

meeranda

The New Personalized Customer Experience

WWW.MEERANDA.COM

We live in a **video-first** world

Video makes
up 82% of
internet
traffic

3 Billion hours
per day on
TikTok

1 Billion hours
per day on
YouTube

200 Million
hours per day
on Netflix

Some of the world's largest companies like Zoom, Xerox, and others saw a **huge uplift in engagement and information retention** when they make videos for employee and customer communications.

Gen Z makes up a third of the workforce today, and they have a lot of disposable income. So, if you want to attract them both as employees and as customers, you must communicate with them in their preferred format: **short, clear, and engaging videos**

Transition your business to a video-first business



Today's customer engagement experience is far from ideal



1. <https://www.ipsos.com/en-us/younger-employed-americans-are-more-concerned-about-ai-replacing-their-jobs>

2. <https://clutch.co/bpo/resources/virtual-assistants/how-businesses-set-up-ivr-menu>

3. <https://voicebot.ai/2023/02/08/30-of-customers-abandon-a-brand-after-a-bad-chatbot-experience-survey>

The frustration by many customers is clearly voiced even at Harvard University

Discussion ✕

Q What daily tasks or existing services do you dislike and think need to be improved?
What is a potential solution?

A Raji Wahidy (Thursday at 06:11 PM ET)
Customer service can be dramatically improved in many companies. Finding a solution that can alleviate the pain of having to wait too long to get customer support would be great.

Igor (Friday at 07:59 PM ET)
100X yes, Raji. The only thing that seems to be getting worse and not better with all this new technology is customer service. It's a race to the bottom. You either get customer service reps who don't care or are poorly trained and can't provide value - and before anyone says it's because they are outsourced, let me tell you that the absolute worst customer service I have received is from my home country, Canada.

Elliot (Friday at 11:08 PM ET)
Customer service has been a large issue for me lately, either having to talk to a pre recording or waiting for a very long time for a real person. Outsourcing customer service itself may be an option for some companies.

Stefan (Saturday at 12:38 AM ET)
I still can't believe that companies make us still wait on hold and do not employ a call back function in their customer receive rep waiting Que.

David (21 Hrs Ago)
I worked in tech support for an company with took on third party contracts (2 yrs). The biggest problem is low wages for the stressful workload. It's a revolving door business. Employees enter, are slow or make tons of mistakes and leave. It causes more problems for everyone who works there long term. It can be a tough business.

Volodymyr (19 Hrs Ago)
Yeah, customer service in some companies is a real hassle. I find AI bots helping customers solve basic requests quite useful, and it seems to be an easily scalable solution, but at the same time rolling out half-baked and not-well trained AI bots on production that make you feel that you are speaking to a wall is even worse than just waiting in a queue.

Anna (Sunday at 09:20 PM ET)
Absolutely, the worst part of customer service is to talk to a pre recording message, the service needs to be more humanized. Improve the omnichannel support and enhanced self-service options. Calling should be the last solution.

Yuichi (Monday at 02:35 AM ET)
Standardizing the level of service is challenging because it's intertwined with human emotions, leading to a reliance on people. If this could be solved with technology, it would likely make a significant impact

Bye Bye Frustration ...

Hello Meeranda ...

Meeranda offers a real-time Gen AI corporate concierge agent to help businesses deliver *The New Personalized Customer Experience*



Meeranda is empathetic, versatile, and smart

- ✓ Delivers *real-time video generation* solution
- ✓ Always *visible* to customers for a more personal interaction
- ✓ Greets and *Recognizes* existing and new customers
- ✓ Speaks in your local language and local *dialect*
- ✓ *Functions through voice and text*
- ✓ *Learns* with every interaction for enhanced customer experience
- ✓ Acts as your *support, sales, and/or even marketing agent*
- ✓ Seamlessly integrates with your *CRM* for a more personalized experience (*optional*)

Meeranda introduces operational efficiencies to your organization

	Tier 1 Support Agent	Sales Agent / Account Manager	Marketing Manager
Partner Resource Management	<ul style="list-style-type: none"> ✓ Meeranda handles majority of Tier 1 support questions ✓ Meeranda escalates to Tier 1, 2, 3 support levels for more complex questions ✓ Meeranda acts as liaison between support and customer 	<ul style="list-style-type: none"> ✓ Meeranda upsells on your behalf / adds to pipeline ✓ Meeranda shares ongoing promotions ✓ Meeranda demos solutions ✓ Sales agent / Account Manager focuses on increasing pipeline 	<ul style="list-style-type: none"> ✓ Co-Marketing Campaigns with Meeranda ✓ Meeranda amplifies your digital message instead of drowning in website detail ✓ Meeranda promotes your products and service offering
Partner Customers	<ul style="list-style-type: none"> ✓ Receive an elevated personalized customer experience ✓ Avoid need to call-in and long wait times to speak with agent ✓ No more irrelevant responses ✓ Meeranda handles escalations 	<ul style="list-style-type: none"> ✓ Meeranda responds to all sales queries ✓ Meeranda offers promotions ✓ Meeranda responds to customer questions pertaining to demoed services ✓ Meeranda helps in closing the sale 	<ul style="list-style-type: none"> ✓ Meeranda locates products and services customer is looking for and provides relevant information ✓ Meeranda offers suggestions based on customer questions to further promote your offering
Partner Leadership	<ul style="list-style-type: none"> ✓ Higher NPS score ✓ Re-evaluate existing headcount assigned for Tier 1 given automation introduced by Meeranda 	<ul style="list-style-type: none"> ✓ Higher ROI through additional sales ✓ Re-evaluate existing headcount assigned to certain sales channels 	<ul style="list-style-type: none"> ✓ Higher reach and increased brand awareness ✓ Re-evaluate existing marketing headcount which can be further streamlined due to automation

Meeranda's efforts
are backed by
market leaders
through **strategic**
partnerships



We want to **personalize** your customers' experience & introduce further **operational efficiencies**



Reduce the need for human intervention for Tier 1 support tickets (e-mail, call in, or via chat)



Reduce the involvement of account managers and presale engineers by allowing Meeranda to upsell for your organization



Reduce the number and time spent by marketing managers in promoting your products and services. Meeranda can assist in this regard

Meeranda's Plans

	mBasic	mBoost	mPremium	mEnterprise
Onboarding Support	✓	✓	✓	✓
Real-Time Video Agent	✓	✓	✓	✓
Text Chat	✓	✓	✓	✓
Voice Chat	✓	✓	✓	✓
Sales Support	✓	✓	✓	✓
Marketing Support	✓	✓	✓	✓
Agent Language	English + 1 Additional Language	English + 2 Additional Languages	English + 3 Additional Languages	All Available Languages
Agent Face	Default	Default	Customizable	Customizable
Agent Voice	Default	Default	Customizable	Customizable
Usage Cap (Credits/Minutes)	2,080/month OR 31,200/year	4,992/month OR 74,880/year	17,520/month OR 262,800/year	35,040/month OR 525,600/year
Baseline Knowledge Base File Size	Unlimited	Unlimited	Unlimited	Unlimited
Admin Portal	✓	✓	✓	✓
Dedicated Account Manager	x	x	✓	✓
Meeranda Support Hours	9 AM - 5 PM EST	9 AM - 9 PM EST	24 x 7 x 365	24 x 7 x 365
Dedicated Support Manager	x	x	✓	✓
VIP Support	x	x	✓	✓
Service Level Agreement	x	x	✓	✓
Access to Customer Conversations Backlog	✓	✓	✓	✓

Meeranda's Edge

	Meeranda	Competitor 1	Competitor 2	Competitor 3
Audience	B2B	B2B	B2B	Developers
Real-Time Video Agent	YES	YES	NO	YES
Text Chat	YES	NO	NO	NO
Voice Chat	YES	YES	NO	YES
Maximum Session Length	UNLIMITED	N/A	N/A	Boost 15 min Pro 60 min
Usage Limit (Credits/Minutes)	mBasic 520 hours/year mBoost 1,248 hours/year mPro 4,380 hours/year	Boost 12 hours/year Pro 18 hours/year	Boost 2 hours/year Pro 6 hours/year	Charged per Minute
Maximum Concurrent Sessions	UNLIMITED	N/A	N/A	Boost 5 sessions Pro 25 sessions
LLM Integration	YES	YES	NO	YES
TTS Integration	YES	YES	NO	YES
Price Predictability	YES	YES	YES	NO

Next Steps ...

- ✓ Let us answer any questions you may have
- ✓ We can work with your team to further explore Meeranda for your organization
- ✓ We can further customize Meeranda to meet your needs (available in mPremium & mEnterprise plans)

We Look Forward to Welcoming You as Part of the **Meeranda Family**

