

# Redefining Customer Acquisition and Engagement

## A Leader in Natural Language Processing

[24]7 is the exclusive provider of Microsoft Deep Neural Network technology, which automatically improves recognition of native speakers by two to four points, and for non-native English speakers by up to 26 percent over traditional NLP solutions.

[24]7's natural language solution (common to both text and voice interactions) drives eight to 15 points of increased automation over our closest competitor.

## Measurable Outcomes\*

- Voice automation — savings of \$80-\$150 million annually.
- Self-service containment — savings of \$10 million annually.
- Repeat calling — reduced by 30 percent, reducing cost to service the consumer by 20 percent.
- NPS — increased by 10 points.

\*Actual client results, based on volume

## About [24]7

[24]7 is redefining the way companies interact with consumers. Using artificial intelligence and machine learning to understand consumer intent, [24]7's technology helps companies create a personalized, predictive, and effortless customer experience across all channels. The world's largest and most recognizable brands are using intent-driven engagement from [24]7 to assist several hundred million visitors annually, through more than 1.5 billion conversations, most of which are automated. The result is an order of magnitude improvement in digital adoption, customer satisfaction, and revenue growth.

## Solutions

[24]7 solutions span the customer experience continuum—from acquisition to engagement.

### Analytics

#### [24]7 CustomerJourney Analytics

This SaaS solution tracks and analyzes the way consumers interact with companies, making it easier to leverage insights from Big Data to drive continuous, measurable improvements across all customer experience touchpoints.

### Digital Marketing

#### [24]7 Personalization

A powerful machine-learning system that combines retargeting and predictive targeting to dynamically deliver ads with 200 percent better engagement than generic ads.

#### [24]7 Predictive Search Bidding

Our bidding engine automatically models the true value of search clicks and uses intent data to optimize campaign performance and deliver personalized customer journeys.

### Self Service

#### [24]7 AIVA

AI-powered virtual agent that works across both speech (IVR) and digital (chatbot) channels, enabling companies to build once and deploy anywhere.

### Assisted Service

#### [24]7 Active Share

The 'online canvas' that provides rich visual experiences where a voice caller and agent can interact during a call.

#### [24]7 Chat

Our smart chat platform combines predictive models, intelligence, and rich content to make customer service and sales conversations intuitive and effective.

#### [24]7 Digital Chat Agents

The world's best human talent combined with enabling technology creates brilliant customer experience and highly optimized performance.

### Platform

#### [24]7 Platform

Our AI platform transforms data into decisions to create intent-driven experiences that are highly personalized—across channels, journeys, and devices.

## Management Team

**PV Kannan**  
*Co-founder and  
Chief Executive Officer*

**Shanmugam Nagarajan**  
*Co-founder and  
Chief People Officer*

**Kathy Brown**  
*Chief Data Scientist*

**George Haddad**  
*Worldwide Head  
of Human Resources*

**Scott Horn**  
*Chief Marketing Officer*

**Animesh Jain**  
*Chief Delivery Officer,  
India and Americas*

**Andy Johnson**  
*VP, Data Center  
& Cloud Infrastructure*

**Richard Mellor**  
*Managing Director, International*

**Patrick Nguyen**  
*Chief Technology Officer*

**Rienzi Ramirez**  
*Chief Delivery Officer, Philippines*

**Madhu Ranganathan**  
*Chief Financial Officer*

**Dan Reed**  
*Chief Customer Evangelist*

**Guido Schroeder**  
*Chief Product Officer*

## Customers and Industries

250+ customers across 12 industries:  
Banking, Education, Financial Services,  
Government, Healthcare, Insurance, Retail,  
Services, Technology, Telecommunications  
and Cable, Travel and Hospitality, and Utilities.

## Offices

[24]7 is headquartered in San Jose, California,  
with offices, R&D centers, and contact centers  
around the world.

## CAPABILITIES

**6B** predictions of consumer intent  
annually, unique in the industry.

**80+** data scientists.

**15B** events processed per month  
across web, mobile and phone.

**120+** patents granted and pending.

**1.5B** digital interactions annually, most  
of which are automated.

**500** engineers and designers.

**1.2B** self-service interactions  
per year.

**275+** million visitors per month across  
all channels.

**36M** agent chats per year.




**7,000+** digital chat agents, the most in  
the industry.

# [24]7

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Let [24]7 help your organization achieve  
extraordinary results. Contact us today.

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