rauda AI

Customer service automation

June 2024

When does my order arrive?

Eva from Rauda
Visa management

Hello Nuria,

Your order is on its way and will be delivered this Thursday between 9 and 11 in the morning.

Best regards and enjoy your new phone.

Order
Scheduled delivery
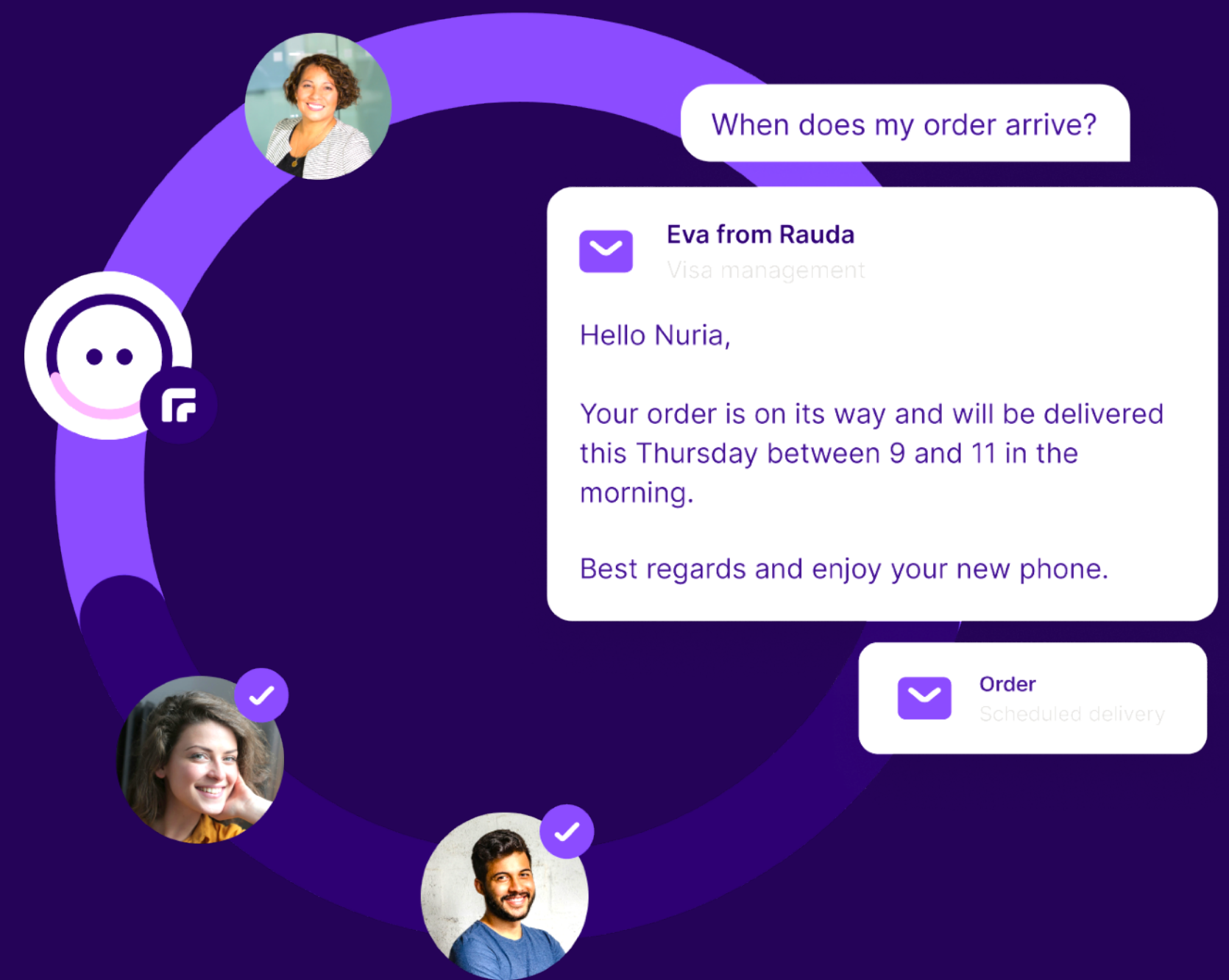
For any questions: ion@rauda.ai

Scale your customer service team with generative artificial intelligence

Take a big leap in productivity and improve your customer experience

Full automation (Autopilot): email, webform and chat

- Automate up to 60% of your email and chat conversations using generative artificial intelligence

Agent productivity (Copilot)

- Enhance your agents productivity by 25% thanks to added customer context and response proposals. Fully integrated with your CRM or ticketing platform

AI based workflows & analytics

- Automate your triage to prioritise tickets based on intent, urgency, sentiment and language
- Evaluate tickets automatically to assure the quality of the responses
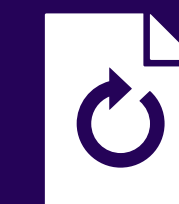
What will you get?

Reduce customer service costs by email & chat by more than 50%[1]

Improve CSAT & ART (response time) thanks to the speed and quality of the responses (from 5 minutes to 0 with Autopilot)

Seamless and speedy integrations with your CRM

1 Rauda's clients data

Rauda is an AI powered SaaS that is easily integrated into your CRM or ticketing platform (Zendesk, Intercom, Hubspot, Jira, Salesforce...)

AI models	Full automation (autopilot)	Agent productivity (copilot)	AI workflows & analytics
Triage model	• Intent based selection (use cases)		• AI triage to prioritize based on intent (use cases), urgency, sentiment analysis and language
Response model	• Automated response (multi-language) • Further action detection and creation of task for human agents	• Add customer context: orders, contracts, previous conversations • Automatic translations • Response proposal to be validated (multi-language)	
Evaluation model (QA)	• Response quality assurance (scoring) before sending the response		• Quality evaluation after sending the response for voice and text

Examples of Autopilot features integrated on a ticketing platform

Client email reception

Client asking about included included in the contract

Automated response

Instant reply based on client data

Examples of Copilot features integrated a ticketing platform 1/2

Client email reception

Client questions about contracted services

Integrated summaries

Context information about client insurance policy

Examples of Copilot features integrated on a ticketing platform 2/2

Suggested email
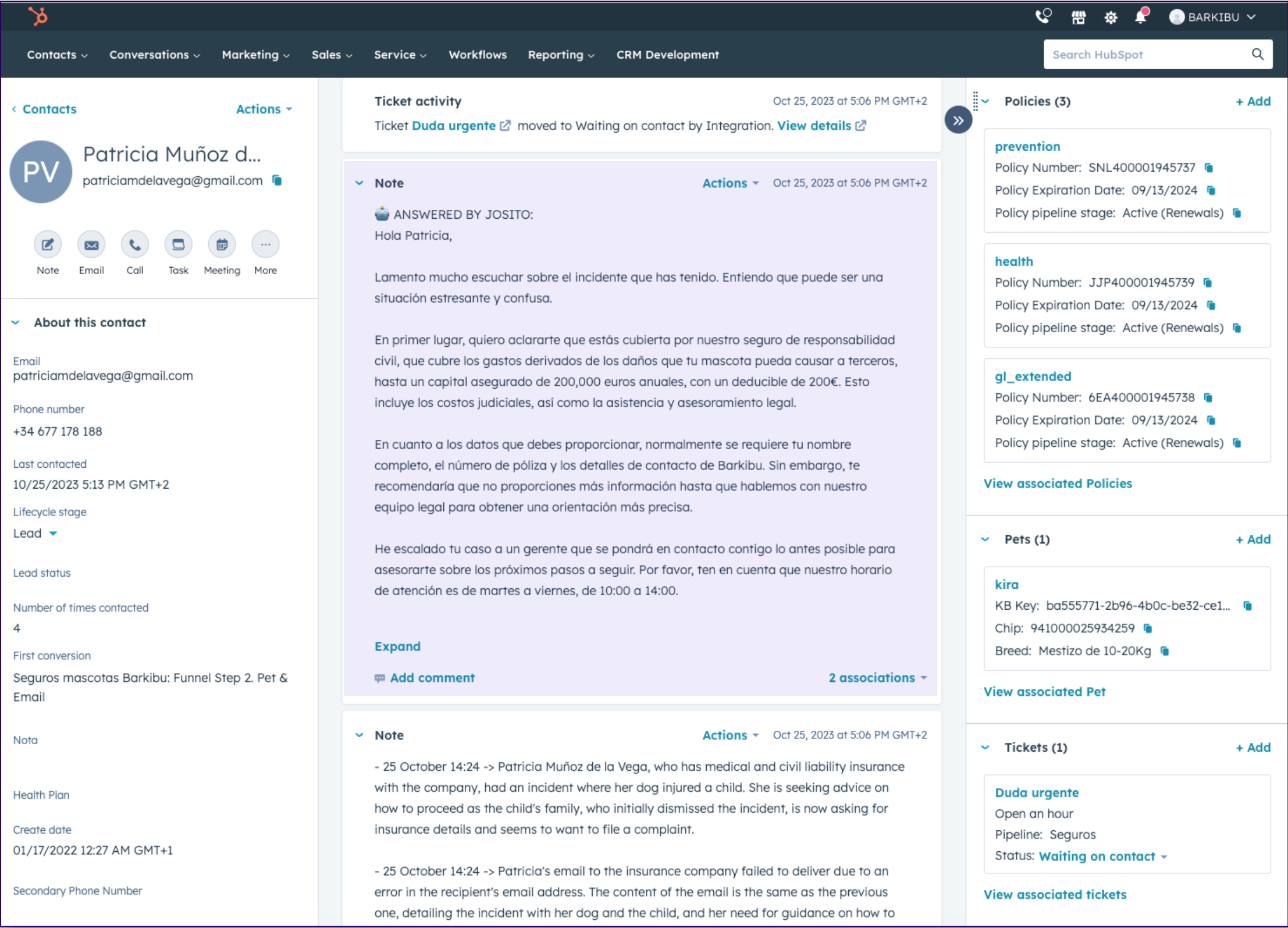
Email proposal drafted by artificial intelligence

Detection of a further action
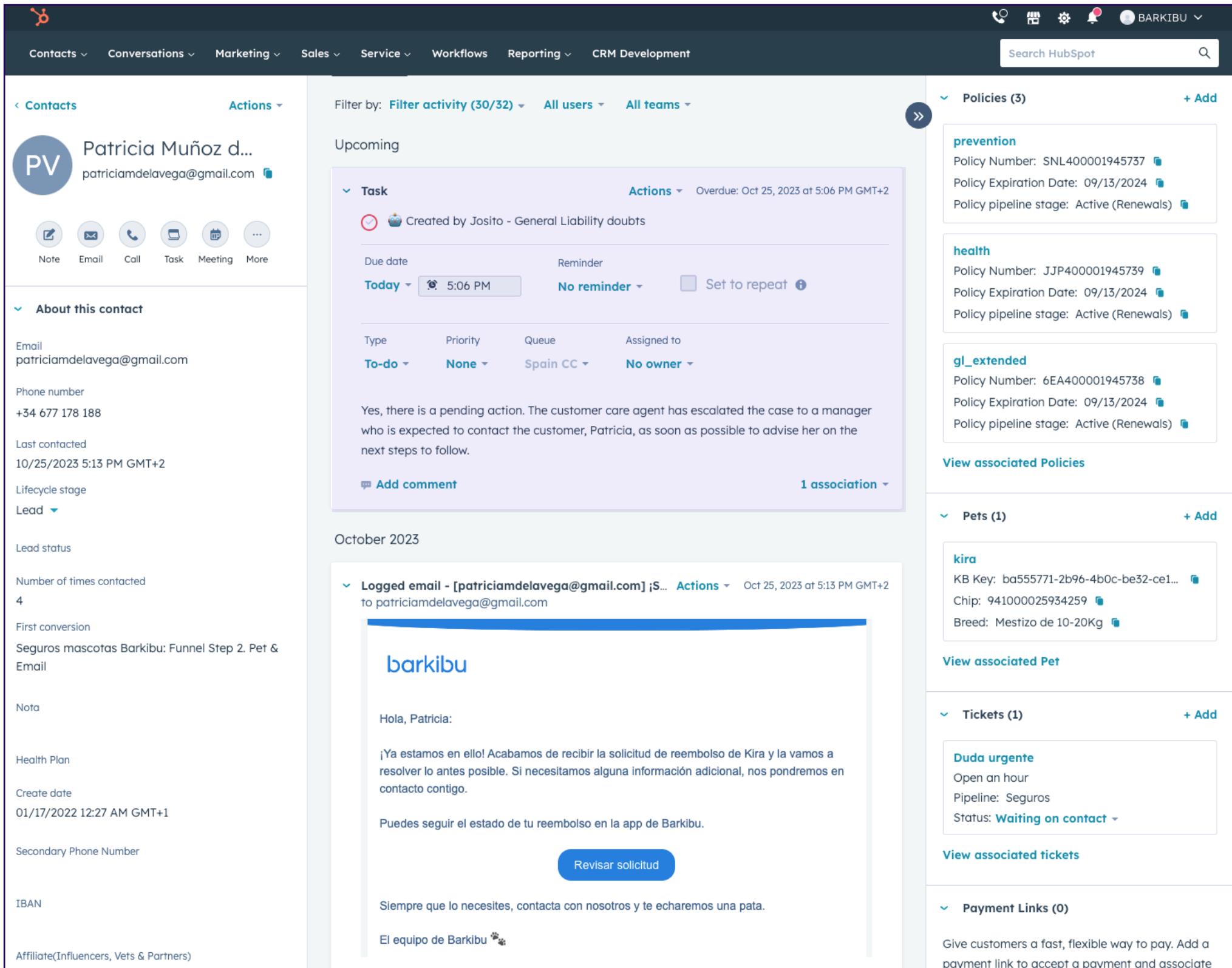
Creation of a task for human agents

Our pricing model is designed to be fully aligned with our clients

AI Solution	Pricing model
Autopilot Fully automated email, webform or chat response	Monthly packs (commitment) of automated tickets (cumulative over 12 months) + x€ extra tickets
Copilot Added customer context on the ticketing platform	Monthly fixed fee based on the number of tickets and use cases
Workflows & analytics AI-based triage, QA and analytics	Monthly fixed fee depending on volume and use cases

Price range example*

Autopilot price range:

0,66€-0,97€ /solved ticket

Copilot price range:

0,12€-0,35€ /ticket

Workflows & analytics price range:

0,08€-0,26€ /ticket

* Final fees will be defined once the use cases are identified

Rauda AI is led by experienced entrepreneurs and professionals, advised by top investors and business angels

Founders

Ion Cuervas-Mons
Founder & CEO

Ion is a business builder with ample experience at launching and scaling startups as CEO and Founder

Previous roles:
A. Partner Mckinsey & Company
CEO Wondo (Ferrovial) (exit)
Founder & CEO Muno (BBVA)
Founder & CEO TBF (exit)

Jorge Tercero
Founder & CTO

Jorge is an engineer that has founded tech companies, built complex digital products and created and led large engineering teams

Previous roles:
CTO Fresh People
Founder & CTO Muno (BBVA)
CTO Maas Global
CTO Wondo (Ferrovial) (exit)
Founder & CTO 11870

Investors & advisors

François Derbaix
Investor & advisor
Founder & CEO Indexa Capital, Beware. Former founder & CEO of TopRural

Alvaro Gutierrez
Investor & advisor
Co-CEO Barkibu. Former founder & CEO Kiwoko. VP JP Morgan

Carlos Tercero
Investor & advisor
Founder & CEO STIGA CX. Former CEO Cxion, Inc.

Pablo Pazos
Investor & advisor
Co-CEO & founder Barkibu. Founder & CTO IIPIR, ReallyLateBooking

Appendix: Success Cases

barkibu

¡Hola!

Quisiera saber si el seguro veterinario cubre consultas al nutricionista por preescripción veterinaria.

Gracias.

José de Barkibu
Consulta de seguro

Gracias por tu consulta. Nuestro seguro de salud cubre las consultas esenciales de veterinario para accidentes/enfermedades, incluyendo especialistas.

Un saludo.

Consultar seguro

we are knitters
ALL THE HAPPINESS IN A KIT

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1 **Success case** - Barkibu: the fastest growing pet insurance in Spain and Germany

Automating the customer service at Barkibu

¿What is Barkibu?

A pet insurance company focused on dogs and cats

- 80% reimbursement for illnesses and accidents
- Includes civil liability
- 100% digital

Online veterinary care

Call or chat with Barkibu's veterinarians through their app

Animal welfare

They support social causes related to adoption and animal and human welfare

barkibu

Key numbers

Annual revenue
~10M€

Active customers
> 36.000

Renewal rate
> 92%

1 **58% of email interactions at Barkibu solved instantly with Rauda AI**
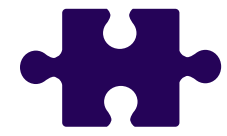
barkibu

Impact on cost

58% - **Automated emails**

AI agents respond automatically with *Autopilot*

27% - **Productivity lift**

Productivity of the human agents using *Copilot*:
Before 575 emails/m - Now 705 emails/m

Impact on customer experience

40-100% - Increase ART (average response time): autopilot - 5 min to 0 / *copilot* - 5 min to 3

32% - improvement on CSAT Score

Source: Barkibu data

Email categories (AI based triage) at Barkibu

Number of automated emails first month

GPT Categories ⓘ
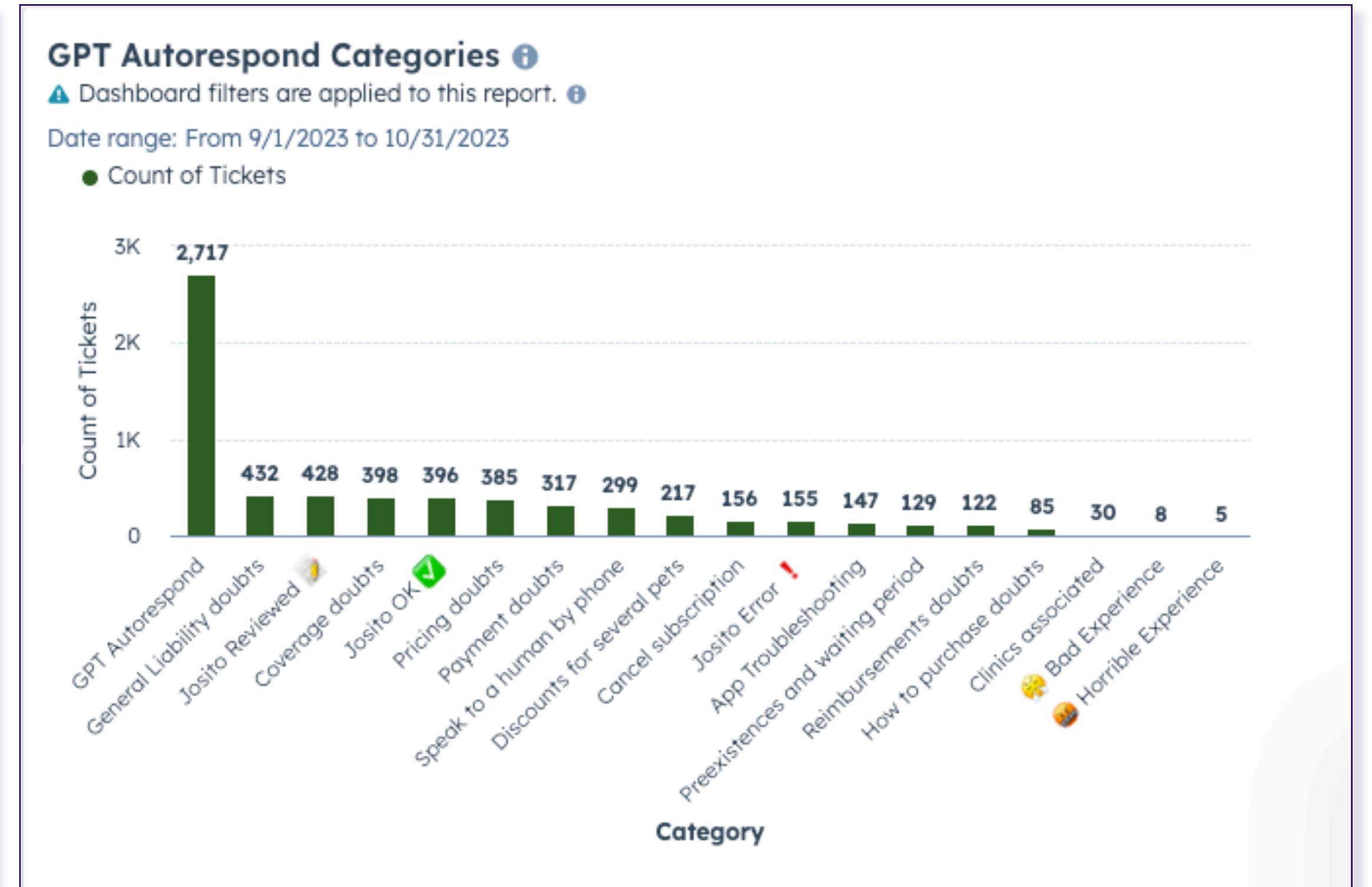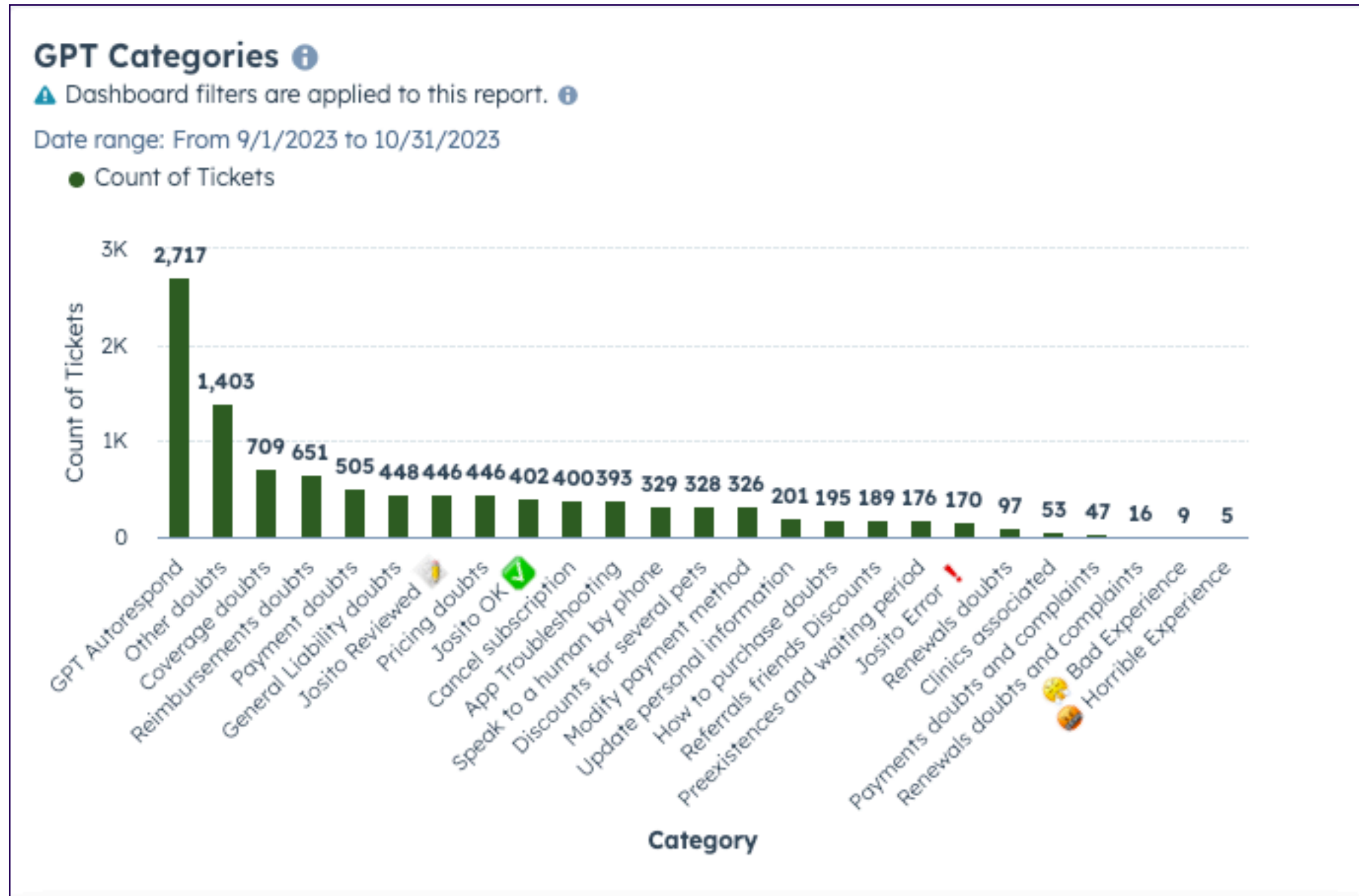⚠ Dashboard filters are applied to this report. ⓘ
Date range: From 9/1/2023 to 10/31/2023
● Count of Tickets

Values (Count of Tickets by Category): 2,717 · 1,403 · 709 · 651 · 505 · 448 · 446 · 446 · 402 · 400 · 393 · 329 · 328 · 326 · 201 · 195 · 189 · 176 · 170 · 97 · 53 · 47 · 16 · 9 · 5

Categories: GPT Autorespond, Other doubts, Coverage doubts, Reimbursements doubts, Payment doubts, General Liability doubts, Josito Reviewed, Pricing doubts, Josito OK, Cancel subscription, App Troubleshooting, Speak to a human by phone, Discounts for several pets, Modify payment method, Update personal information, How to purchase doubts, Referrals friends Discounts, Preexistences and waiting period, Josito Error, Renewals doubts, Clinics associated, Payments doubts and complaints, Renewals doubts and complaints, Bad Experience, Horrible Experience

GPT Autorespond Categories ⓘ
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Date range: From 9/1/2023 to 10/31/2023
● Count of Tickets

Values (Count of Tickets by Category): 2,717 · 432 · 428 · 398 · 396 · 385 · 317 · 299 · 217 · 156 · 155 · 147 · 129 · 122 · 85 · 30 · 8 · 5

Categories: GPT Autorespond, General Liability doubts, Josito Reviewed, Coverage doubts, Josito OK, Pricing doubts, Payment doubts, Speak to a human by phone, Discounts for several pets, Cancel subscription, Josito Error, App Troubleshooting, Preexistences and waiting period, Reimbursements doubts, How to purchase doubts, Clinics associated, Bad Experience, Horrible Experience

② Success case - We are Knitters

Automating the customer service at We are Knitters

¿What is We are Knitters?

We Are Knitters provides an outlet for mindfulness and creativity through its curated knitting kits and global knitting community

Product

Customers can purchase the Peruvian wool, recyclable knitting needles, and step by step patterns necessary to create the stylish apparel and home accessories featured in the company's product catalog

Public recognition

The founder, Pepita Marín, has been an Endeavor entrepreneur since 2019

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we are knitters
ALL THE HAPPINESS IN A KIT

Key numbers

Annual revenue
~25M€

Active customers
> 400.000

2 **>35% of email interactions handled by Rauda AI**
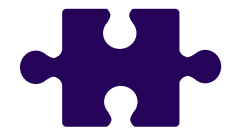
Impact on cost

~**25%** - **Automated emails**
AI agents respond automatically with *Autopilot*

AI Translation
Human agents able to both read the message and respond in their native language

Added Customer context
Human agents receive a concise description of the intent of each communication, increasing productivity

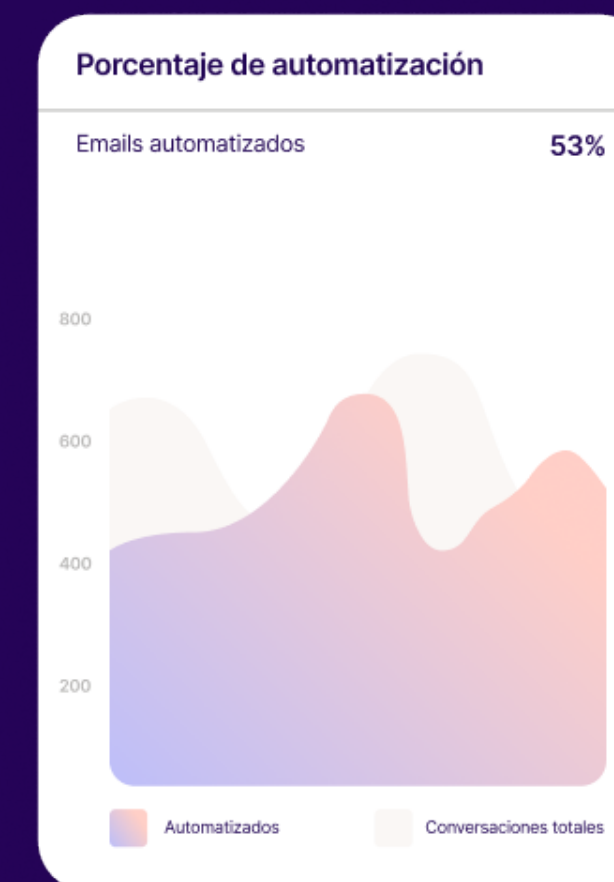Source: We are Knitters data

we are knitters
ALL THE HAPPINESS IN A KIT

Impact on customer experience

90-100% - Increase ART (average response time)**:** from an average of 16h to immediate

100% - **Satisfaction score**, versus an average of 92% for human agents

Thank you for taking the time

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