

SmartAgent Bundles

Pitch Slides



IntelPeer simplifies **communication automation** for businesses and contact centers.

Our platform lowers the cost of doing business
while improving customer experience
and accelerating ROI.



SmartAgent

AI-powered automation for contact centers

SmartAgent is an advanced communications automation solution that automates customer interactions of varying complexities, ranging from simple to sophisticated. It is among the leading solutions in the market that utilizes AI-powered automation, including generative AI, to fully contain customer interactions.

Coupled with cutting-edge analytics and omnichannel orchestration, SmartAgent offers businesses a quicker return on investment with increased revenue generation, all while enhancing the customer experience.

Benefits include:

Higher payback / ROI



- Speed to customer payback less than 6 months
- Predictable spend
- Eliminated the need for live agents

Increased Revenue



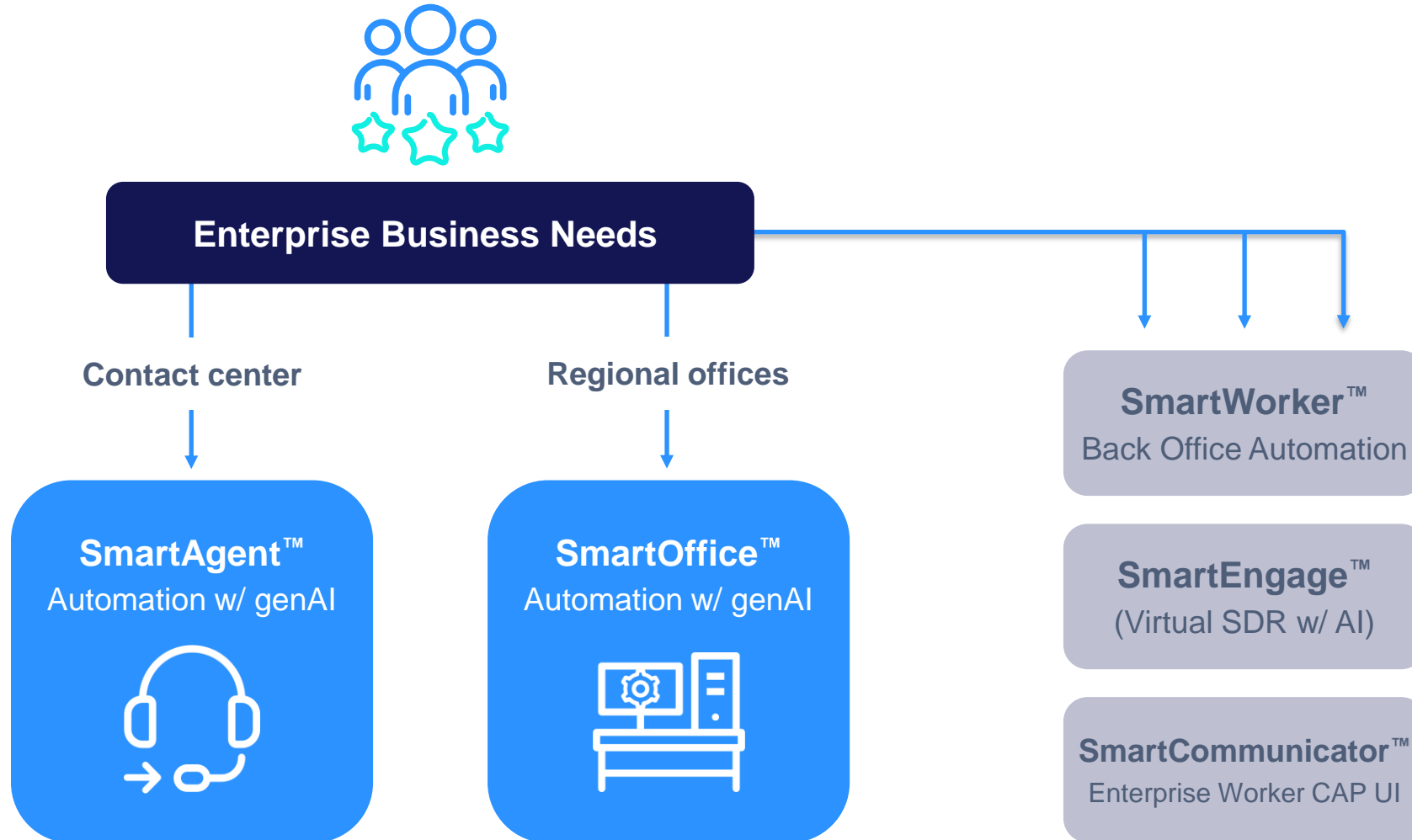
- 24/7 virtual agent service
- Automate routine inbound and outbound agent tasks
- AI-powered automation cross sell/up-sell opportunity

Enhanced CX



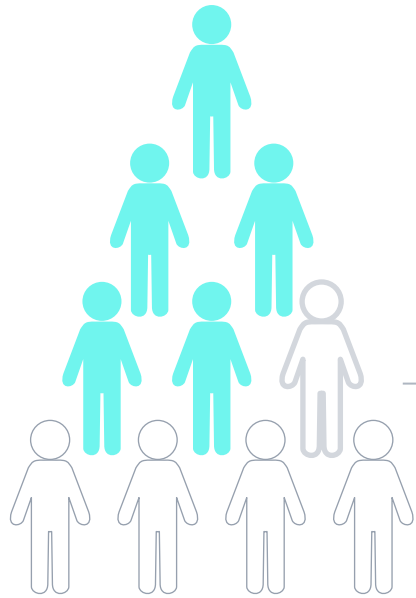
- Customer interactions are contained and completed with the use of AI and automation
- Improved call containment and resolution times
- Ability to handle interactions with contextual information

Smart products



Live Agent vs IntelPeer Smart Agent

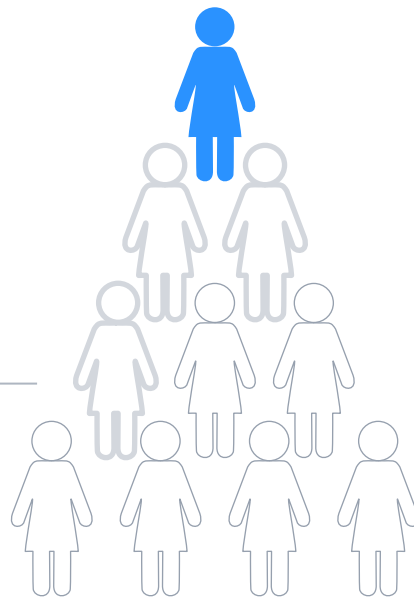
Live Agent



Annual Agent Cost: \$40,000
40 hours per week

VS

IntelPeer Smart Agent



Annual Cost per Agent: \$9,000
24/7 availability

- ✓ Improved customer experience
- ✓ Faster resolution times
- ✓ Personalized Self Service
- ✓ Increased customer loyalty
- ✓ 24x7 Intelligent call handling
- ✓ Enhance contact center efficiency
- ✓ Pays for itself in less than 90 days



The benefits of automation + generative AI



Transforming contact center productivity

- ✓ Automate routine tasks
- ✓ Handle basic inquiries and support requests
- ✓ Free up agents to focus on higher priorities
- ✓ Wash-rinse-repeat to drive to higher automation and containment



Reshaping the customer experience

- ✓ Personalized and conversational responses
- ✓ Intelligent call routing
- ✓ Leading to faster resolution time



Leveraging data to improve operations

- ✓ Gain valuable insights into customer behavior and preferences
- ✓ Analyze interactions to identify patterns and trends



SmartAgent Features

	SmartAgent GOLD	SmartAgent DIAMOND
Basic automation		
Voice	2,000 interactions	2,000 interactions
SMS		
Inbound API		
MMS ¹		
Insights	✓	✓
DTMF IVR	✓	✓
TTS	✓	✓
Insights (user-defined)	✓	✓
ASR (rule-based directed speech)	✓	✓
Social messaging	✓	✓
Call recording	✓	✓
Integrations (through inbound APIs)	✓	✓
List management	✓	✓
Call transcription	✓	✓
Advanced and hyper-automation²		
Generative AI with dynamic rephrasing		✓
Customer's specific data augmentation		✓
Add-on services (sold separately)		
SmartEngage™	Available	Available
Managed Solutions (per account)	Available	
Advanced Managed Solutions – for \$1M ARR deals (per account) ³	Available	

1. MMS available via Managed Solutions integration with Infobip

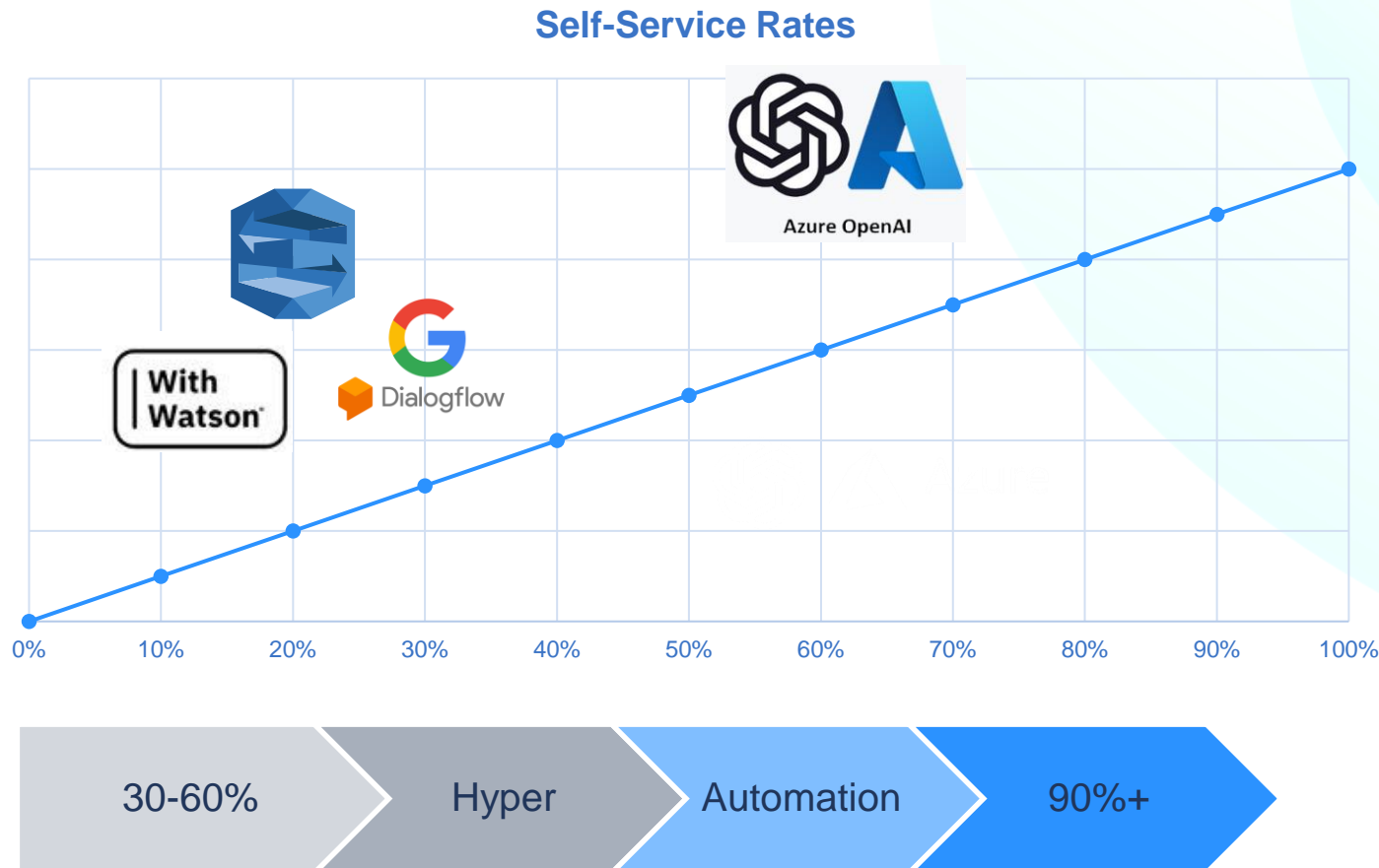
2. Hyper-automation requires a Managed Solutions agreement

3. Managed Solutions Premier is mandatory over \$1M ARR



Product Vision – Automate using power of generative AI

Self-funding ROI within 3 months



IntelePeer Smart family of products

Benefits:

- Improved CX
- **90%+ self-service rate**
- **Faster time-to-market**
- Generative models are 5x faster to implement

Enterprise-grade

- Privacy / compliance
- Security
- Enhanced guardrails



Why IntelPeer for automation?



Significant labor cost reduction

Automation allows businesses to re-think their need for costly contact center agents.



In-quarter ROI

Experience immediate payback as automation project pay back their investment within quarter.



Increased Revenue Growth

AI-powered automation enables hyper-personalized, scalable and efficient customer interactions leading to higher revenue growth.



Improved CSAT / customer experience

Automation provides a better customer experience without the need for agent intervention.



Why automation?

interactions per month (live agent):
1,100

interactions per month (SmartAgent):
2,000

Fully burdened cost of a live agent
\$46,800¹

List price of live agent software seat
\$1,800 (annual) / \$150 (monthly)

Human Agent



SmartAgent Diamond

List price of contact center seat \$150	List price of SmartAgent \$750
Total annual cost (software seats) \$1,800	Total annual cost \$9,000
Total annual Cost (Fully burdened live agents) \$46,800	
Total annual cost \$48,600	
Cost per call \$3.68	Cost per call \$0.38

ROI: 8.8x

¹Source: Gartner. Blended cost of onshore and offshore



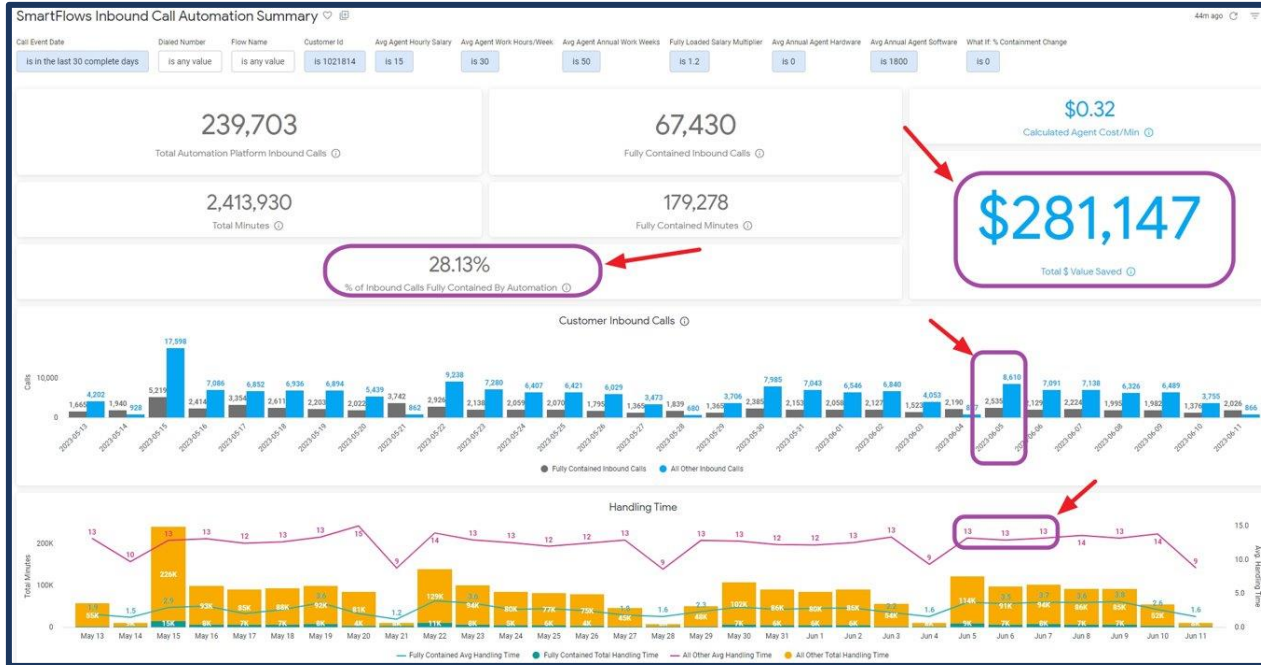
Thank you



Appendix



SmartAgent Diamond Case Study



Problem Statement

Customer call center only automates about 25-40% of their calls. Large number of calls still being manually handled by the call center agents.

Solution

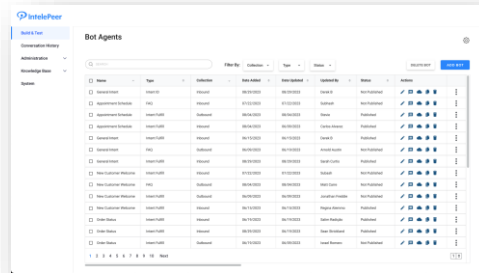
SmartAgent diamond offers Generative AI to enable up to 95% automation, significantly reducing call center agents needed.

Customer	Shark Ninja	Covenant	American Water
Current automation %	28%	23%	4%
Current savings (monthly)	\$281,147	\$11,982	\$55,518
New automation target %	95%	95%	95%
New savings (monthly)	\$958,618	\$49,491	\$1,318,553
Increased savings (monthly) – delta	\$676,078	\$37,509	\$1,263,035
IntelePeer share of savings (MRR) at 40%	\$270,431	\$15,004	\$505,214
Average daily calls	10,000	1,000	25,000
# of agents needed to staff (from Erlang)	451	25	693
Agents needed to staff (with SmartAgent Diamond automation)	23	1	35
SmartAgents Diamond needed for desired automation	428	24	658
Incremental SmartAgent price	\$631	\$632	\$767

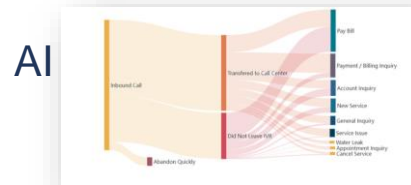
Delivering more with innovation

AI + SmartFlows that powers SmartAgent

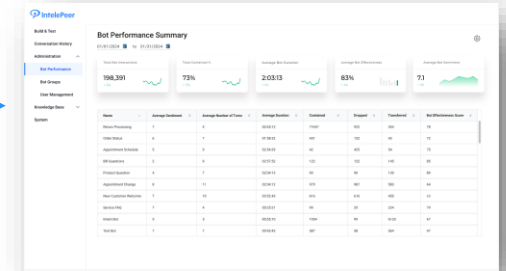
AI Workflow Builder



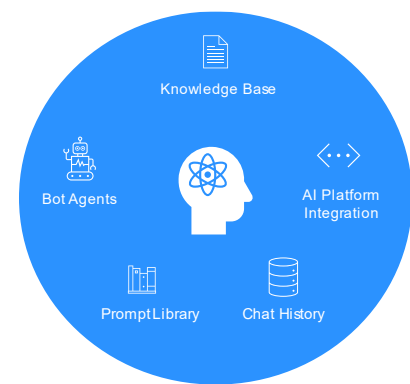
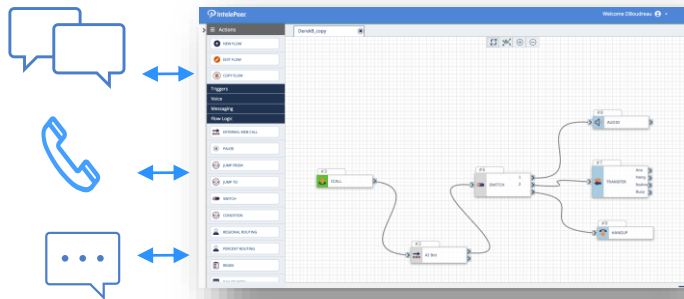
AI Intent Analyzer



AI Performance Monitoring



AI Orchestration / SmartFlows



- AI Infrastructure
- Interface to AI Platforms
- Workflow Host & Manage
- Knowledge store

