

How Zingtree Helps “Your” Customers



Presentation Agenda

- ◆ Zingtree Introduction
- ◆ What we do
- ◆ Results
- ◆ Architecture

Zingtree democratizes information,
bridging human intelligence (HI) &
automation (AI) to drive
“intelligence augmentation” ...

Turn every agent into an expert



Zingtree Confidential



FOSSIL



GROUPON

MIRROR

Shark|NINJA

Expensify

FLEETCOR



PriorityHealth

RICOH

sleep number.

iFIT >



Hilton



gettyimages®



Amway



What We Do



Conversational
Work Flows



No code and
Real Time



Embed Anywhere



Reporting &
Analytics



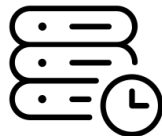
Results



**Faster Agent
Onboarding &
Ramp
“months to days”**



**Measurable First
Contact
Resolution (FCR)
improvement
~10%+**



**Decreased
Average Handle
Times (AHT)
~10%+**



**Improved
Compliance &
Tracking
~80%+**



**Improved
Customer
Experience (CSAT,
NPS, & CES)
~5%+**

Zingtree improves CX for any contact center

*Adding Zingtree Conversational Workflows to any Contact Center platform will raise CX scores by **7-10%**, on avg. by improving agent onboarding, reducing AHT, improving FCR, & improving compliance...*



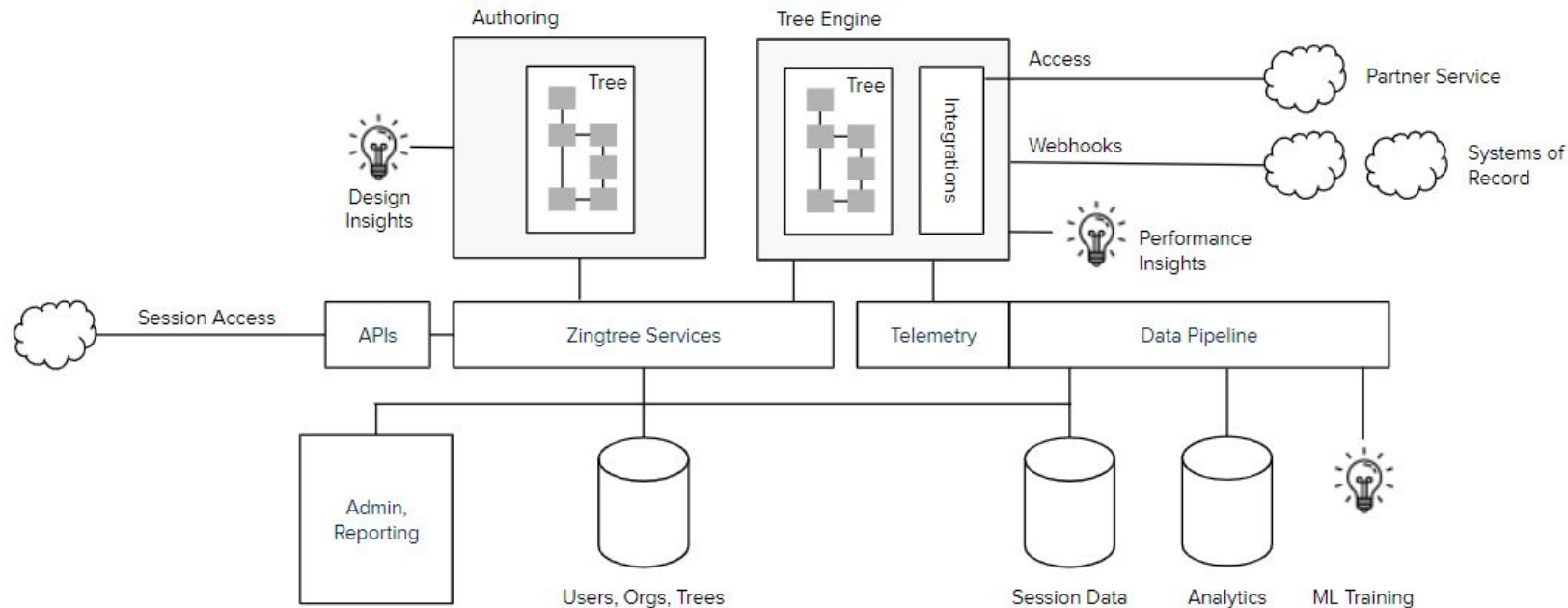
Appendix & Use Cases

The Zingtree Platform

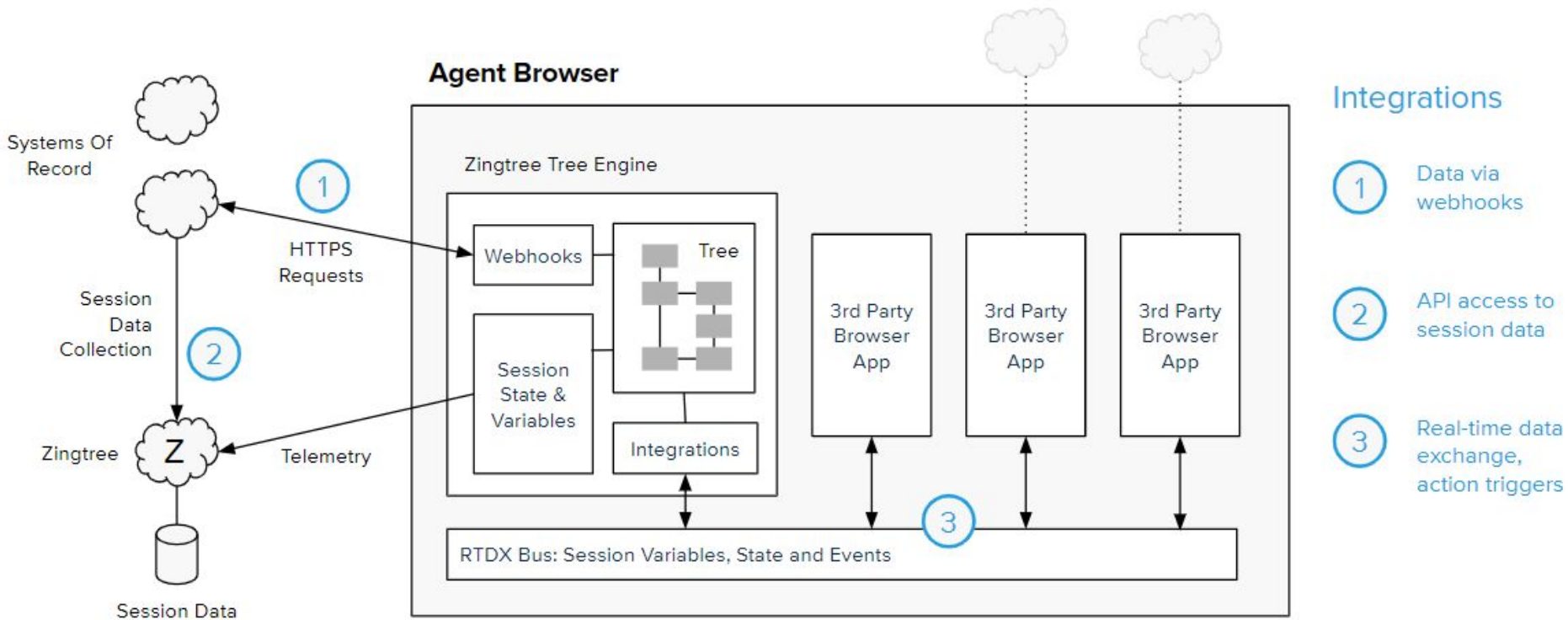
Major Components

- Authoring Engine: Easy, no-code tree creation
- Tree Engine: Decision tree runtime
- Integrations: Connections to SaaS services, or record transfer to/from SoRs
 - APIs - External access to tree meta data or session data
- Telemetry: Real-time collection of session data from Tree Engine
- Admin Services: System control, Account and tree management services
- Analytics & Reporting: System control and reporting

Zingtree Platform Components



Zingtree Run Time



SOLUTION USE CASE

Experian struggled to harness knowledge

Zingtree improved their business outcomes

↓ **50%**
Training Time

↓ **70%**
Handling Time

↑ **50%**
Knowledge Usage

↑ **Improved Quality**



Data-Driven
Performance Coaching

Problem



- Low B2C CSAT
- Long training
- Low knowledge usage



Zingtree Solution



- Knowledge structured into trees
- Zingtree drives guided interactions
- Analytics improves performance

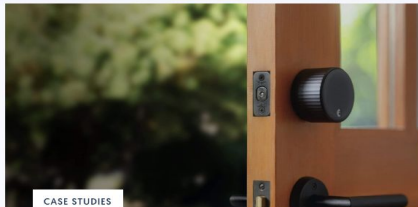
Expansion



- Expanded usage to B2B
- Integrated with ServiceNow
- Expanded operations



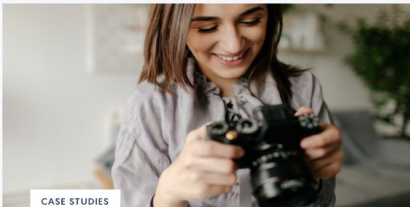
Zingtree Use Cases

[Products ▾](#)[Solutions ▾](#)[Resources ▾](#)[Pricing](#)[About Us ▾](#)[Log in](#)[Request a Demo](#)

CASE STUDIES

August Home cut call handle times by 2.5 minutes

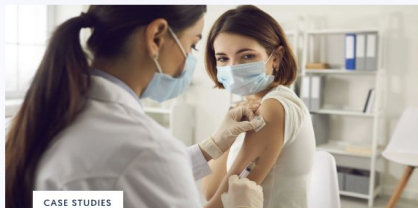
Leader in smart locks came back to Zingtree after trying a chatbot solution as a replacement.

[Read more ▶](#)

CASE STUDIES

Getty Images reduced support tickets by 60%

Visual content giant achieved substantial bottom-line savings without sacrificing quality.

[Read more ▶](#)

CASE STUDIES

CIC Health deploys at mass vaccination sites in days

Health company uses Zingtree to triage vaccinations at Fenway Park and Gillette Stadium.

[Read more ▶](#)

CASE STUDIES

CARTI reduced call wait times by 18 minutes

Highly regarded cancer treatment center improved their already outstanding service.

[Read more ▶](#)

Customer Experience Themes for 2022

- **Forbes** – *Commerce will be conversational and asynchronous*
- **Merkle** – *Deliver Commerce Experiences to Drive Next-Generation Loyalty – focus on building H2H relationships*
- **Gartner** – *Proactive, outbound data driven conversations will surpass inbound interactions in 3 years... driven by data & 80% of customer service organizations will abandon native mobile apps in favor of messaging by 2025*
- **Forrester** – *2022 will be the year when companies will make the pivot from reactionary to revolutionary.*

63% of CX managers & 50% of consumers say CX is more important than a year ago