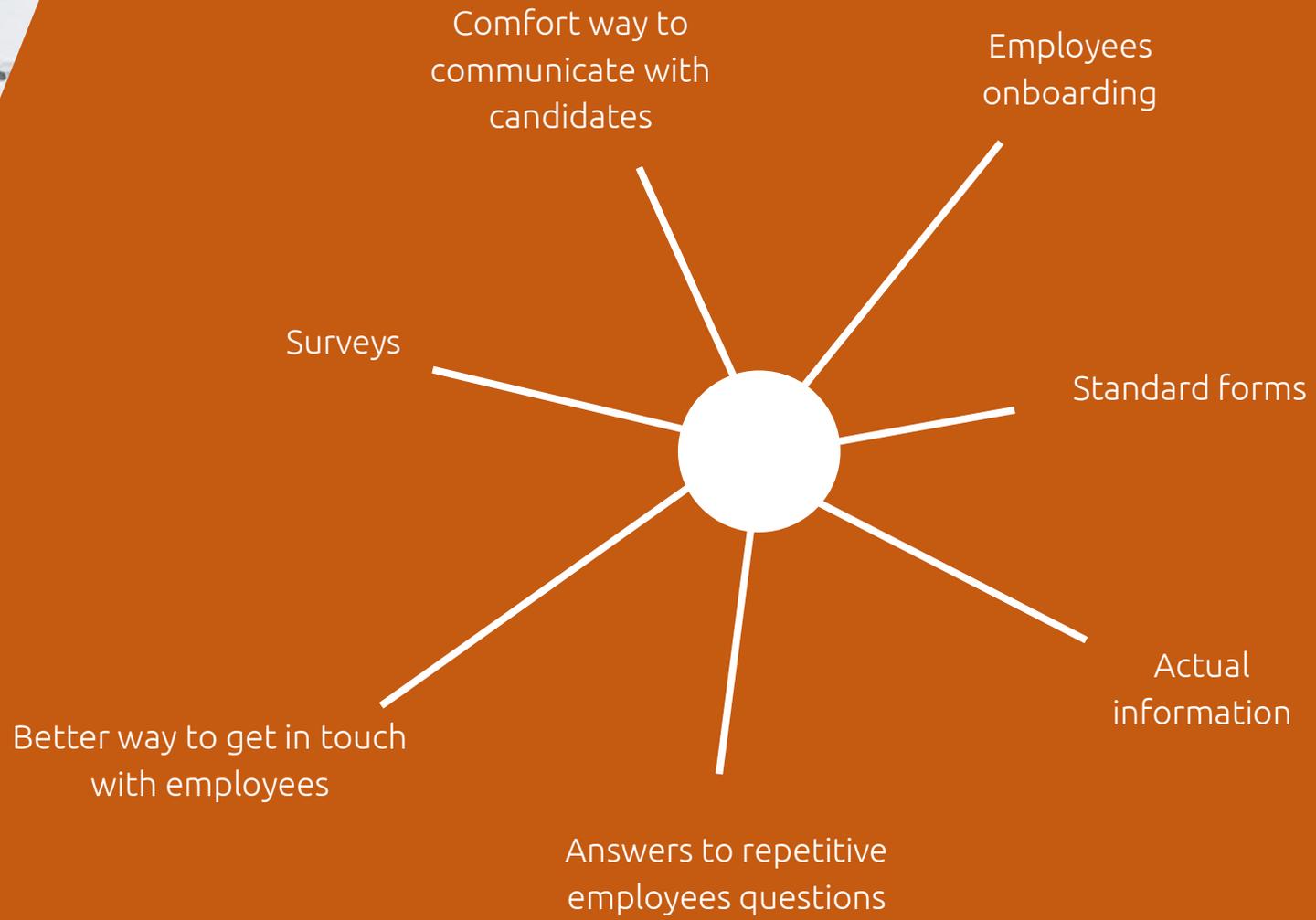


Microsoft Teams



Web portal

HR BOT





4. MICROSOFT TEAMS

ENHANCE YOUR TEAMS EXPERIENCE

CRAFTTALK for MICROSOFT TEAMS

Connect clients and employees

Enables customers in any channel like Telegram get connected with a company employee in Teams.

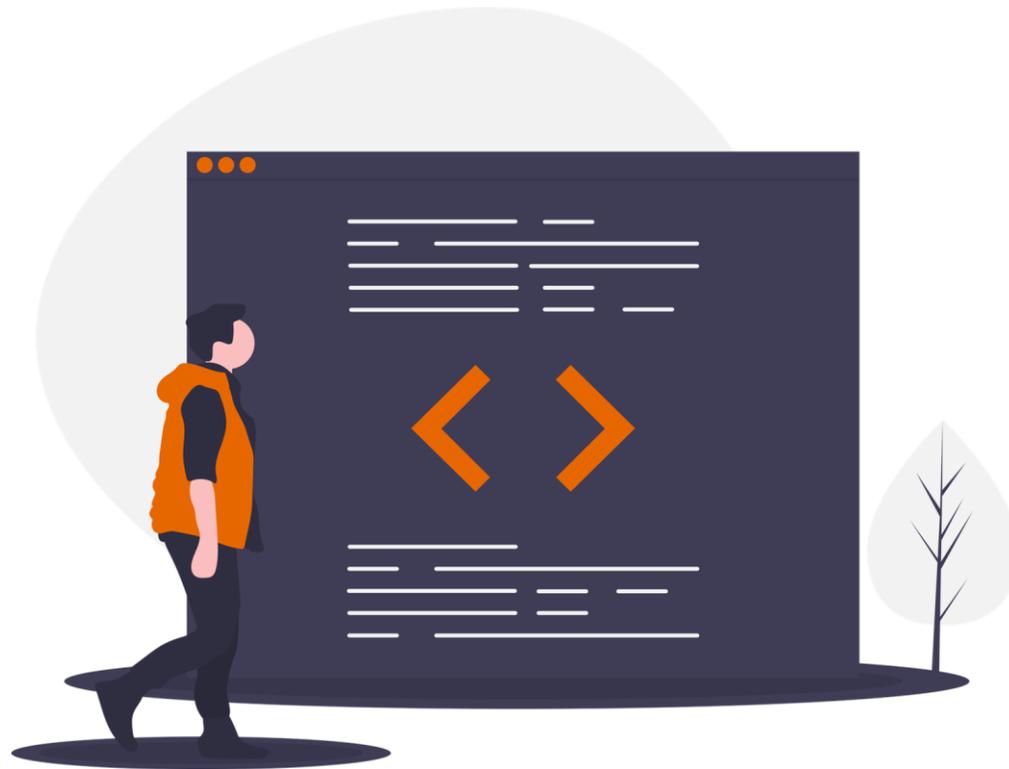
Smart messages routing between Teams and any other channels

get help directly in Microsoft Teams

Get helpdesk support, HR services directly in Teams



HOW IT WORKS



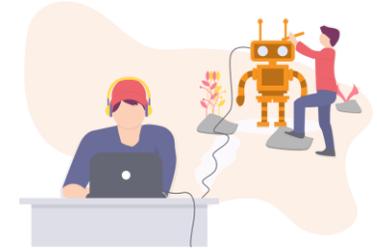
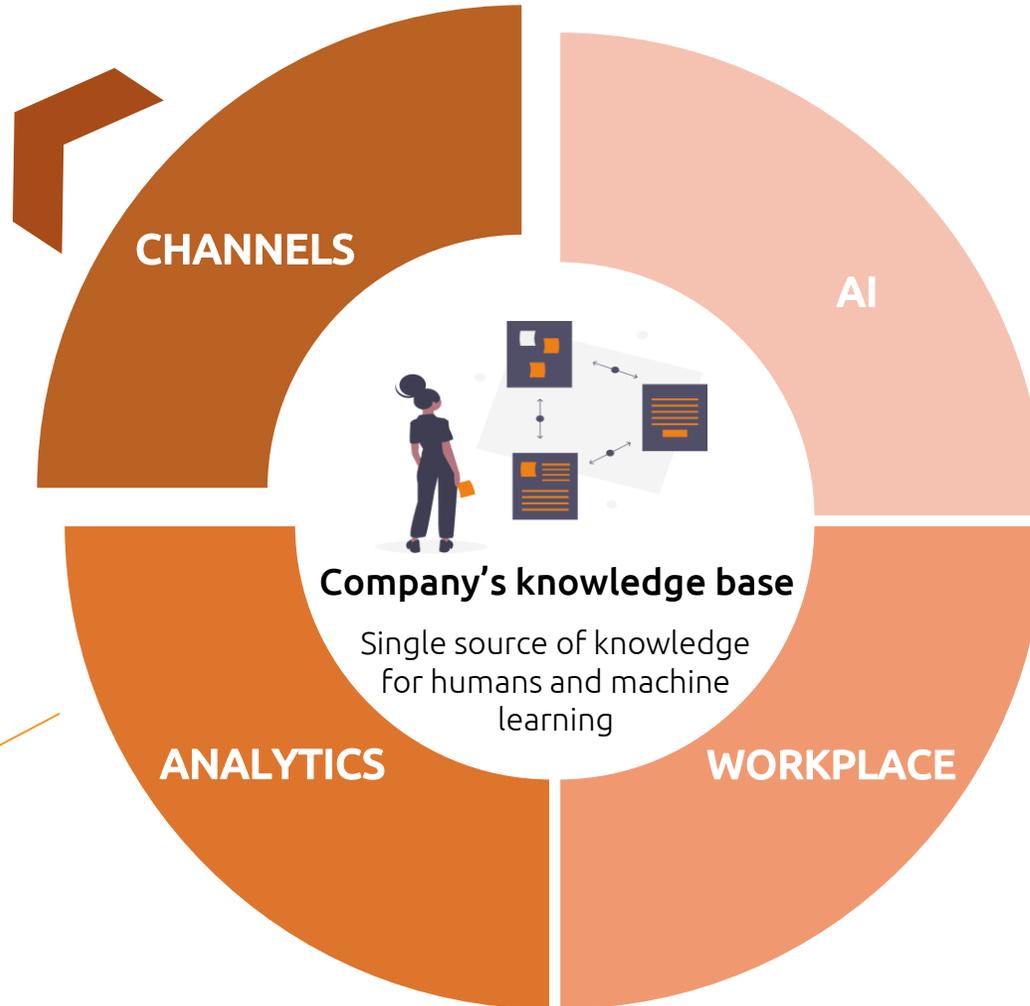


CRAFTTALK PLATFORM COMPONENTS



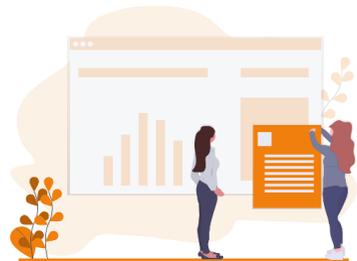
All together

Messengers, social networks, chat on website, emails: for clients and employees



AI chatbot & AI assistant

Powered by deep learning
Learn from human interactions



Employees

Workplace powered by AI assistant and technology to eliminate waiting time



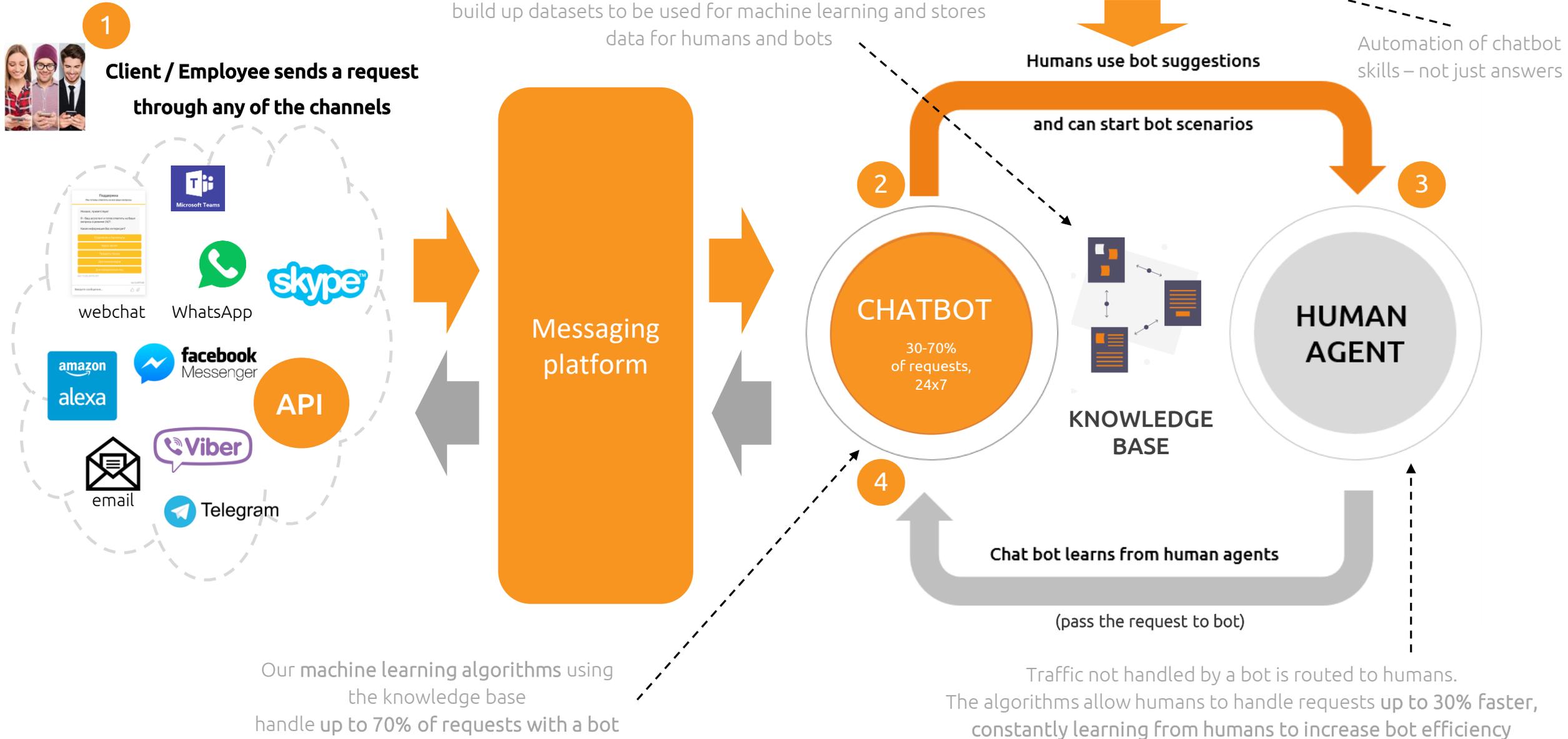
BI analytics

Track what is happening

leading to increased cost efficiency and enabling the highest quality of service



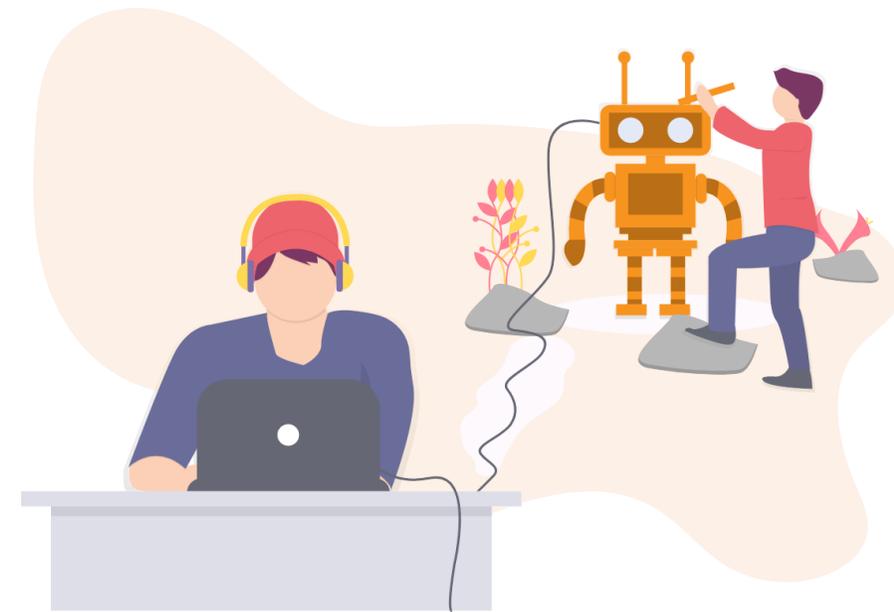
HOW IT WORKS





WHY CRAFTTALK?

- **Humans and AI teamwork within one platform**
AI learns from human. Humans are superpowered with an AI-Assistant and chatbots' integrations
- **Built-in knowledge base**
For AI and humans, including complex conversation scenarios
- **AI – powered**
AI is trained on real conversations based on deep learning technology
- **Easy integrations of chatbot skills**
Integrate chatbot with internal IT platforms of your company
- **Full control over AI behavior**
No need in Linguists and AI developers for evolving and training
- **Provides with BI-analytics**



ABOUT US

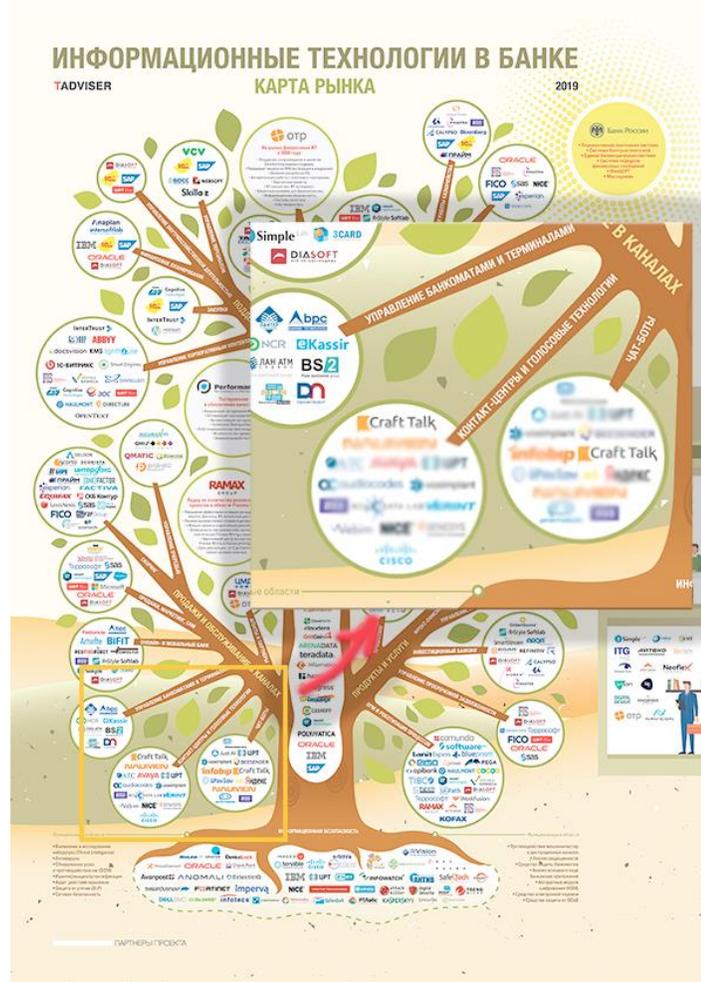
ct MARKET RECOGNITION

WE ON THE RUSSIAN MARKET OF INFORMATIONAL TECHNOLOGIES FOR BANKS

MARKED AS **TOP SOLUTION** IN 2 SEGMENTS*:

- Contact centers and voice technologies
- Chat bots

* Source: TADVISER, 2019



AND CLIENTS



Департамент информационных технологий города Москвы

IT DEPARTMENT OF MOSCOW CITY
Responsible for Moscow IT systems, online city services



RUSSIAN POST
National postal operator of Russia
390,000 employees | 42,000 offices



ROSSELKHOZBANK
5th bank by total assets in Russia
26,000 employees | 73 branches



MAGNIT
Public retail company
300,000 employees | 15,000 stores

OUTSOURCING CONTACT CENTERS:



NEW CONTACT
Outsourcing contact center
3000 employees



FRONTLINE
Outsourcing contact center
1200 employees



COMFORTEL
Outsourcing contact center
2000 employees



Denis Petukhov

CEO

MBA, over 15 years as
C-level executive in Telecom



Michael Sbitinkov

CTO

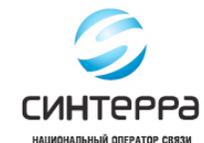
Over 15 years in
software development
in multinational companies



Oleg Karenkikh

Co-founder

10 years as CEO of
outsourcing contact center





craft-talk.com

MESSAGING CONTACT CENTER

To get access to your client's heart - get settled in his phone!
Let's do this with CRAFTTALK !

Denis Petukhov, CEO
dp@crafttalk.ru

Michael Sbitinkov, CTO
ms@crafttalk.ru

ct Appendix: Successfully realized projects

CASE: CUSTOMER SERVICE FOR MOS.RU



MOS.RU: The official website of the Mayor of Moscow

2 weeks

Migration to CraftTalk from Genesys

30%

Requests were fully automated within 2 weeks when working with over 6000 topics

65%

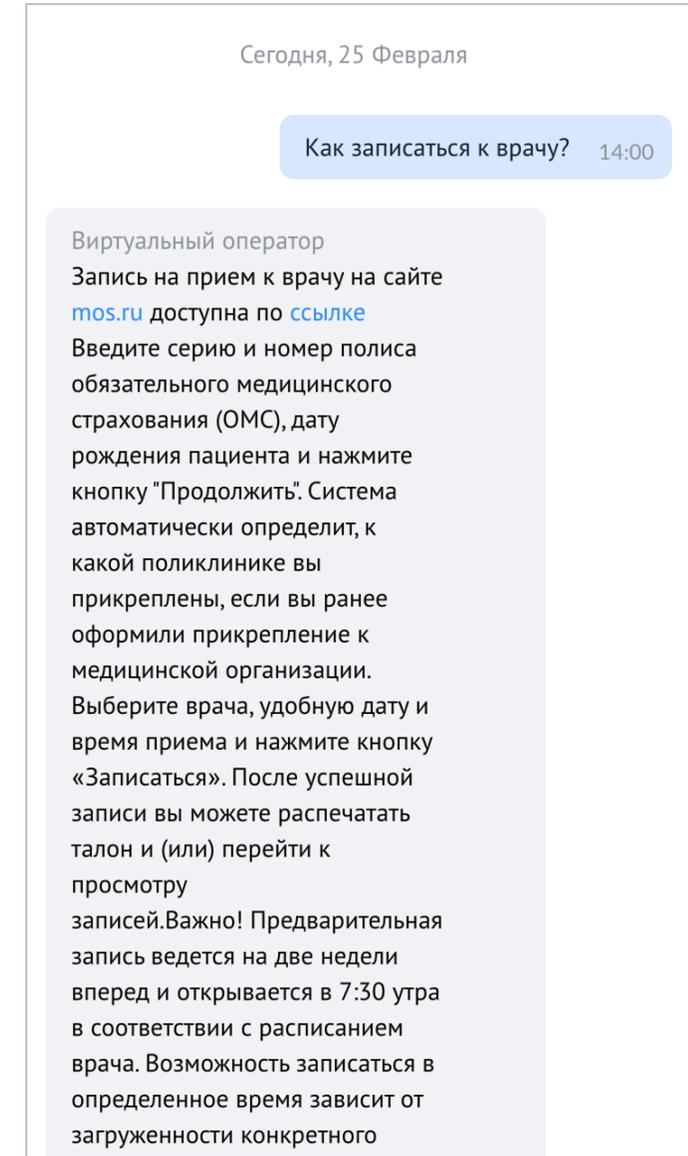
Requests were fully automated when traffic increased 10x after COVID-19 limitations came in place

2.5x

2.5x more requests were processed in a month by the same number of agents as in Genesys

↓50%

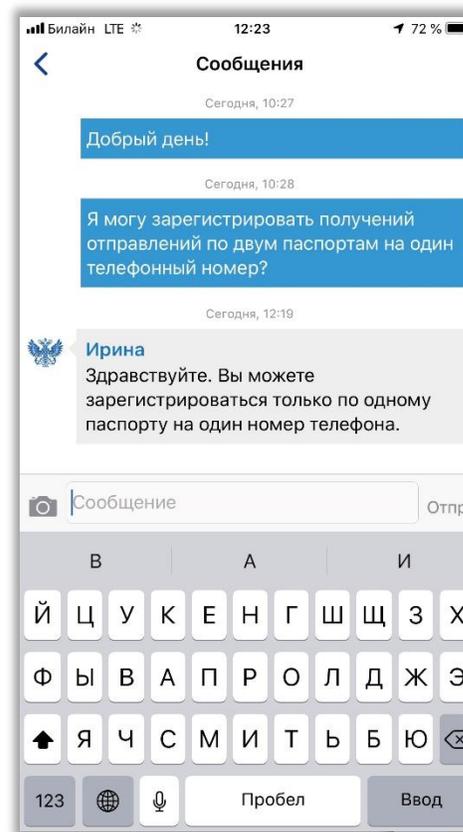
Cost reduction per one request



ct Appendix: Successfully realized projects

CASE: RUSSIAN POST

- **Customer service:**
 - In mobile applications
 - on website of the Russian Post
- **Pilot AI-chatbot**
 - + Detailed reporting
 - + Different service scenarios on the website and in apps
 - + Integrated postal tracking chatbot

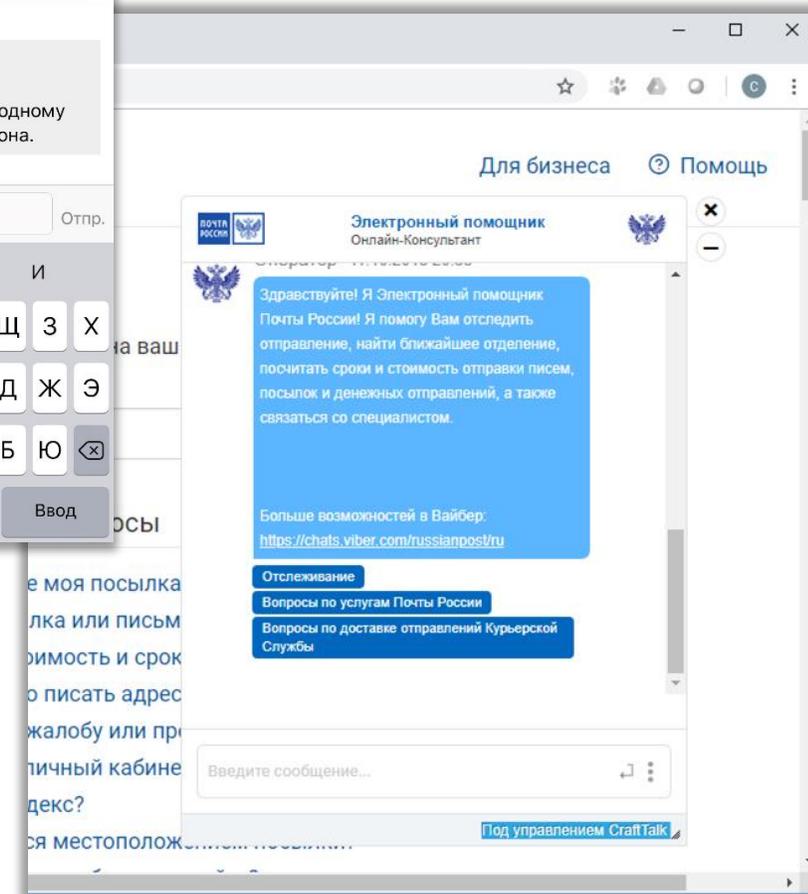


RUSSIAN POST

National postal operator of Russia

390,000 employees | 42,000 offices

Over 1.5 B mails and parcels per year



ct Appendix: Successfully realized projects

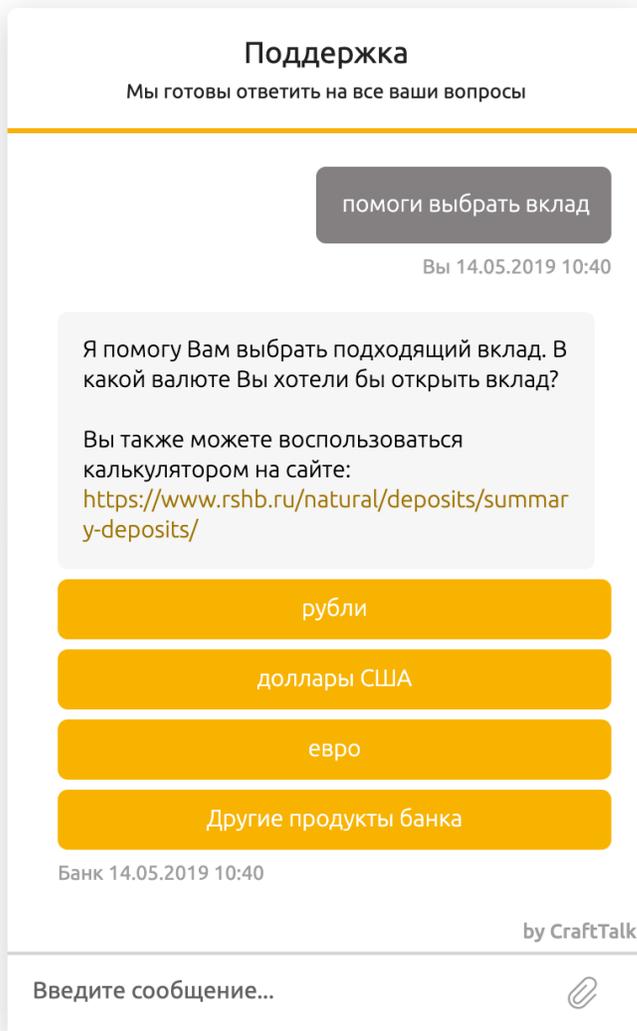
CASE: ROSSELKHOZBANK



ROSSELKHOZBANK

5th bank by total assets in Russia

26,000 employees | 73 branches



- **Customer service**

Chat on the website, Viber, emails, forms

- **AI chatbot**

24x7 fast service: answers to repetitive questions, assistance in choosing bank products, information about bank's products and services

- **Knowledge base for the chatbot**



Appendix: Successfully realized projects

CASE: Department of Information Technologies of Moscow



ДЕПАРТАМЕНТ
ИНФОРМАЦИОННЫХ
ТЕХНОЛОГИЙ
ГОРОДА МОСКВЫ

IT DEPARTMENT OF MOSCOW CITY

Responsible for Moscow IT systems, open government services, online city services

12 mm citizens

- **Knowledge base for city contact centers**

- Multiple editors, history of changes
- Source of data for multiple city contact centers

- **Situation center for smart city**

- Real-time dashboards with hot issues in the city
- Available for PC/TVs and mobile

