Overview

MESH AI

Intelligent personalisation through Conversational AI

mesh Ai

Customer
Value proposition

Demonstrable Results

30-70% call deflection of applied use cases, as well as conversion rates from 1.5% up to 15%, demonstrated via partner deployments

Advanced Artificial Intelligence

5+ years of development and training of Mesh Ai's neural networks and algorithms

Backed by Microsoft

A Gold Microsoft partner and a Microsoft for Startups-backed company, Mesh Ai is part of a global community of trusted, high-performance tech businesses

Industry-led Roadmap

Continually evolving roadmap driven by industry and partners

Partner-Driven Strategy

Partner model allows for expansion and integration into broader business initiatives

The key problems

Expectations vs current reality, resulting in lost revenue and poor customer experience

Changing Consumer Behaviour

"Always on" shopping experiencing, shifting from transactional to complex purchases

Technology Failing to Deliver

Current technologies are failing to support this change Websites & Chatbots.

Customer Expectations

Customers are expecting less human involvement and interaction

Poor ROI & Ability to Scale

Enterprise Conversational AI platforms are either time or price prohibitive .
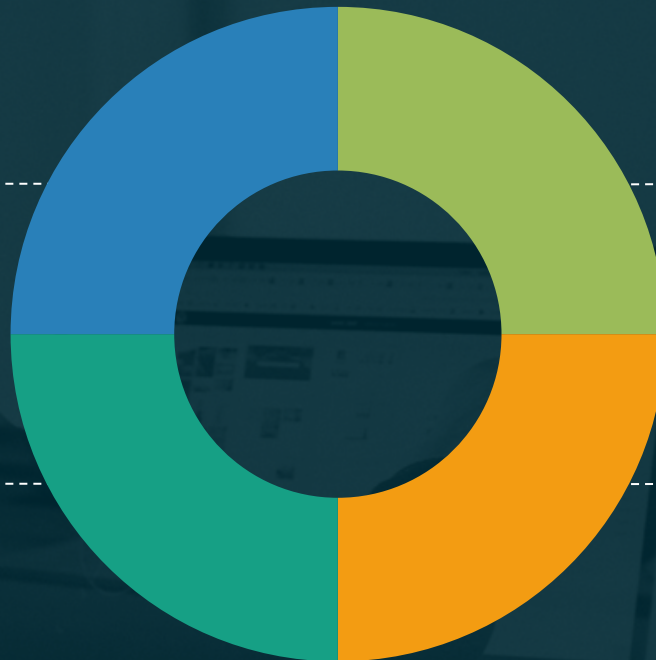
"I lay awake at night worrying about somebody visiting my site at 9pm and no one there to help them"

Luxury Automotive Brand, Marketing Director

Why now?

Enormous shift to Conversational Revenue as evidenced by hyped surrounding ChatGPT

The Mesh Ai quick-to-deploy, no-code platform intelligently contextualises & personalises ChatGPT for real world use-cases

- Only relevant to Organisation
- Context to business outcomes
- Workflows and automation
- Customer Engagement
- Personalisation

OpenAI

ChatGPT

The Experience is the Product

AI Driven CX Assistant requires an integrated Customer Experience

Nurture framework

| Contemplation | Triggers | Consideration | Preferences | Decsions | Human Engagement | Purchase |

Exceptional experience to assist customers in decision making phase

Curated customer journeys and experiences

that align to target business outcomes. They build a personal and quality experience, not just answer simple FAQ's, but guide users on to the appropriate customer journey at key the moments that matter.
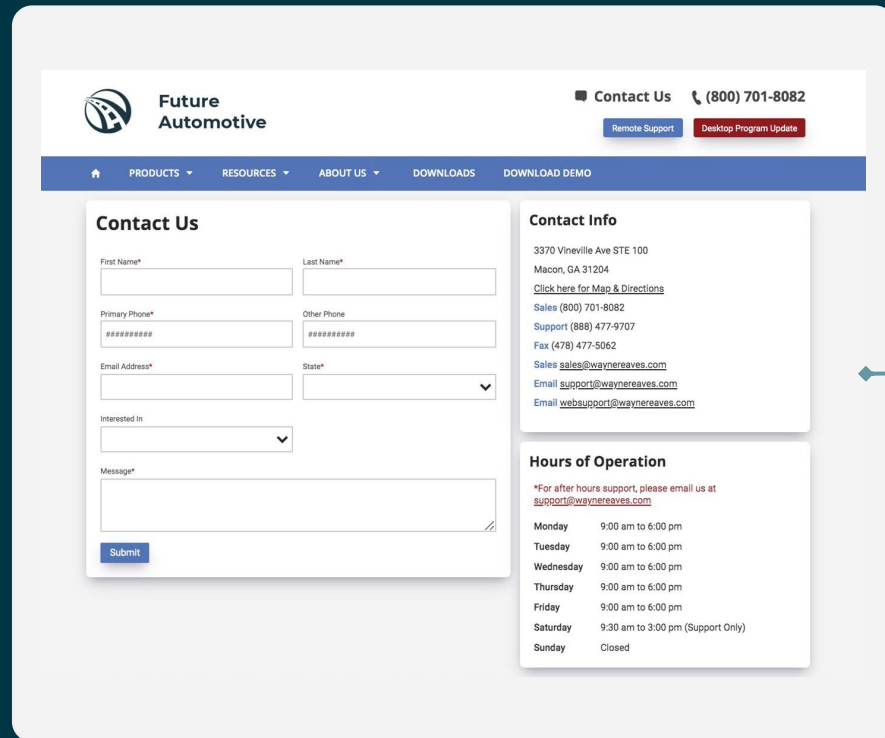
Personalised and engagement buying journeys

at scale understand the buyer's intent and responding with corresponding Persona conversational journeys

Behavioural Economics Principles

is based on the knowledge that emotions inform judgments and behaviour even more powerfully than rationality does. These four principles of Choice architecture can be used by Virtual Agent to help people easily find the Product that suits them best.

Our proven
hypothesis

Hyper-Personalisation

AI Conversations and personalised CX customer journey's outperform traditional methods conversion rates of up to 15% (compared to 1.5% industry average) Mesh also outsold real estate agents, selling the 'top 3' properties by value
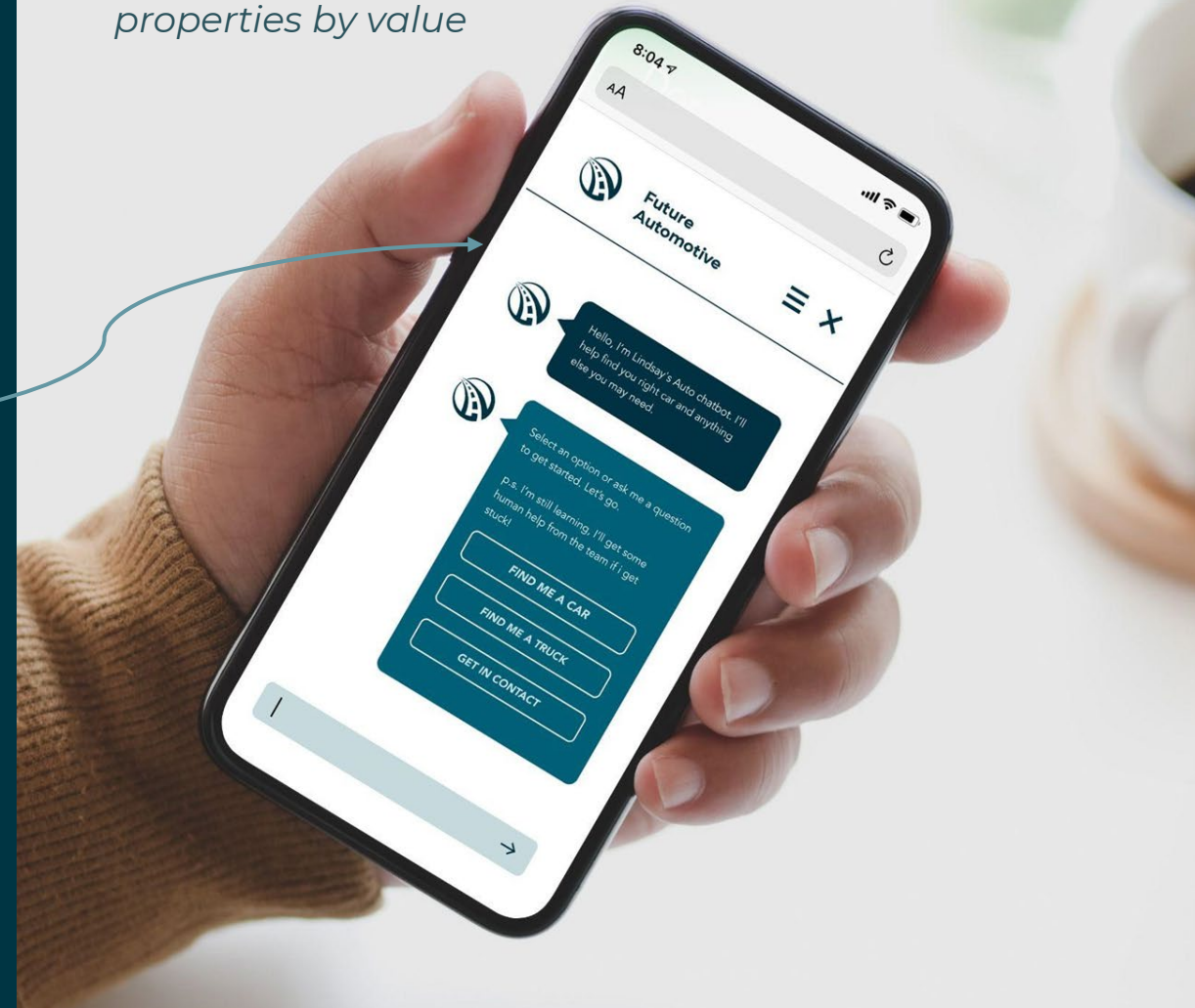
The Future is Hyper-Personalisation

Evolution of Conversational AI - Can Chatbots solve this problem? The simple answer is no

	Chatbot	Virtual Agent	Virtual Assistant	Hyper-Personalisation
Technology Evolution	Chatbot	Virtual Agent	Virtual Assistant	**Hyper-Personalisation**
Product Timeline	2006:	2010:	2020:	2022: **Mesh Ai**
Distinct Features	· Questions & answers · Simple integration · Limited domain **"I tell the BOT what to do for ME"**	· Complex dialogue · Multiple integrations · Larger scope **"I tell the BOT what I need or want"**	· Beyond conversations · Contextual questions · Advanced architecture **"The BOT anticipates what I need and want"**	·Personalisation and conditional customer journeys at scale · Seamless conversations across channels· · API-first architecture **"The BOT supports my full customer journey"**
Difficulty to Execute	Effort: **Low** Skills: **Existing**	Effort: **High** Skills: **Specialists**	Effort: **Insane** Skills: **Teams of Specialists**	Effort: **Platform / Ecosystem** Skills: **Industry Partnerships**

Intelligent Personalised Journeys

INTELLIGENT
**CUSTOMER EXPERIENCE
AI + CX**

- **Customer Intent (AI)**
  Understanding a user's intent to drive intelligent customer experience

- **Customer Experience (CX)**
  Framework built to Personalises Customer Sales Journeys at scale

IMPROVED REVENUE
PERFORMANCE

- **Channel-less**
  Customer engagement on any digital channel.

- **Industry Knowledge**
  To rapidly scale vertical solutions fit for market and deliver immediate results.

RAPID CONSUMPTION
AND SCALE

- **Low Code / No Code**
  Enterprise Scale AI, Machine Learning & CX mapping platform

- **Automation**
  Application and data integrations to complete customers revenue journeys

Accelerated by introducing Behavioural Economics principles to drive engagement

Unique and proven go-to-market strategy

ISV Partner Business Model

MODEL: Conversational Revenue

ISV PARTNER

- Strategic software partnerships
- B2B2C model - fast access to hundreds / thousands of end users
- Revenue share

MODEL: Mesh Health

VERTICALLY OWNED

- Partnered with Psychologist and Universities
- Shared services & joint product roadmap / R&D

Shared Services

Leverage core Conversational AI + ML + NLP technology of Mesh platform

Joint go-to-market planning, execution and support

Joint R&D and product roadmap planning for JV partners

Shared services model for operations and access to HR resources

Leverage Mesh's relationships, including PwC and Microsoft

Core Platform

mesh Ai

Conversational Revenue platform:

5+ years of R&D

Enterprise grade

No-code deployment

Unique white-label solution for Independent Software Vendors who need AI 'bolt-on' but for whom a Conversational AI isn't core offering

How we empower strategic partners

PROFIT FROM CONVERSATIONAL AI MARKET MOMENTUM

- Conversational AI market is experiencing significant growth with industry set to reach $13.9 billion in sales by 2025 - capture this demand by leveraging existing industry expertise and the advanced Mesh Ai platform.

DIVERSIFY EXISTING PRODUCT PORTFOLIO WITHOUT COMPLEX R&D

- 'Bolt on' a new product to sell into existing customer base or expand into new market segments within industry without spending millions while quickly evolving the business to a 'platform' product strategy.

INCREASE VALUATION AND MRR / ARR , MINUS THE COSTLY M&A

- Avoid lengthy and costly corporate development efforts by leveraging a 'plug and play' business system and robust technology platform that will also help to boost ARR / MRR and company valuation.

Customer Experience
Conversation Revenue

Sales Engagement and Demand Generation

- Predictive and Cognitive Sales Processes & Offers
- Guided sales processes
- Enhanced and Value Added sales
- Auto Complete carts and orders
- Integration in CRM and sales platforms

Customer Value

- High conversion rates
- Guided sales and lead generation process
- New Revenue channels
- Ability to upsell/cross sell, next best offer suggestion
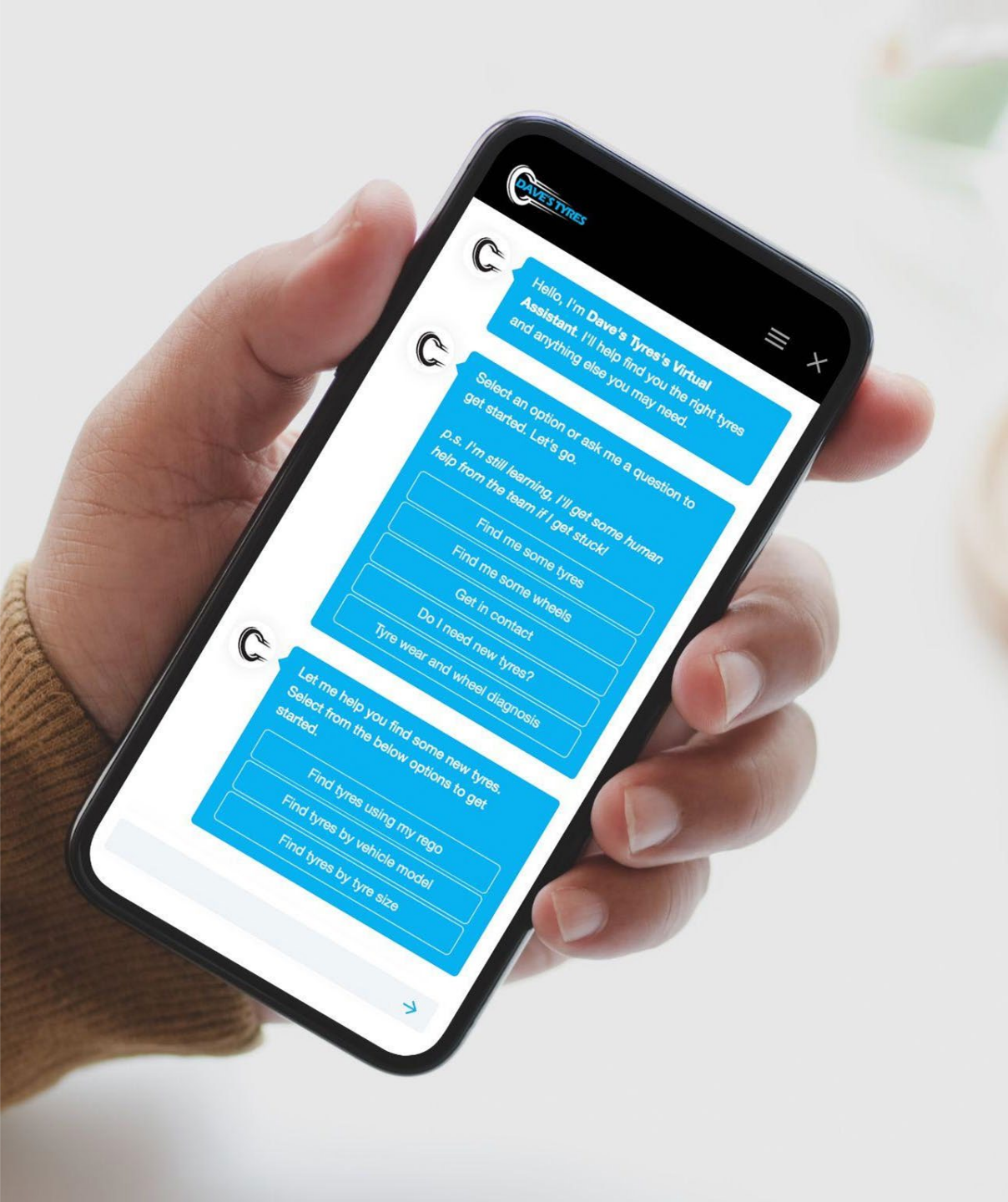
Customer Experience
Virtual Assistant

Customer Service & Engagement

- Virtual Agents, Auto Email, Triage
- Omni Channel – Website, Email, Mobile, Social Channels, Voice
- Knowledge Access, User Guidance & Predictive Responses
- Integration into Service and Support platforms
- Human in the Loop – Augmented Ai and Human
- End to End Transactions

Customer Value

- Reduce Cost through permanent call deflection and processes
- Reduced AHT by triage and packaging cases for staff escalations
- Reduce FTE and staff interactions
- High NPS, CSAT and Customer Effort scores

Mesh Health
Simpatico

AI-driven Conversational platform for improved mental health

Education Providers / Employers:
Support the mental health of staff and students while meeting board-level duty of care mandates.

Students / Employees:
Allows self-assessment via an anonymous, AI-driven mental health diagnosis engine and provides access to supporting resources.

Psychologists & Social Workers:
Increases the effectiveness and value of counselling and support programs by expediting therapist triage and helping to deliver more effective outcomes in shorter time frames.

Microsoft + **mesh Ai health**

*Together, we can introduce a **unique mental health solution** to the Teams user ecosystem which will become a **shift change** and can be scaled not just in Australia but globally!*

The New Ui For
Real Estate

PROBLEM
Poor customer engagement, high cost and low conversion rates.

SOLUTION/ RESULTS
Mesh deployed Virtual Sales Agent. Achieved 15% conversion rate, compared to average from portals and other lead sources of 1.5%. The Mesh bot also outsold real estate agents, selling the 'top 3' properties by value

INNOVATION
Radical change to customer sales and lead generation process.

MENU

NEW

Hello, I'm Sam, the virtual agent for The Grounds!

I am trained to answer queries on The Grounds project! Here are some suggestions below that might assist..

Have a team member contact you

The Grounds - Overview

What are your property price ranges?
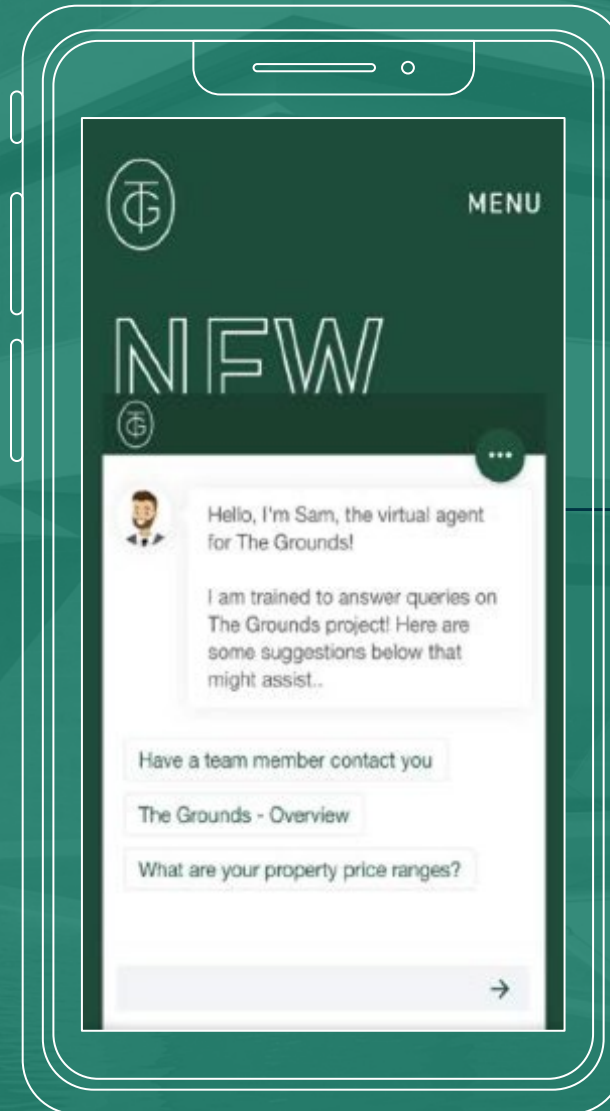
mesh Ai

enliven AI

Success
Stories

PROBLEM

Redesign, streamline and improve the disrupted commuter experience for major government transport agency.

SOLUTION/ RESULTS

Mesh Ai launched a multichannel virtual agent with the ability to provide live updates on bus routes. 80% of users found the chatbot handy and said they would use it again.

CURRENT STATUS

Pilot was successful and chatbot is now being deployed for ongoing transport disruptions.

INNOVATION

Pilot introduced a new method for disruption management and government CX. Live and continuously changing updates.

2:13

Replacement Bus Bot

Mordialloc

Disruption info
Debis et occae non evenimpore modionse eventibusam quam iduciur, cum, corectatum, velendiore et laces excearum vendisto doluptas ipsus everrovidem

S **Stopping all Stations**
(Mordialloc to Frankston)

L

Departure info

Route Information

Route

Find Stop / Track Buses

Find St

mesh Ai

VICTORIA'S BIG BUILD

LEVEL CROSSING REMOVAL AUTHORITY

Alistair Wardlaw
awardlaw@meshassist.com