

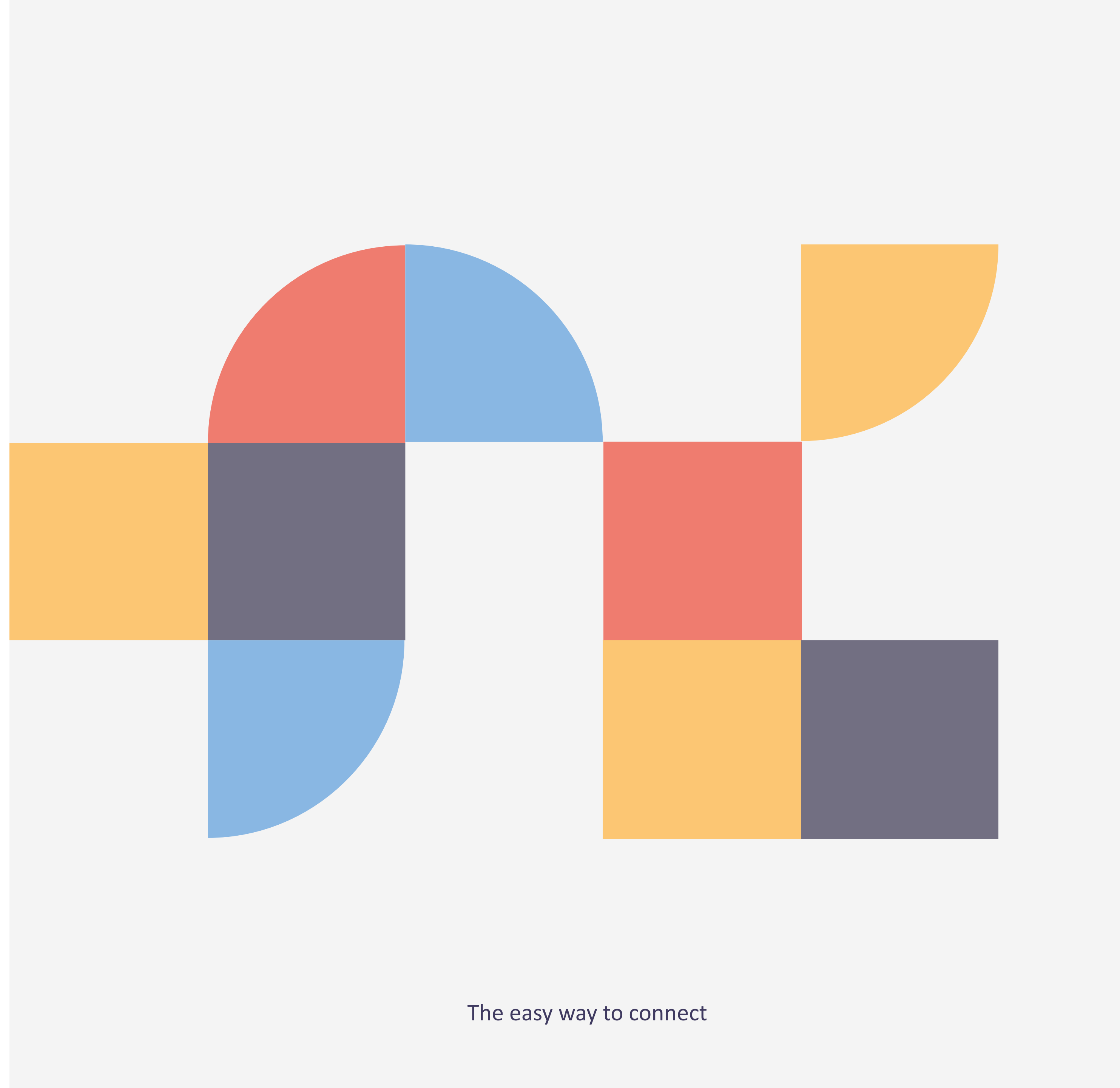


ESTÁS PREPARADO PARA QUE TUS CLIENTES
CONTACTEN A TRAVÉS DE WHATSAPP,
SMS,...?



masuno

27 Mayo 11 am EST



The easy way to connect

We are a technology consultancy with more than 10 years of experience.

We make **digital transformation** of companies, an easy process with common sense.

We offer adapted technology solutions that optimize management models and improve the **Customer's experience.**

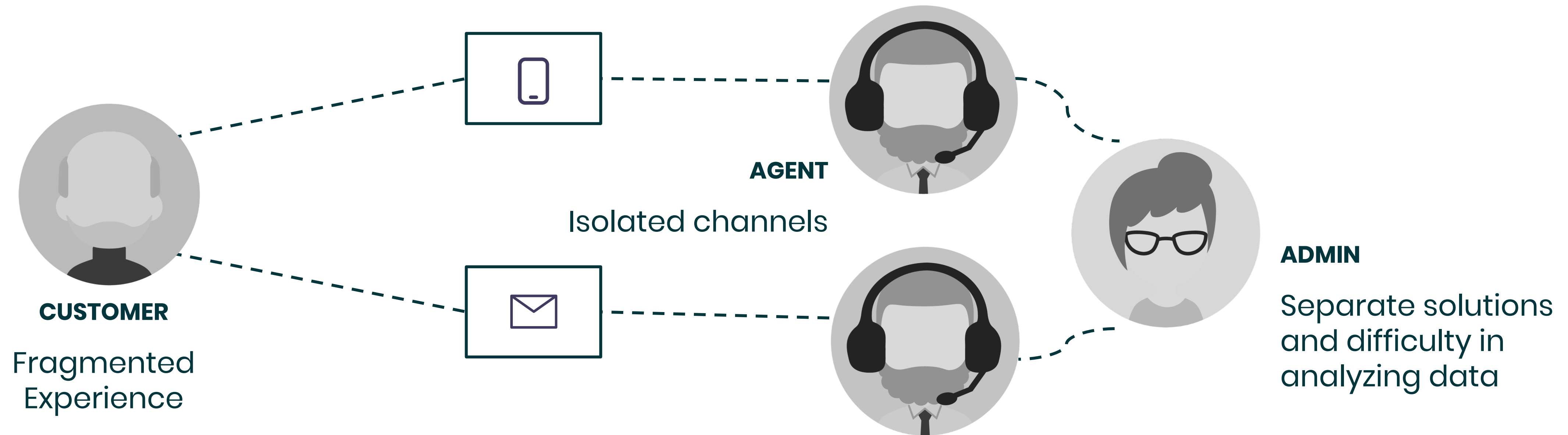
We have a **Customer Centric** philosophy and all the people who work in this Company apply it on a day-to-day basis.

We Connect companies with their customers.



Multichannel (Old Scenario):

Classic channels and experiences fragmented and isolated



Customer Journey

Treat your customers like people, not tickets. The best experiences starts with understanding your customers.

What customers expect from us:

- **Instant answers**
- **Custom service**
- **Equal experience, off & online**
- **Empowerment**



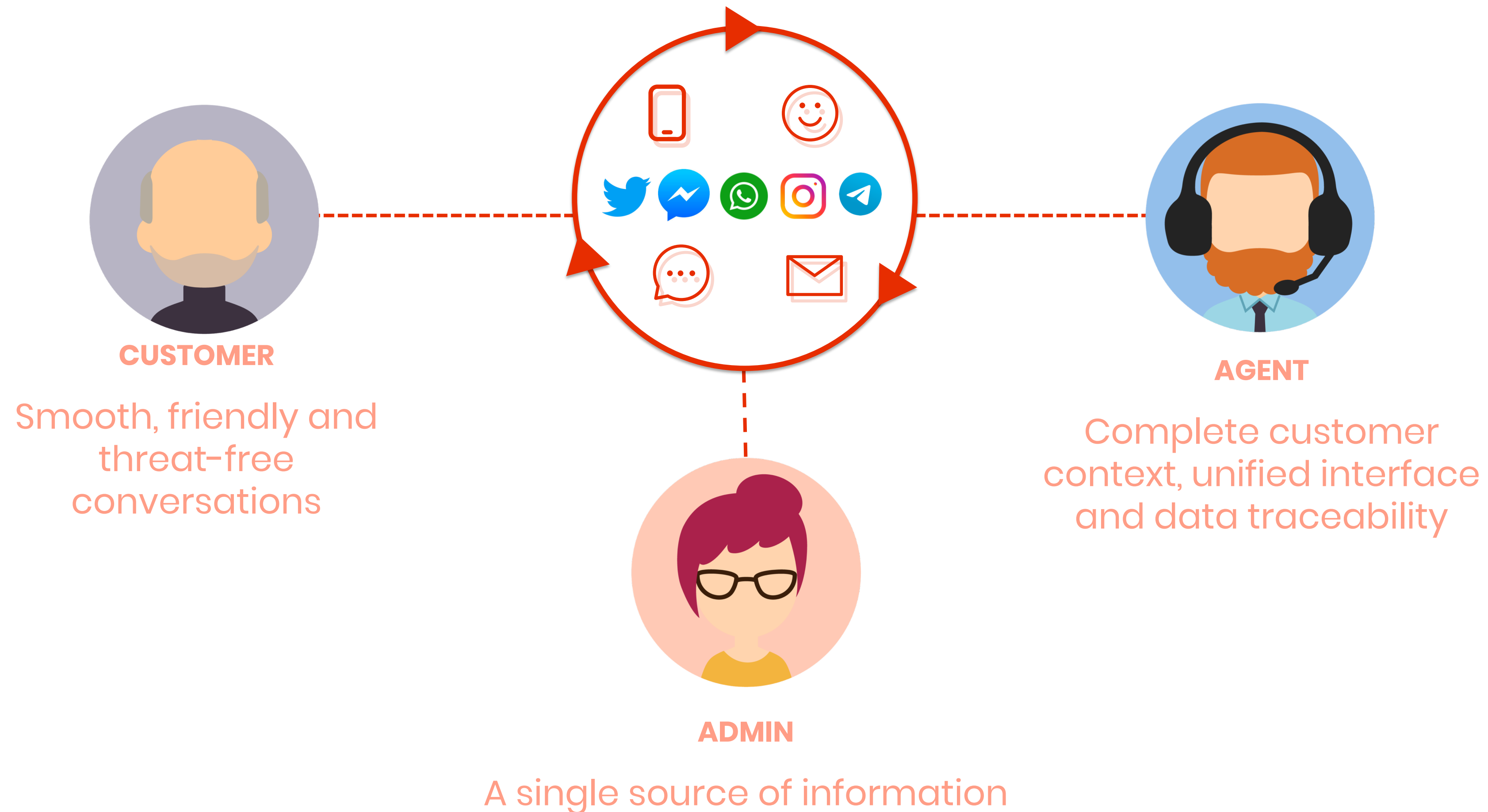
81%

Of customers stop purchasing from a Brand, if they are offered poor Customer Service

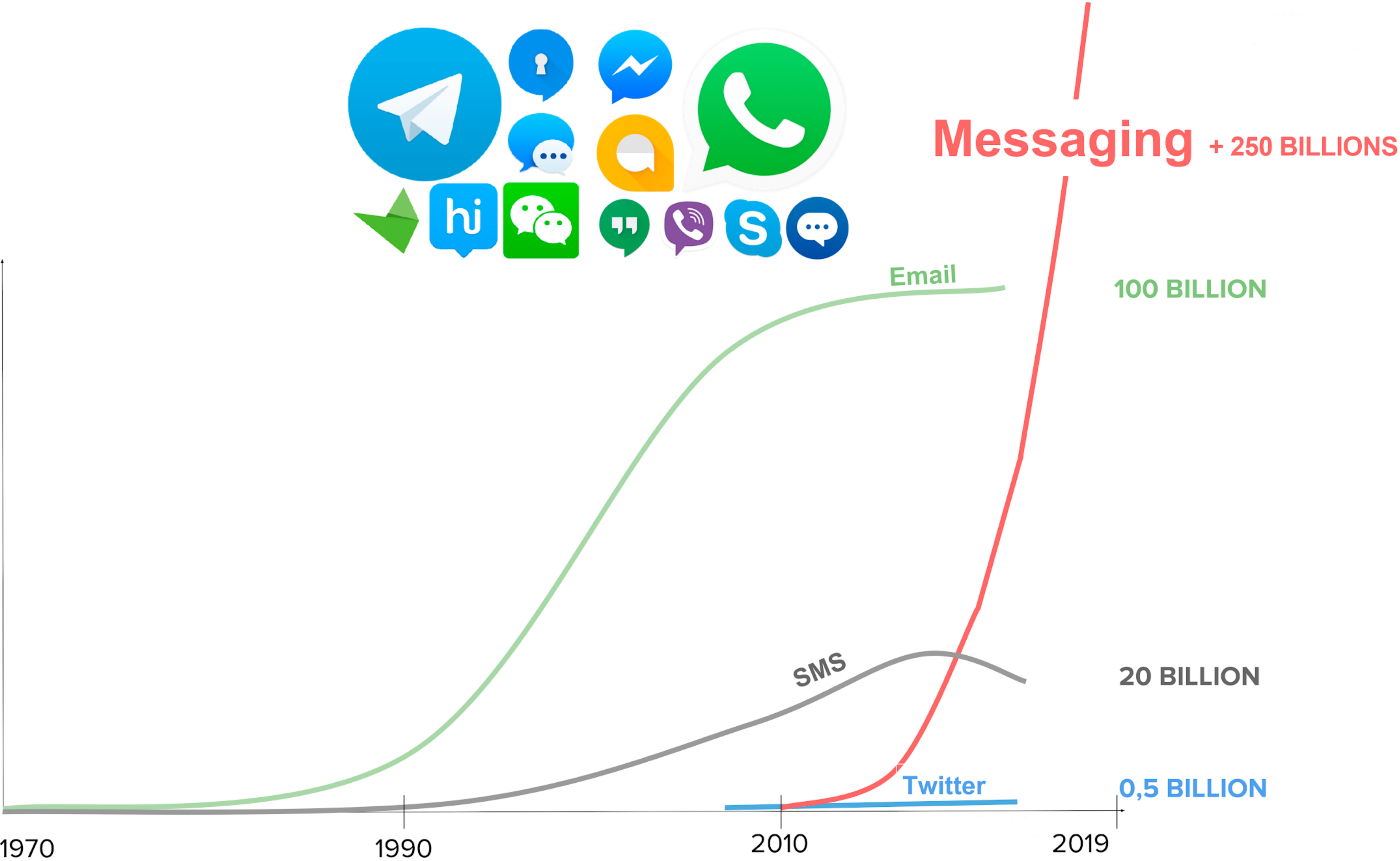


Omnichannel (New Scenario):

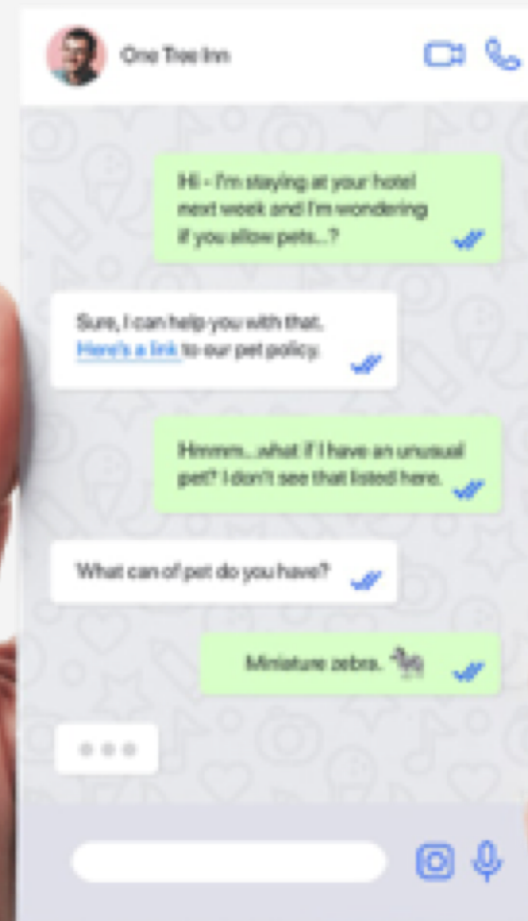
Integrates channels to improve customer, agent and admin experience.



Messaging channels



Can you imagine assisting your customers in real time through WhatsApp?



- There are **2 billion** WhatsApp **users** around the globe. –WhatsApp–
- It's available in more than **180 countries** and 60 languages.
- More tan **65 billion messages** are sent via WhatsApp **every day**. –Connectiva Systems–
- **53%** of WhatsApp users **in the US use the app at least once a day**. –Statista–
- **One in every five US adults** use WhatsApp. –Marketing Charts–
- There are more tan **5 million business using WhatsApp Business**. –PYMNTS.com–

[Demo](#)



Industry overview

By 2022:

- 70% of customer interactions will involve an emerging technology such as machine learning applications.
- 20% of all customer service interactions will be completely handled by AI.
- A human agent will still be involved in more than 40% of all interactions.

- Gartner's magic quadrant for the CRM customer engagement center-

Figure 1. Magic Quadrant for the CRM Customer Engagement Center



Source: Gartner (June 2019)



What is the Cloud and SaaS?

The cloud is an important technology for plattforms and cybersecurity.
SaaS stands for Software as a Service.



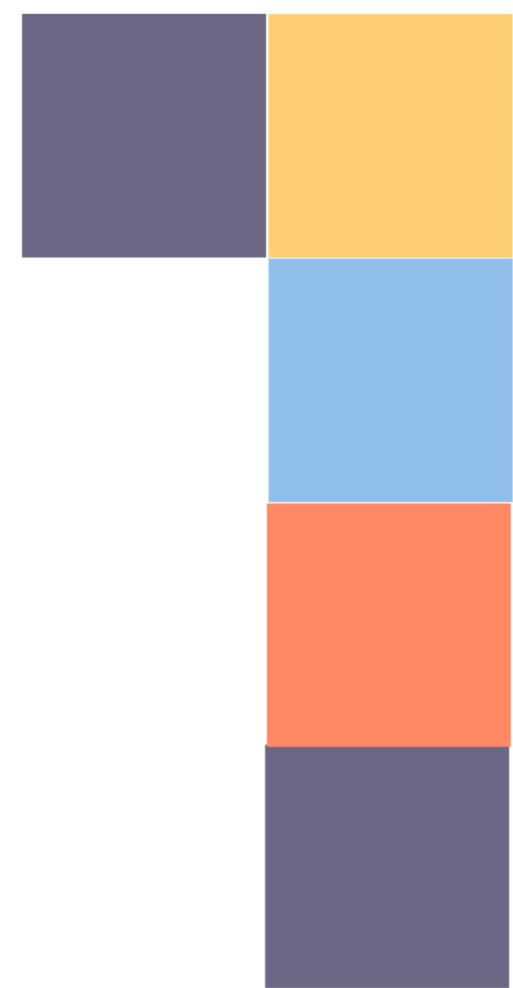
VS



Short	IMPLEMENTATION TIME	In general, significantly longer
Low (free trial)	UPFRONT INVESTMENT	High
No	ADDITIONAL HARDWARE / IT COSTS	Yes
Predictible	ALL-TIME COSTS	Unpredictible
Less customizable in general	DEGREE OF CUSTOMIZATION	Greater ability to customize
Vendor	CONTROL OF DATA SECURITY STANDARDS	Organization
Yes	SCALABILITY	Additional costs



SET-UP



Consultancy



Integration
Development
Migration



Kickstart
Proof of concept
Training



Would you want to try our Service and see how we could help your company?



REQUEST A DEMO





GRACIAS !

