



27 September 2023

Product Innovation Showcase

Whispir Limited



Agenda

Introducing Whispir

CaaS Platform solving communications challenges for enterprise

Whispir Talkbots

Driving conversion with Voice AI

Whispir Compose AI

Harnessing GenAI to optimise content

Whispir Compliance Automation

Cross-border messaging compliance

Whispir Verify

Secure E2E Identity Verification



Jeromy Wells

Founder & Chief Executive Officer



Jon Wilkinson-Baldry

Chief Product Officer



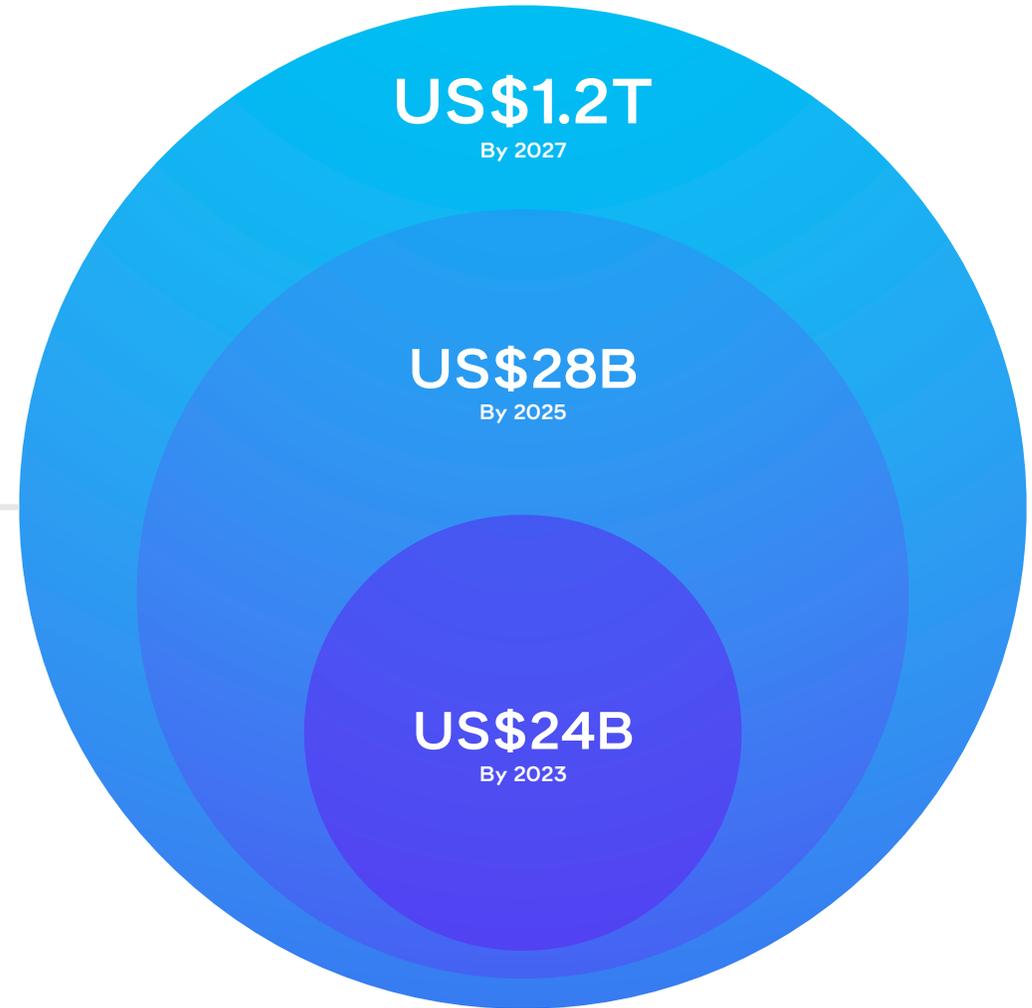
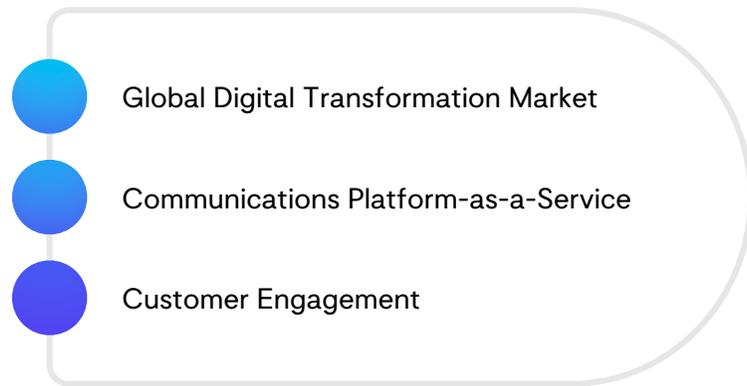
*Effective customer and employee engagement
has never been more important.*



The Whispir platform makes communicating and engaging with people at scale – faster, smarter and more productive.



We are addressing a large and fast-growing market...





Our customers

Diverse blue chip customer base with substantial opportunities for growth

A sample of customer logos:

Consumer



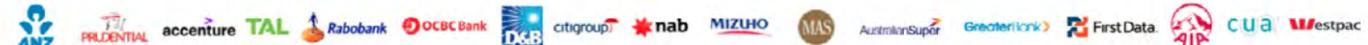
Education



Emergency Services



Finance, Insurance & Legal



Government



Healthcare



IT, Telecommunications & Media



Resources Mining



Transport Logistics



Utilities Infrastructure





Whispir Product
Innovation showcase



Use cases that drive our customers' journey





Whispir Talkbots

Driving conversion with Voice AI



Whispir digitalises high-value business services

Voice communication increases comprehension and fosters real-time connection and insight, but is challenged by scale and cost boundaries

Voice plays an essential role in the effective digitalisation of business processes as part of an omnichannel strategy

ORCHESTRATION

 Workflow  Text-In Triggers

MODULES & WRAPPERS

 Events  Maps/GPS
 Payments  eSignature

Whispir uses Voice AI to deliver effective voice communication at scale



Introducing Whispir Talkbots

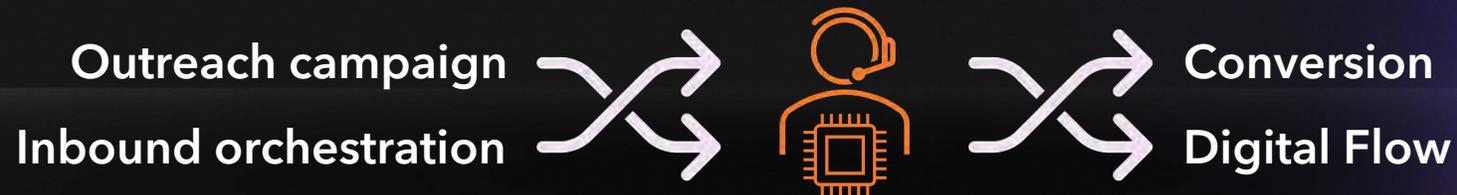
ORCHESTRATION

 Workflow  Text-In Triggers

MODULES & WRAPPERS

 Events  Maps/GPS  Payments  eSignature  Voice AI

Voice AI that is **Hyper-Personalised. Proactive. Automated.**





Realised productivity & engagement gains

Insurance Renewal & Retention

63%

Contact Pickup Rate

Achieving a higher outbound call rate compared to agents and increasing the contact pickup rate from 48%

72%

Policy Re-instatement

Campaign results of 72% policy restatement, up from 45%, with increased labour productivity

> 5,500

Policies retained

In comparison with churn experienced under agent-led campaigns over five and a half thousand additional policies were retained



Realised productivity & engagement gains

Telco Upsell & Conversion

click image to play



Note: live call recording has been redacted for privacy purposes, indicated by some pauses in the conversation.

6x

Increase in leads

Voice AI reach out results in six times the leads generated from an agent-led campaign

2x

Contact pickup rate

With double the connection rate, over 80% of non-answering recipients were filtered using bots, reducing the cost impact in comparison with agent campaigns

300%

Increase in conversions

Talkbots combined with digitalised communication flow delivered over a three hundred per cent higher conversation rate



Realised productivity & engagement gains

Payment Collection Acceleration

>44%

Successful contact rate

Automated outbound calling attained 44.2% contact rate across all categories of late payers

67%

Promise-to-pay

Voice AI campaign delivered a sixty-seven per cent commitment across all categories to make payment, whilst capturing insights about reasons for missing scheduled payments

74%

Payment within three days

Achieving a rapid commitment to make missed payments increases collection performance, with 52% committing to same-day payment



Realised productivity & engagement gains

Contact Centre Efficiency

6X

Increase in call volume

Placing over 900,000 calls, with a 33% pick-up rate, attained a six-time increase in volumes

94%

Call handling rate

Consumer Mobile line of business attained 95% of calls handled by Voice AI. Broadband line of business achieved 85% handling rate

3%

Calls transferred to agent

Consumer Mobile line of business transferred just 3% of calls to be handled by an agent, with just 10% of Broadband line of business calls transferred



Whispir Compose AI
Harnessing GenAI to optimise content



Composition is the start of effective communication

“The most valuable of all talents is that of never using two words when one will do.”

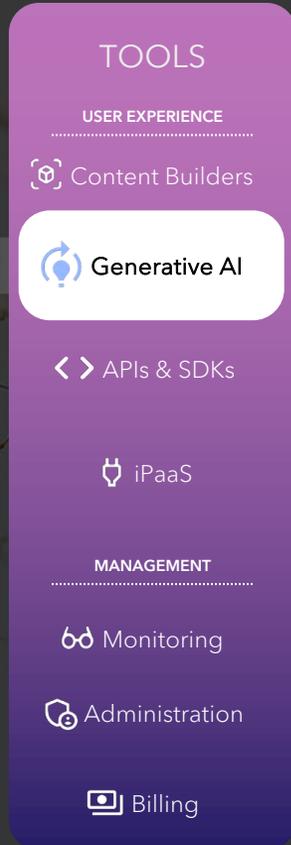
– Thomas Jefferson



Whispir uses Generative AI to deliver high quality content composition



... with ComposeAI



System prompts tune the LLM for business messaging

User prompts shape the length, style and tone of content

Integrated access to data and knowledge bases

Rapidly drafting high-quality content

Increasing knowledge worker productivity



ComposeAI in action

Quickly shape content with purpose using GenAI

- *Short-form user inputs*
- *Software shaping of prompts to drive the generative AI model*
- *Detailed copy available for re-generation or direct injection into a new message*

The screenshot displays the ComposeAI interface with the following sections:

- Message Purpose:** Four radio button options: "Communications for internal processes and administrative purposes." (selected), "Engaging messages to promote products or services and drive conversions.", "Transactional: Messages that communicate important customer interactions.", and "Alert or notifications: Keep your audience informed about important events or updates."
- 3 Your audience:** "Choose from the dropdown or enter your audience." with a dropdown menu showing "Employees".
- 4 Tone of voice:** "Select up to 2 tone of voice." with buttons for "Informative" and "Formal".
- 5 What's your message about?:** "Describe your message or paste your draft here." with a text input field containing "Notify staff about a 24 hour" and a green "G" icon.

At the bottom right, there are "Reset" and "Create Message" buttons.

[Click link to play demo](#)



ComposeAI in action

Quickly shape content with purpose using GenAI

- *Target SMS or Email as your output*
- *Influence tone (formal to fun)*
- *Use “Regenerate” option to try different recommendations for the same prompts*

New Message

1 Which channel would you like to send your message to?

SMS 1 credits

EMAIL 4 credits

2 What type of content are you creating?

Operational
Communications for internal processes and administrative purposes.

Marketing
Engaging messages to promote products or services and drive conversions.

Transactional
Messages that communicate important customer interactions.

Alert or notifications
Keep your audience informed about important events or updates.

3 Your audience
Choose from the dropdown or enter your audience.

[Reset](#) [Create Message](#)

[Click link to play demo](#)



Whispir Compliance Automation

Cross-border messaging compliance



Whispir's focus on communication trust

*Our customers' brand is registered with regional authorities, making it **identifiable** and **trusted** by recipients*

*Their messages are compliant and **delivered** without filtering or delay, regardless of regional jurisdiction*

*Our customers' and their recipients' data and identity is **protected, private** and kept **secure***

*Every engagement with our platform is **secure and trusted** and is **responsive** to evolving cyber risks*



BRANDING



COMPLIANCE



PRIVACY



SECURITY



Sender Id management for **Brand + Compliance**



Id Registration

Regulatory Assessment

Brand Identification

Allow/Deny Listing

Centralised registration for all jurisdictions

1

Request your registration form and tell us which region you plan to use it in

2

Complete your application with the requested identifier and use case information

3

After review, we'll configure the Sender Id and notify you when its available for use

Select which country you intend to send SMS messages to.

- A personalised email will be sent to you based on the country selected. Sender IDs requested will be reviewed for the selected country only.
- You must submit another request if you wish to use the same Sender ID for a different country. Each country has their own set of unique regulations.
- **All forms will expire 7 days after you received the email.** Not from when you click the button in the email.
- You may submit for a new personalised form by the same process (completing the below) if your original form has expired.
- A Sender ID requested is not guarantee to be approve.
- A Sender ID request can take up to 5-10 business days to reviewed and processed. You will be notified via the provided email below to let you know the outcome of your request (Sender IDs will be approved and ready to use OR rejected with a reason why)

A form will be sent to the supplied email

Fill in your personal details

Full Name *

Email Address *

Phone Number (Optional)

Which country do you expect to send to?

Each country may have unique requirements to oblige by. Select a country at a time you expect to send to. A form tailor to that country requirements will be send to your inbox to fill.

Start typing to search country....

Terms and Conditions and Privacy Policy

By continuing, you acknowledge your acceptance of these [terms and conditions](#) and agree to comply with them. Additionally, you consent to the collection, use, and disclosure of your personal information in accordance with our [privacy policy](#). We encourage you to review the complete [terms and conditions](#) and [privacy policy](#) carefully before proceeding.

I agree

Get Request Form



Whispir Verify

Secure E2E Identity Verification



Whispir Verify delivers OTP Security



Enhanced Security



Reduce Account Compromises



Increased Compliance



Improved Experience



Fraud Prevention



Reduced Support



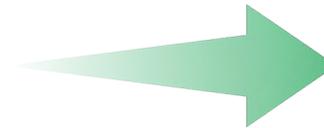
User Confidence



Multi-factor Authentication



Common Security Drivers



Whispir Verify



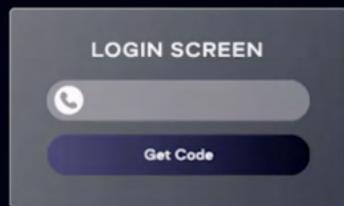
Generate Secure Code



Seamless OTP Distribution

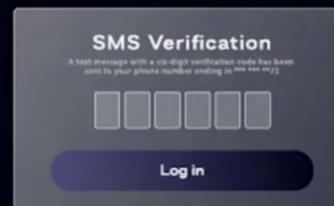


Secure Verification Service



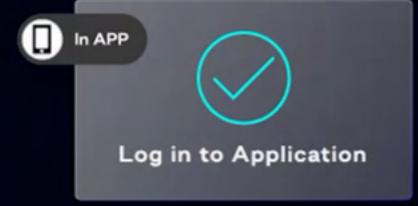
```
REST API
{
  "workspaceId": "{{WORKSPACE_ID}}",
  "channel": "{{DEFAULT}}",
  "to": "+61448999999",
  "codeLength": 6,
  "expiresIn": 900
}
```

whispir Verify



```
REST API
{
  "to": "+61448999999",
  "code": "{{SECURITY_CODE}}",
}
```

whispir Verify



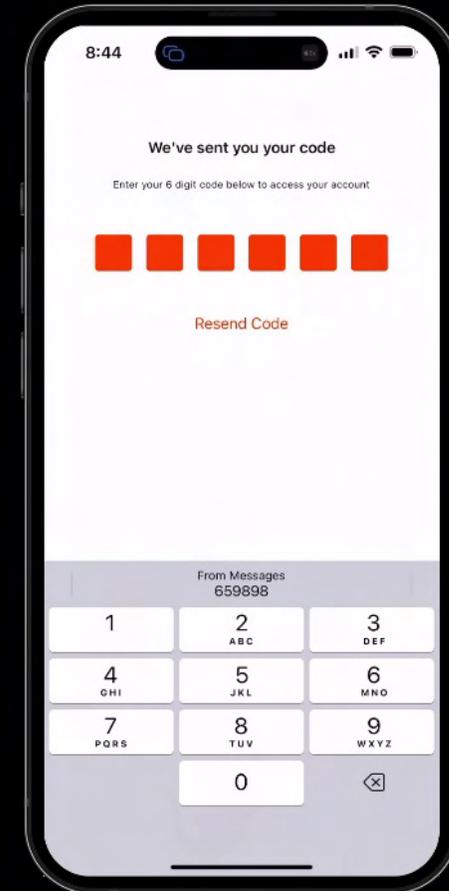
Improve security with seamless authentication challenge

Encapsulate security + SMS delivery for Second Factor Authentication

Compatible with mobile apps' one time code autofill capability

Seamless login experience, offering...

- *improved identity verification*
- *improved user experience*



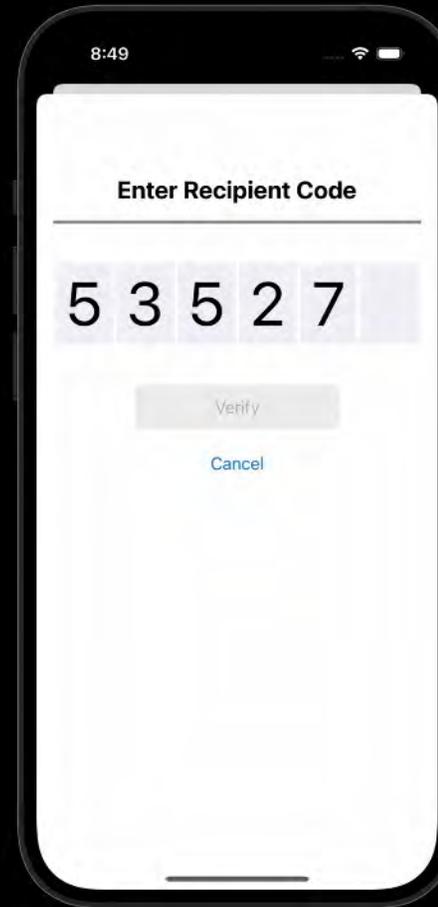
[Click link to play demo](#)

Incorporate verification into your digital workflow

Leverage identity challenge for secure conversion

Digital flows incorporating identity verification...

- *Support B2B and B2C ecosystems*
- *Increase engagement & experience*
- *Improve consumer confidence & trust*
- *Reduce risk of fraud*
- *Provide auditability of high-value services*



[Click link to play demo](#)



Whispir Product

FY24 Outlook



Whispir's Q1 Releases



Whispir Verify

Providing secure end-to-end service for the generation, delivery and verification of One-Time Passwords for all verification and authentication use cases.

NEW SERVICE API SECURITY ALL REGIONS



Content AI

Assisting the creation of effective and communication with guided and directed Generative AI, directly integrated into the Whispir message composition experience.

NEW FEATURE AI ALL REGIONS

	Whispir Talkbots	Whispir Compose AI	Whispir Verify	Whispir Compliance Automation
Setup Fee	✓ One-time fee			
Professional Services	✓ Talkbot & Digital Workflow design and config	✓ Design Services & Template Pack options		✓ Additional Setup and Service options
Monthly Fee	✓ Inbound Bot Service	✓ Credit Pack	✓ Pre-Committed Bundle	✓ Related Subscriptions & Number Leasing
Transaction Usage Fee	✓ Outbound Calls	✓ Top Up Credits	✓ Per Verification (+ SMS Costs)	





Whispir's FY24 Product Outlook

