



# AI that puts your customers first

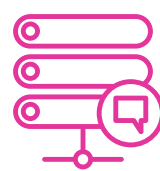
Haptik powers Intelligent Virtual Assistants (IVA) that transform your customer experience, while increasing sales and reducing costs. With over 100 implementations in 6+ countries, Haptik is built for scale to serve large global consumer brands and has achieved 300% y-o-y growth since 2017.

## Automating with Haptik's Intelligent Virtual Assistants



### Industry-specific NLU

Leverage our advanced, pre-trained NLU models based on 3bn+ interactions across all customer touchpoints.



### Smart Skills

Choose from 100+ pre-built, domain-specific Smart Skills designed for the most common use cases for your industry.



### Intelligent Analytics

Discover trending customer issues, sentiment analysis, get first-hand user feedback, & evaluate IVA performance on a single dashboard.



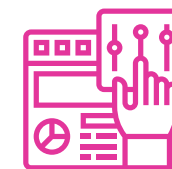
### Open Flexible APIs & Integrations

Seamlessly integrate with **100+ CRMs** and systems of records such as Zendesk, Salesforce, Microsoft Dynamics, etc, through our native Python-based Code Editor.



### Smart Agent Chat

Track agent performance, identify real-time chat disposition trends, and leverage chat assignment & priority routing to reduce wait times.



### Conversation Studio

Accelerate go-to-market and own the entire user experience with Haptik's drag & drop visual builder to create an IVA in < 7 days.

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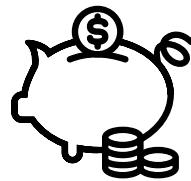
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# Upgrade your Customer Experience with Haptik's Full Stack Conversational AI Platform



## Customer Care

Automate 80% of customer queries from buying to customer care & lighten the load on your support agents via one seamless system.



## Conversational Commerce

An AI-powered recommendation engine that simulates in-store experiences and improves cart recovery with a multilingual voice assistant.



## Lead Generation

Deploy a 24/7 sales agent to answer FAQs, share recommendations, qualify leads and convert website visitors into customers.



## WhatsApp

Improve user engagement, recover abandoned carts, and increase sales using users' most preferred communication channels.

Featured as a recommended vendor in **Emerging Technologies and Trends Impact Radar: AI in Insurance.**

Part of Jio Platforms Limited, the **\$65 billion Internet conglomerate** backed by Google, Facebook, and others.

Featured as one of the Top 16 Solution Providers in **Decision Maker's Guide to Enterprise Intelligent Assistants.**

Haptik is backed by Reliance Industries, a \$200 Billion+ conglomerate, with close to 500 million customers

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