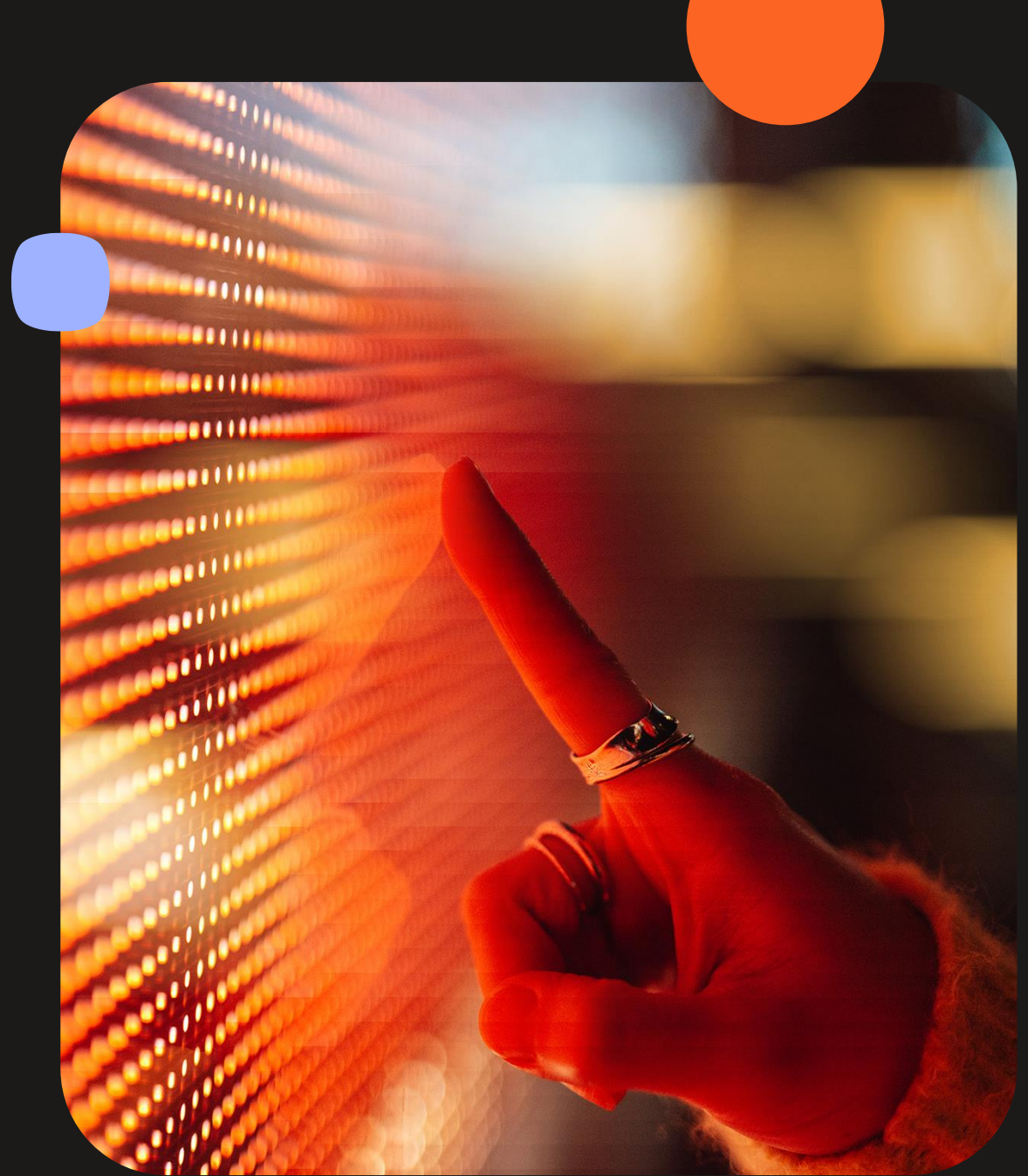# infobip

Reimagining the customer journey: Goal-orientated AI across your user communications

CX Orchestration Platform
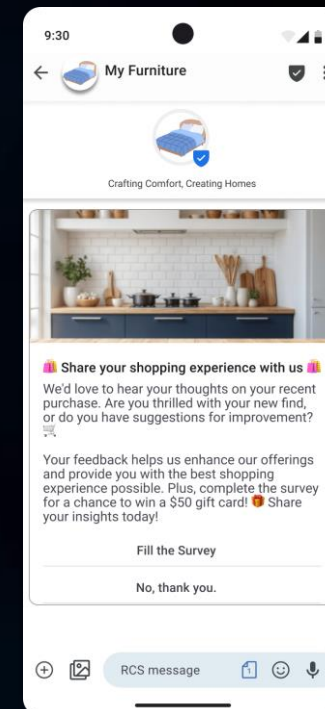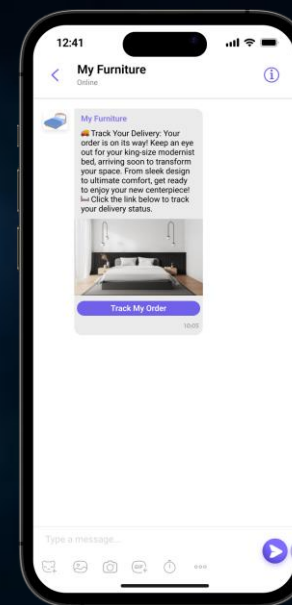
2025

We build conversational experiences for every customer, wherever they are, on their preferred channels
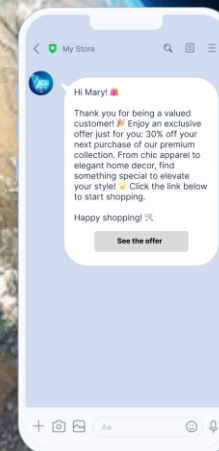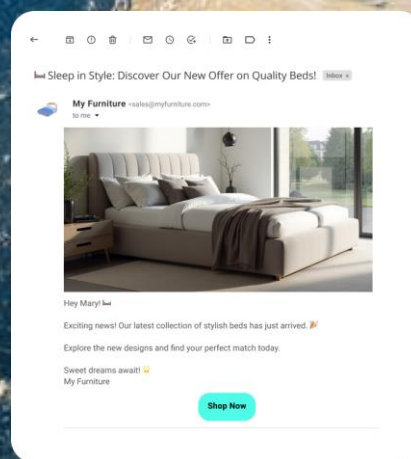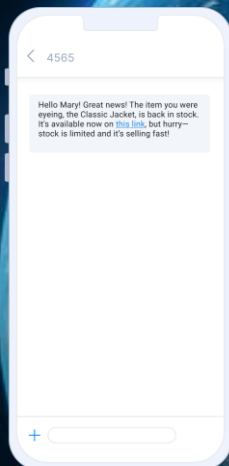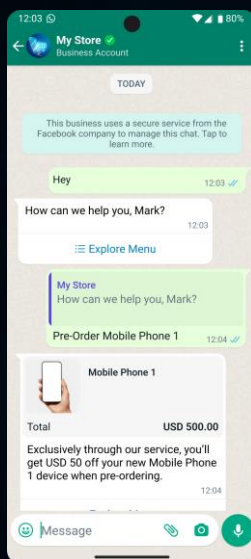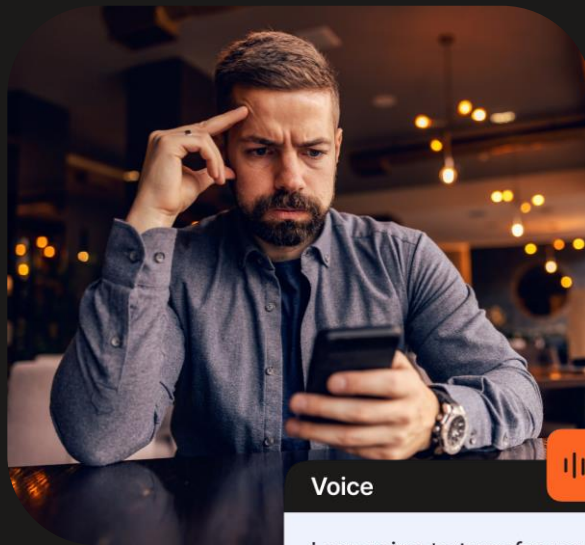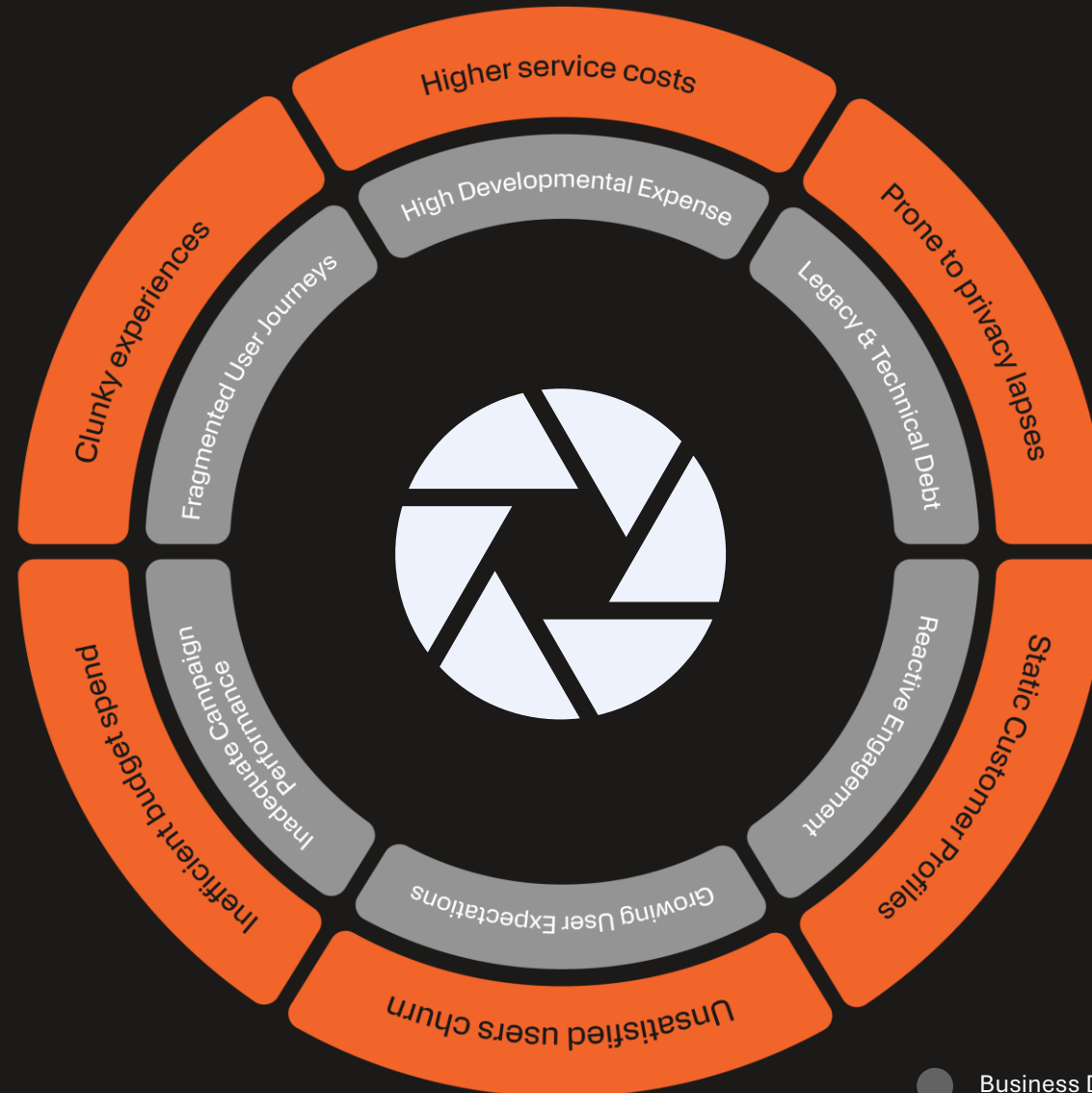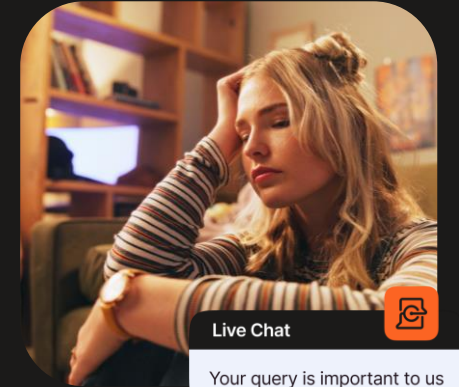
AI must be deployed in the right way to gain success

89%

of brands are using AI, but are they utilizing the right AI for conversational maturity?

Total	Finance	Health	Retail	Telco

☐ - No AI   ☐ - Conversational AI   ☐ - genAI   ☐ - Simple rule-based AI

AI Assistants remain the priority tool for CX

Chatbots	70%
Email based marketing tool	63%
CDP integrated across tools	53%
Marketing automation tool	45%
Standard Service Cloud	42%
Rich messaging capabilities	41%
Omnichannel support	40%
CRM	40%
Cloud contact center	34%
Customer journey builder	30%
Call deflection	28%
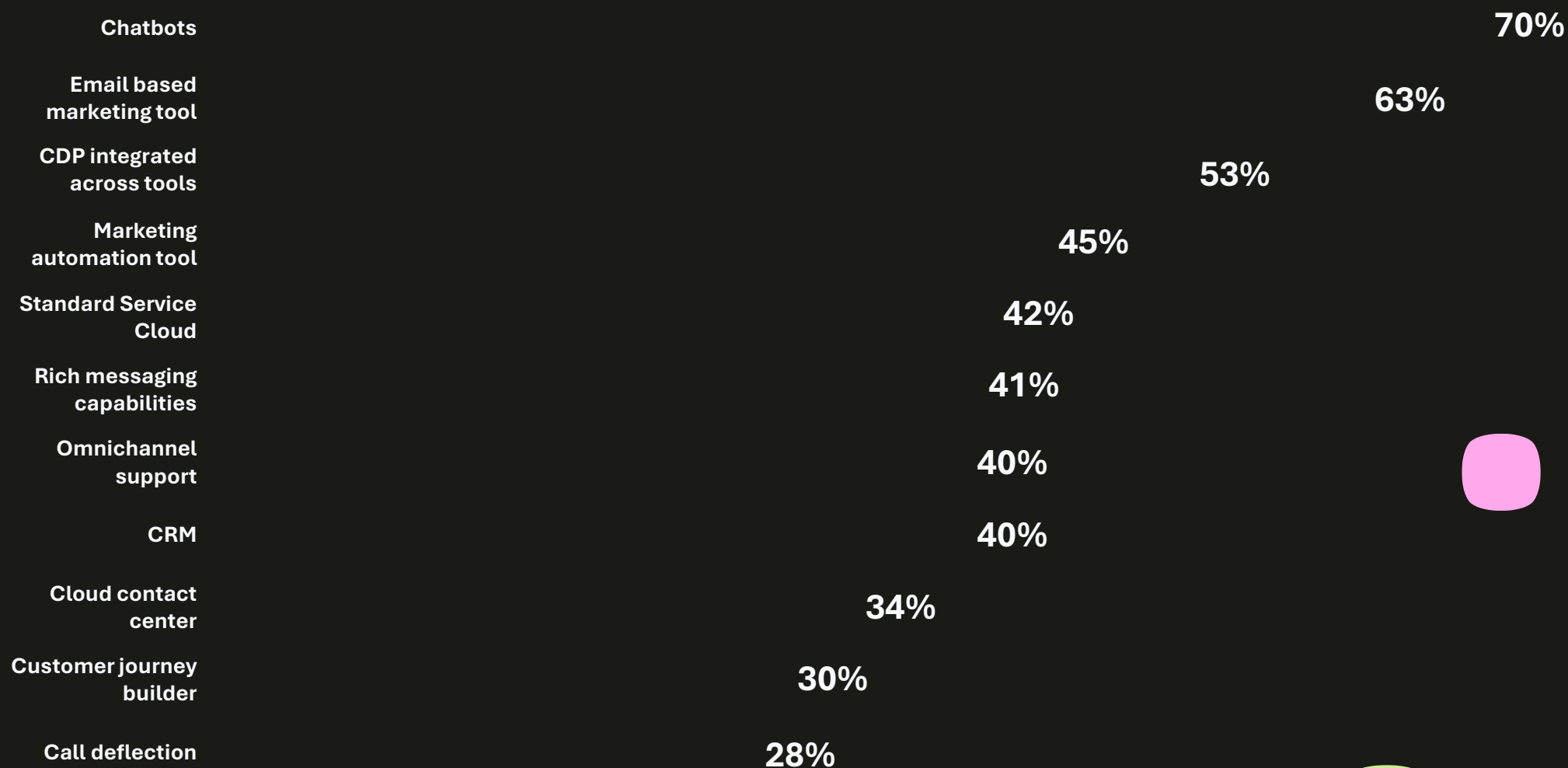
Guide every user conversation from start to success

Fixing Conversational CX with AI Orchestration

CXOP SOLUTION

1 — Fragmented customer journeys

- Long, inconsistent resolution paths
- Inability to self-serve efficiently
- Broken handoffs between departments

Agentic Orchestration

- Maintains full journey context across sessions, channels and departments
- Adjusts flows in real time based on user signals, preferences and sentiment
- Links actions across marketing, sales and support in one flow

2 — High operational load, minimal resource

- Time taken on repetitive tasks
- Rising ticket volume with limited staff
- Significant per ticket cost

Goal-Driven AI Agents

- Autonomously resolves transactional tasks (e.g. tracking, onboarding, changes) in multiple languages
- Auto-routes escalation issues to live agents with full history
- AI builds optimized flows through prompt-based design, reducing developer dependency

3 — Unoptimized user experiences

- Missed upsell opportunities
- Limited visibility into performance
- Data silos stunt personalization

Conversational Intelligence

- Continuously analyzes billions of interactions to detect drop-off points, complaints, and friction in real time
- Recommends next-best actions based on engagement patterns and user behavior
- Enables precision targeting and personalization using real-time data across systems

Launch experiential experiences fast

Define use cases

1

- Marketing
- Purchase
- Support

Choose channels

2

Messaging

SMS	Voice
RCS	Email
In-app	Mobile app messaging
MMS	Video
Web push	Live Chat

Chat Apps

Go LIVE with GenAI

3

AI interface

CXOP – Conversational Experience Orchestration Platform

Autonomous orchestration of the customer journey

| AI Agents | Human | Insights | Conversational Data |

Conversational CDP

Infobip Communication INTELLIGENCE

CRM and 3rd party data integration

Adobe   Microsoft   shopify

VTEX   HubSpot   ORACLE

WOO COMMERCE   salesforce   BIGCOMMERCE

Analytics

Transform Customer Experience

4

- ↗ CSAT
- ↗ CLV
- ↗ Loyalty
- ↗ Revenue

Joined up, cohesive interactions shouldn't be a chore

Shift users from anonymous to advocates with AI-driven hyper-personalization

24/7 availability

Learn user preferences and behavioral patterns

Well-timed triggered based on locality and recent actions

Every conversation handled by AI

DISCOVERY →

CONSIDERATION →

RE-ENGAGEMENT ←

POST PURCHASE ↑

PURCHASE →

AWARENESS ←

Intelligent orchestration at scale
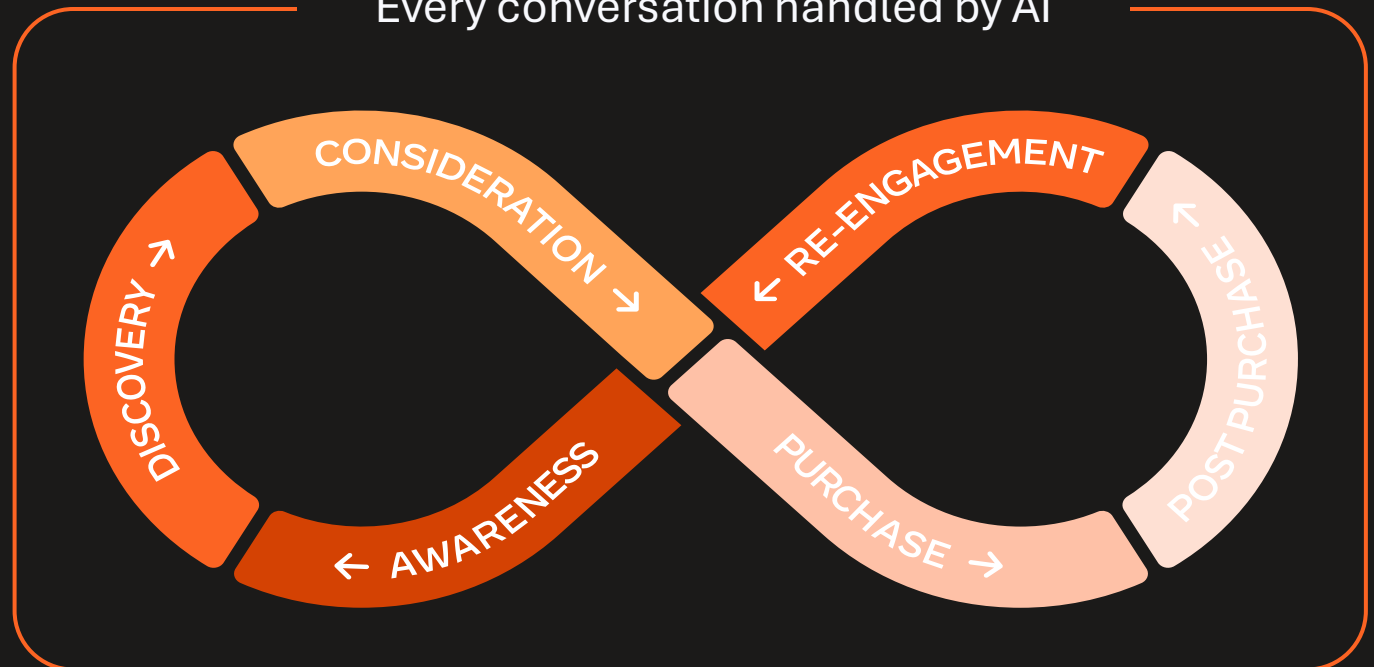
HUMAN
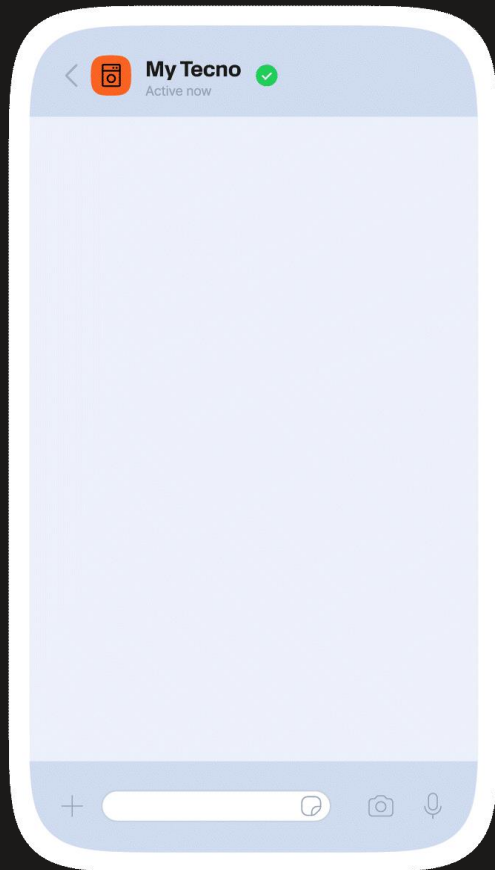
AI ASSISTANT
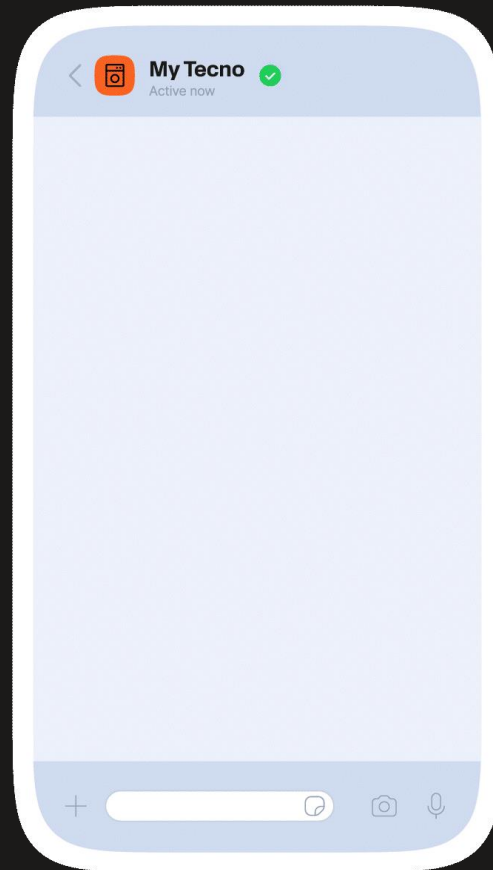
AGENTIC
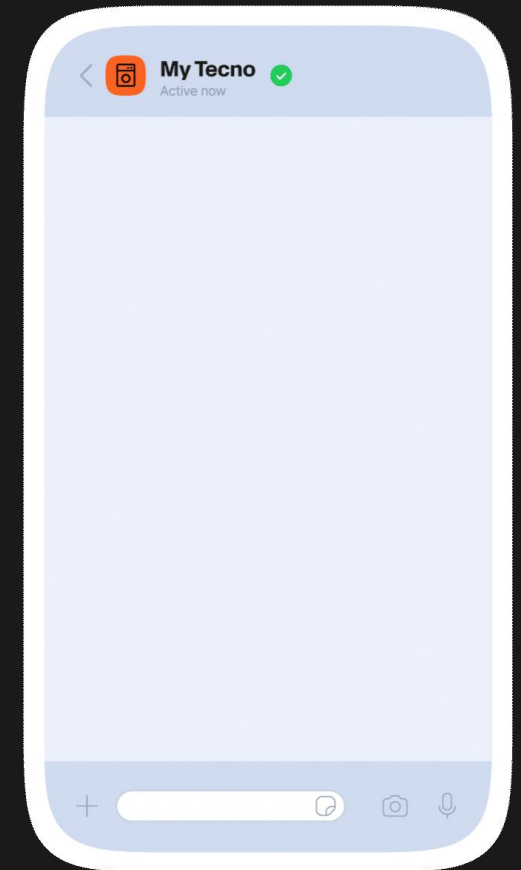
Context-aware conversational system

Agentic AI suppresses conversion messages when it detects emotional friction preserving trust

Traditional Automation

Agentic System

My Rental
Active now

You still haven't sorted my refund. This is the third time I've reached out.

Don't miss out! Get 15% off your next rental.

My Rental
Active now

You still haven't sorted my refund. This is the third time I've reached out.

Promotional message paused – active service issue detected.

⚠️ Poor experience detected, but message still sent.

✅ Context detected: Empathy response activated

Jenifer is currently in the middle of a complaint with her car rental company, Bip Cars

Bip Cars agentic system recognizes there is an ongoing issue

They understand Jenifer is likely frustrated

The Agentic system prioritizes empathy over conversion

Message withheld due to sentiment detection

Effectively orchestratee every AI conversation across the entire lifecycle

User	Exchange	Serve	Orchestrate	Conversational Intelligence	Conversational CDP	Integrations, APIs & LLMs
	Multi-channel messaging interface	Agentic agents handle multi-turn exchanges, delegate tasks and escalate to humans when needed	Coordinates tasks and agents based on user and business goals	Analyzes behavior to hyper-personalize responses	Collates and stores valuable user insights to inform Agentic system	Connect enterprise tools, external data and models for precise responsiveness

AI orchestration infrastructure behind every conversational exchange

Orchestration

Human-in-the-loop

Privacy & Security

Data Orchestration

CXOP

Channel Reach

Conversational Memory

Continuous Innovation

At Scale
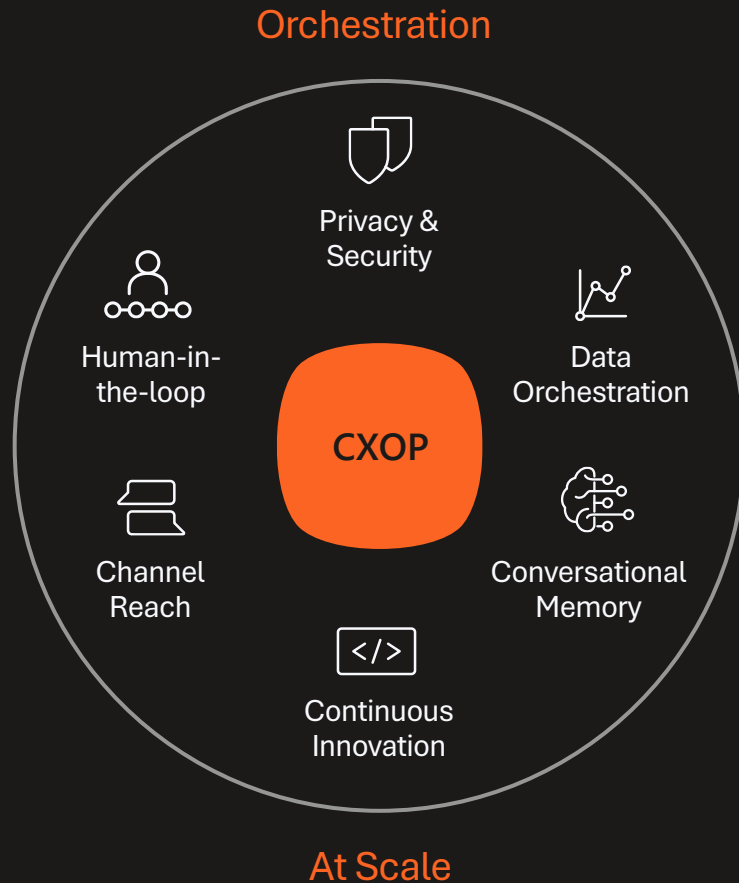
Omnichannel Messaging

Autonomous Actions

Aggregated User Insights

Conversational Data

Conversational CDP

CRM · Purchase history · Channels · Location · App usage · Device type · Demographics · Social · Payment and order history · Loyalty status · Customer service interactions

Data collection · Profile unification · Segmentation · Data activation · AI Predictions

The success formula for driving engagement by personalizing communication

- Analyze customer behavior patterns, enabling more accurate segmentation and personalized outreach.

- Increase relevance with the segmentation of customer groups based on behavior and demographics.

- Behavior -> Segmentation -> Personalization -> Result

Collect data throughout the customer journey

Digital Touchpoints

Offer to Customers

Landing Page

Form / registration

Website Search Data

Email Data

3rd Party

Websites

Mobile App

Delivery information

Contact Center

Chat

Email

Loyalty Program

Survey

| Awareness | Consideration | Purchase | Service | Loyalty |

Agent & Broker

Store & Branch

Offer in Invoice

Mailing

Physical Touchpoints
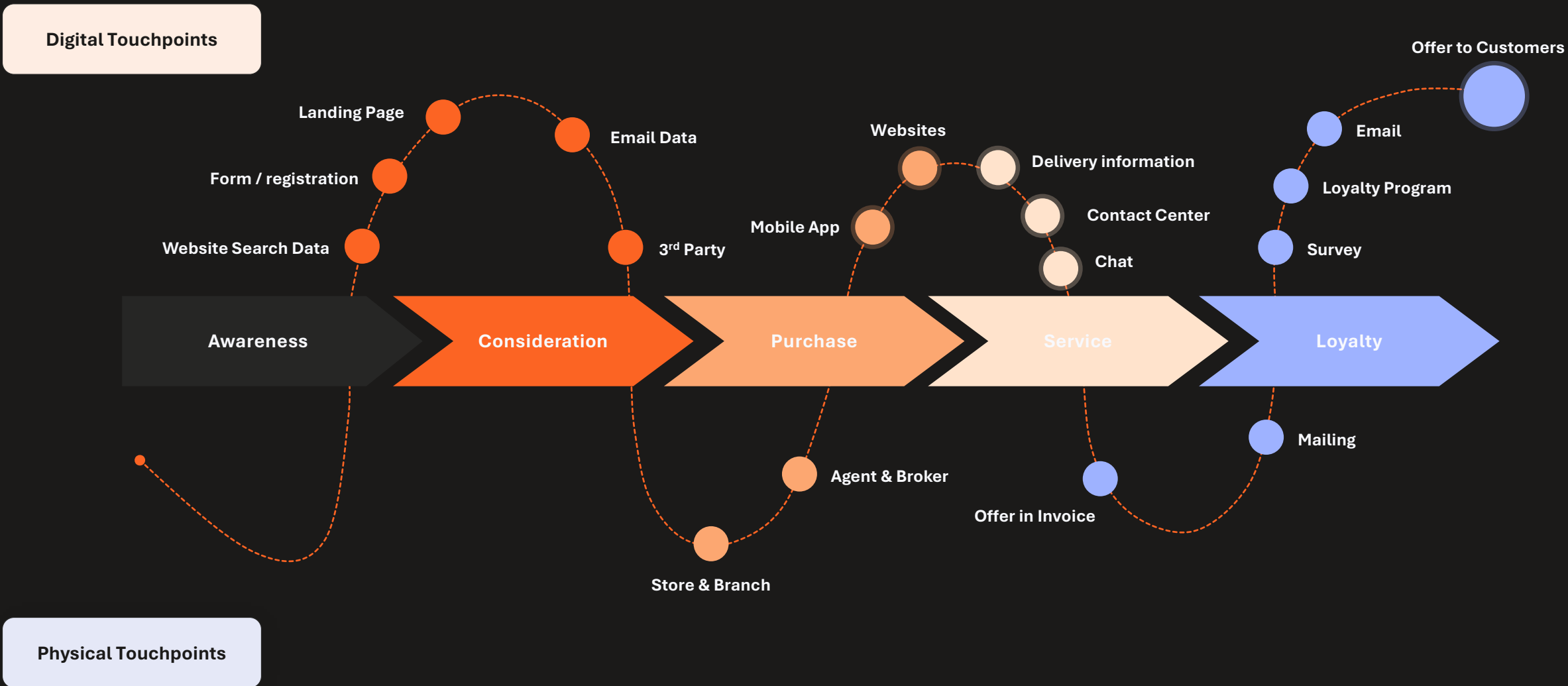
Excite every customer, impress your CEO

- Reduce cost per AI token
- Greater conversational performance
- Lower engagement costs per exchange
- Improved business outcomes

Stage	Lead Gen & Acquisition	Marketing & Commerce	Service & Support	Retention & Loyalty
Value	Identify, attract, qualify and convert faster	Optimize retargeting, conversions and campaigns	Faster resolutions at lower service cost	Continuously delight with empathetic touchpoints
Measure	Lead Conversion Rate ↑	Click-Through Rate ↑	First Contact Resolution ↑	Customer Retention Rate ↑
	Cost per Acquisition ↓	Retargeting Campaign Rates ↑	Average Handle Time ↓	Customer Lifetime Value ↑
	Lead Qualification Rate ↑	Repeat Purchase ↑	Customer Satisfaction ↑	Churn Rate ↓
	User Sign Ups ↑	Revenue per User ↑	Support Cost per Ticket ↓	Net Promoter Score ↑

AI orchestrates high volume conversations

Lead Gen & Acquisition

- Intent Detection flags high-value prospects based on conversation signals
- Hyper-personalized, relevant AI-enabled messages attract target audience
- Auto-enrolls users to the optimal campaign, agent or URL
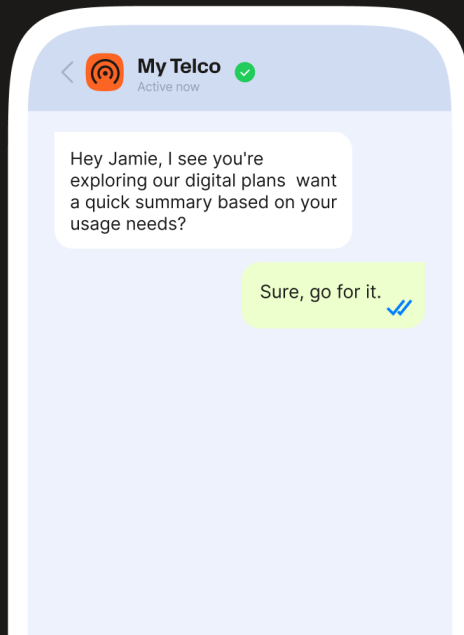
Marketing & Commerce

- Smart AI-driven product recommendations
- Accurate, contextualized brand content for easier buying journeys
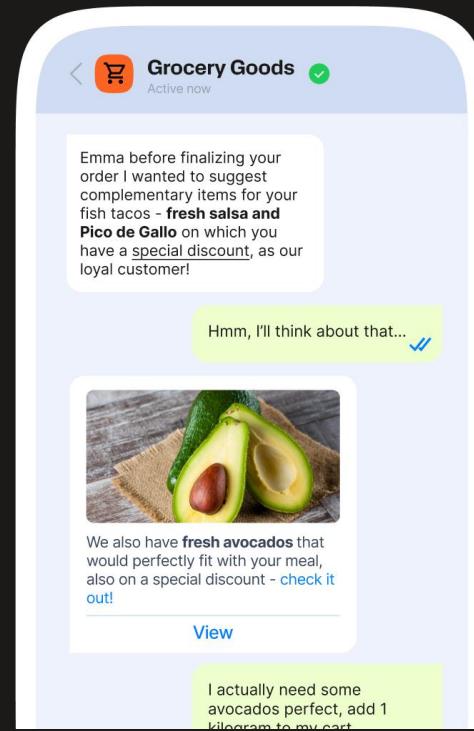
Service & Support

- Resolves high volume issues with accurate, contextual answers
- Anticipates and address customer needs earlier

Retention & Loyalty

- AI to recognize inactivity and re-engage users with relevant nudges
- AI predictive modeling pre-empts churning customers based on behavior and engagement levels
- Conversationally manages points, tiers, and upgrades in a human-like tone

My Telco
Active now

Hey Jamie, I see you're exploring our digital plans want a quick summary based on your usage needs?

Sure, go for it.

Grocery Goods
Active now

Emma before finalizing your order I wanted to suggest complementary items for your fish tacos - **fresh salsa and Pico de Gallo** on which you have a special discount, as our loyal customer!

Hmm, I'll think about that...

We also have **fresh avocados** that would perfectly fit with your meal, also on a special discount - check it out!

View

I actually need some avocados perfect, add 1 kilogram to my cart

My Telco
Active now

My WiFi's acting up again.

No worries Alan — here's a 30-second video guide that matches your router model. Need a technician too?

My Telco
Active now

Hi Alex. I've reactivated your loyalty perks and added a 15% nudge to get you back in. Want me to show what's trending?"

Yeah, let's take a look

Zero human touch agentic system

OMNICHANNEL ENTRY

Customer/Prospect contacts you via SMS, WhatsAPP, RCS web/app chat, social media or call

June 15 · 17:30

Hi, I'd like to schedule termite inspection. Can I book an appointment

Hi, welcome to Rollins Customer Support.

AI ORCHESTRATOR

AI Intent detector understands user's inquiry and routes conversation to self-service options or agent, it monitors conversations and emotions and can escalate / reroute if needed

CUSTOMER VERIFICATION

Verify customer details and collect additional information if needed

APPOINTMENT MANAGEMENT & PAYMENTS

Appointment overview, cancellation and modification, payments Agent

SCHEDULING AGENT

Self-scheduling agent integrated with scheduling system

TROUBLESHOOTING AGENT

Troubleshooting of system issues through built-in flows and AI Agent

SELF-SERVICE AI AGENT

Additional self-service options such as answering to faqs, redirection to relevant portals, collecting data for call return, account management

HUMAN AGENT

Handover to the right agent when needed

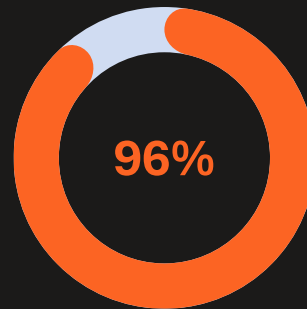✨ AI Agent Assistant: suggested replies, summary, text tools, dispositions, insights

Each response grounded in accuracy and relevancy

Active safeguard against inaccurate AI responses with the highest AI retrieval rate

RAG performs sophisticated searches on your proprietary documents and vector bases reducing the risk of hallucination, ensuring trust

96%

AI response accuracy rate with Document Intelligence

Legal & Compliance

Trust Counsel
Active now

What are the latest GDPR compliance rules for email marketing?

Under the latest GDPR guidelines for email marketing (as of March 2025), here are the key points you need to follow: consent, transparency, right to access and erasure, unsubscribe option, and data protection. Let me know if you need further clarification!

Protect against prolific AI attacks

Improve productivity and customer engagement without compromising on security.

Continuous protection against AI threats

Continuous Protection

Simulate attacks based on strategies and variations that are updated daily

Model Leakage

No exposure of the underlying model's architecture, parameters, training data, personal user data as well as proprietary company data.

Context leakage

Safeguard against unintentional exposure of sensitive internal documents, intellectual property, and the system prompt of the chatbot itself.

Off-Topic Discussion

Keep conversations relevant. AI is fine-tuned keeping conversations grounded to the user's intent

Start faster.
Execute precisely.
Get started today

Data in any state

Provide your documentation no matter its hygiene. PDF, to web, our AI systems will handle everything.