Leadership Team: Experienced Leaders with unique IP

Jeffrey C. P. Tan
(Chief Visionary Officer + Co-founder)
Master of Information Technology
Charles Sturt University, Australia
BSc (Hons) in Mathematics, UM

Matthew Barsing
(Chief Executive Officer)
Former Head of FDI at MDeC
Stanford University, Executive Education
London School of Public Relations

Y. T. Yee
(Chief Operating Officer)
BSc (Hons) in Mechanical Engineering
Universitat Duisburg-Essen, Germany

Kenneth Y. F. Wong
(Chief Technology Officer + Co-founder)
BSc (Hons) in Computer Science
Universiti Putra Malaysia

Rob Cayzer
(Advisory Board)
Head of Investment
MARA CORP

Dato' Arif Siddiq
(Advisory Board)
Chief Digital Officer FAYSAL Bank Pakistan
Former CIO Standard Chartered Bank

Chris Tiffin
(Advisory Board)
Group COO, Royal Group, Cambodia
Former CFO, Celcom
Former CEO, BOOST (Axiata)

Meet the Game Changer and the Visionary

Matthew Barsing
(Chief Executive Officer)
Former Head of FDI at MDeC
Stanford University, Executive Education
London School of Public Relations

Matthew Barsing is an experienced business and economic development professional with over 20 years' experience in Australia, Asia, Europe & America with a strong background in international business, economic development, business strategy and strategic innovation.

His experience covers working globally for government, public organizations economic development agencies and large corporations in sectors such as banking, IT, energy and media.

Previously he has served as Head of Foreign Direct Investment with (MDeC) the Malaysian Government during which time he personally secured 47 global projects into Malaysia, valued at RM5.37 Billion and contributing 9,340 jobs to Malaysia's economy.

Jeffrey C. P. Tan
(Chief Visionary Officer + Co-founder)
Master of Information Technology
Charles Sturt University, Australia
BSc (Hons) in Mathematics, Universiti Malaya

Jeffrey C. P. Tan is the visionary and thought leader in the area of outsourcing technology with over 19 years' experience in Asia with a strong background in technology innovation, business strategy and strategic innovation. His passion is in transforming customer experience though innovative AI technologies.

His experience covers implementing projects for public organizations and large corporations in sectors such as telecoms, banking and IT.

He has implemented several key innovations, most notably in Emotion AI, Virtual Contact Center and Virtual Workforce. His pioneering works in R&D has won the company several commercialization grants in Malaysia.

Our Journey

2011 — Human + VCC

2013 — Human + Virtual Workforce

2016 — Human + Omnichannel

2017 — Emotion AI

2018 — AI-driven Human Augmentation

2019 — AI-Automation
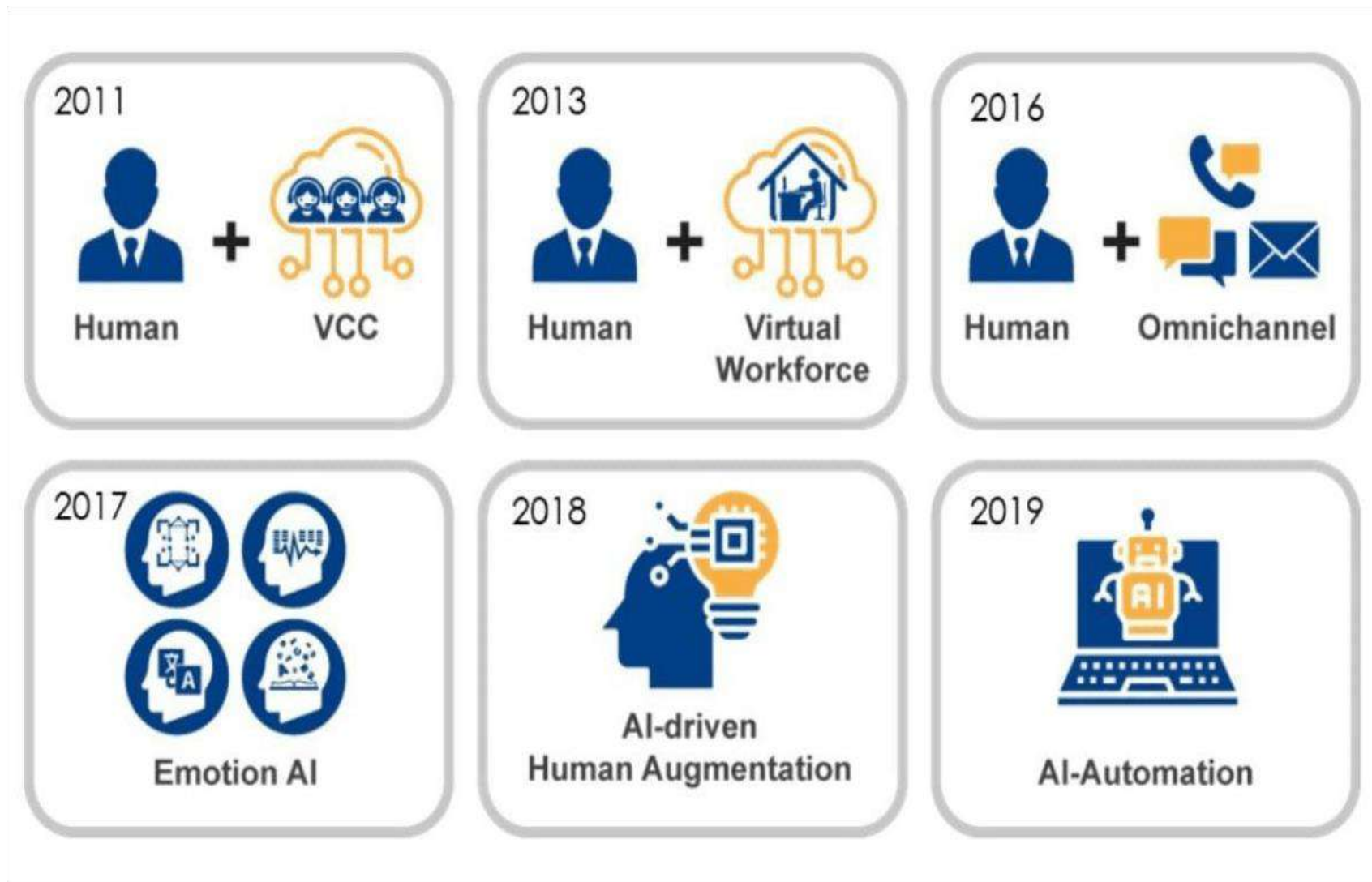
WORK-FROM-HOME INTRODUCTION

WORK FROM HOME

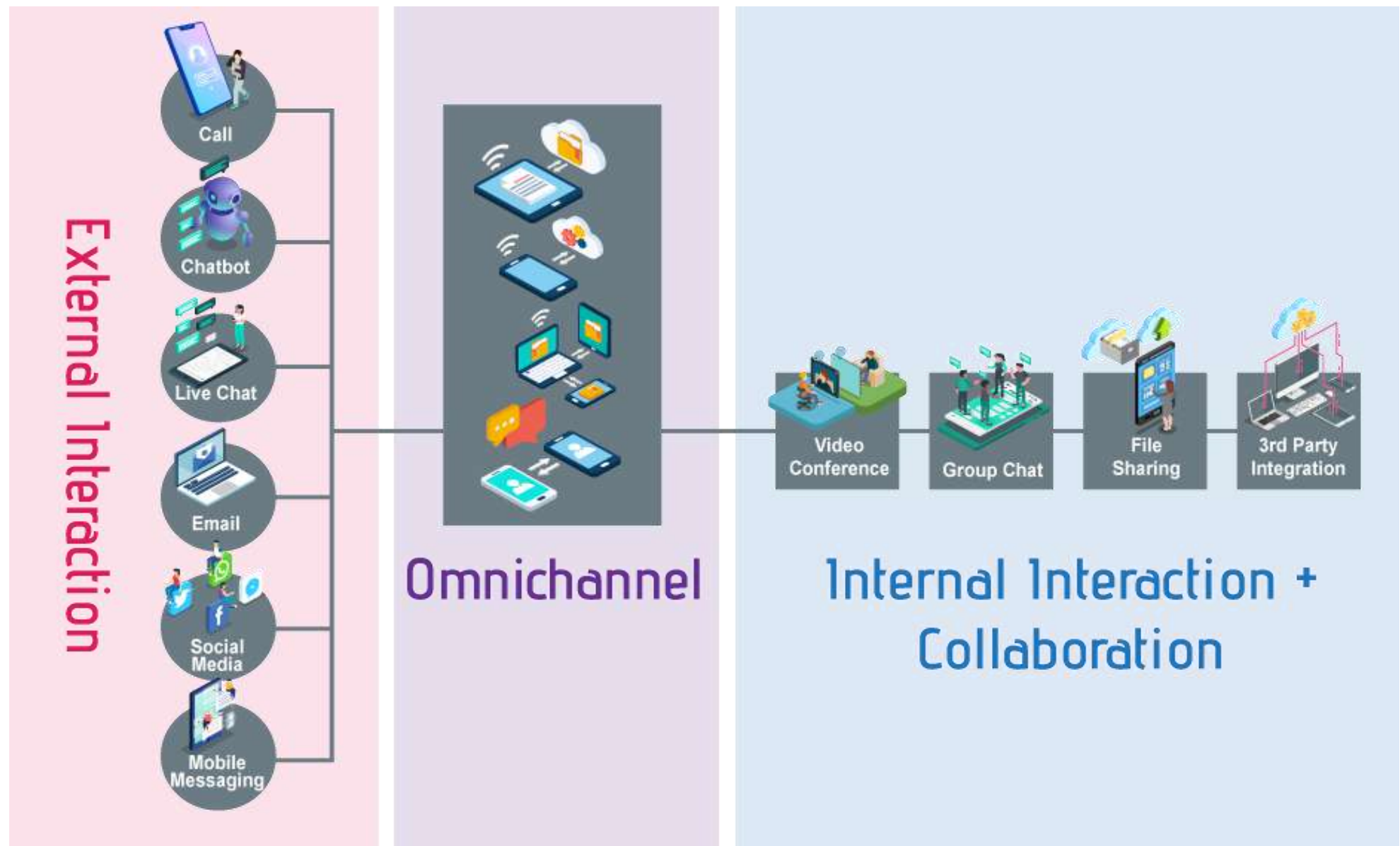## It's not where you work, it's how you work.

Empower all your staff to collaborate and engage your customers anytime, anywhere.

FREE TRIAL

Virtual Call Management

Omnichannel Platform

Collaborative Application

WORK-FROM-HOME INTRODUCTION

WFH USPS FOR GLOBAL MARKETS

1) True omni-channel capabilities: Seamless tracking of all interactions of each customer across all mainstream interaction channels: calls, live chats, emails, social media and mobile messaging

2) Disaster recovery and business continuity solution for business. How will customer support centers as well as sales and marketing units function in the face of prolonged isolation? A decentralized approach is needed for the longer term. An ad-hoc approach can only serve in the very short-term.

WFH COMPETITIVE ADVANTAGE

How different from other productivity tools out there?

Each has its own advantages. Virtual productivity apps are quite fragmented and diverse market.

Our advantage lies in its end-to-end capabilities, offering power of omnichannel, correlation (the ability to correlate the customer issue across multiple channels) and flow (complete SLA tracking and accountability).

BENEFITS OF VIRTUAL CALL MANAGEMENT

Manage calls efficiently

Cloud Call Management empowers teams to collaborate anytime, anywhere via multiple devices.

Route calls

Distribute calls to teams systematically. Personalize calls when needed. Call overflow and disaster recovery algorithm

Monitor calls

View call statuses in real-time. Participate via spy, whisper, barge when needed. Listen to call recordings.

Analyze calls

Measure call performance and gain insights into call patterns. Measure customer satisfaction and net promoter score.

BENEFITS OF OMNICHANNEL

Manage all text-based interactions all-in-one

Combined channels gives team a holistic view of customer issues.

Manage your chatbot
Multi-lingual, mixed languages Drag and drop customization

Manage your live chats
Live chat to ticket coversion Bot-to-human handoff integration

Manage your emails
Pipe emails from multiple sources into omnichannel ticketing

Manage your social media channels
Receive and respond to messages within a unified interface

Manage your mobile messaging channels
Receive and respond to messages within a unified interface

Track the interaction journey of customers
Identify the journey of a customer across multiple interaction channels

BENEFITS OF COLLABORATIVE APPLICATION

Collaborate internally

Work as a team and stay connected as closely as in the same room

Cooperate in virtual workspaces

Coordinate and share ideas in workspaces

Run virtual meetings

Integrate internal and third party video conference

Resolve issue as a team

Tag omnichannel ticket for internal resolution

The Omnichannel Customer Engagement Platform
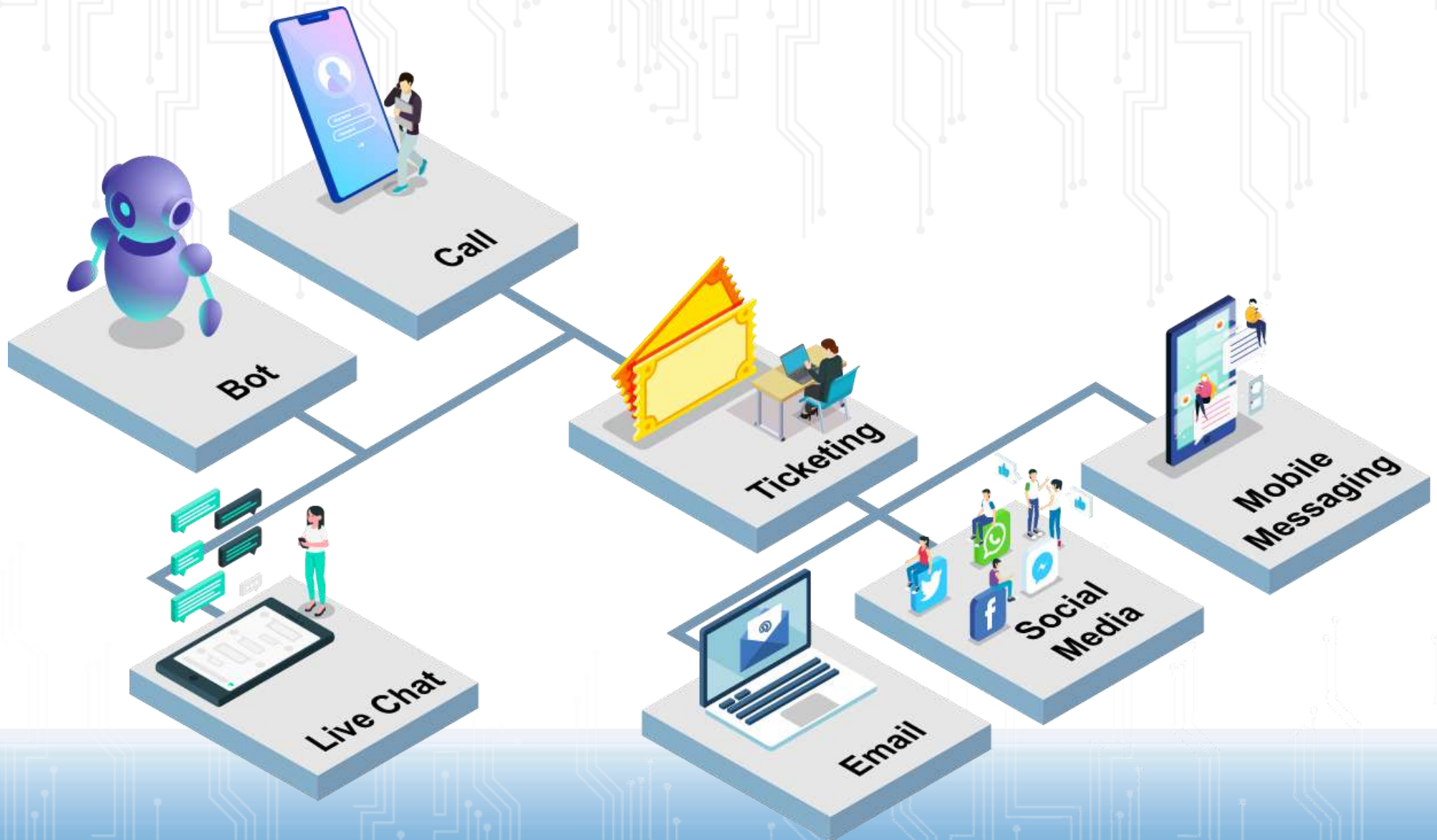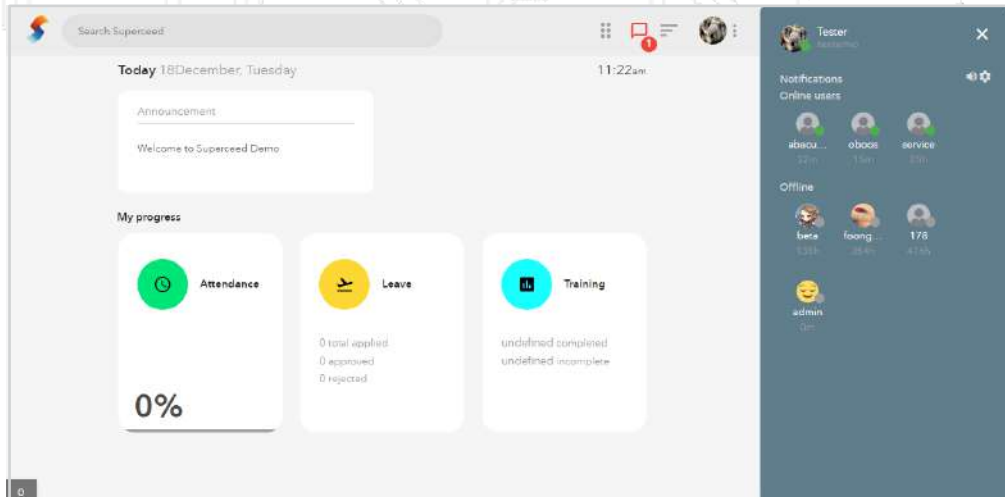
Softphone

Agent Panel

CRM
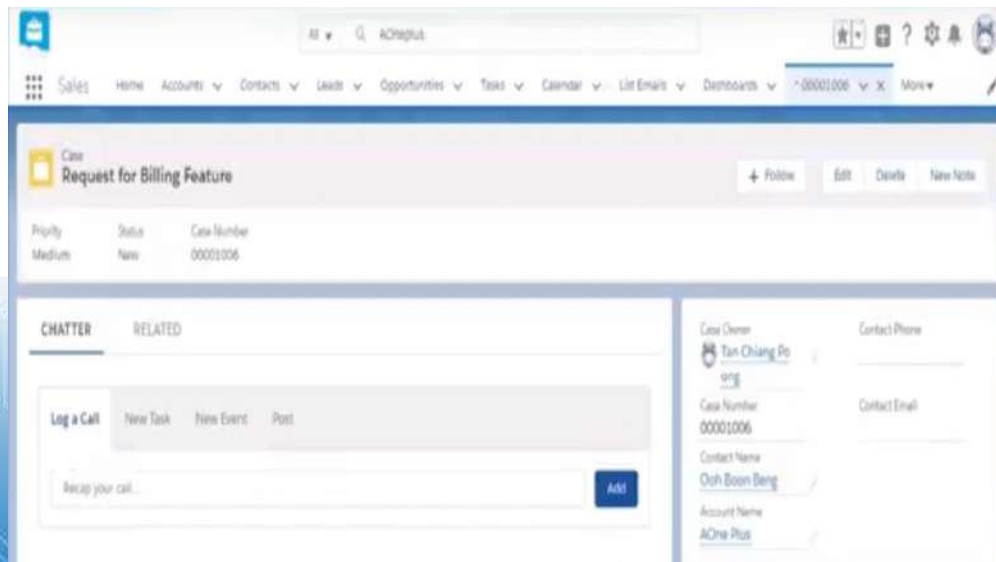
CALL MANAGEMENT

Supervisory Panel

Wallboard

Reporting

CALL MANAGEMENT

Supervisory Panel: Monitor or Engage Customers in Real-time Calls

Setup Call Operations with just a few clicks

The Tester 2
ali

Sign out

APPS

Supervisory
Calendar (old) ⚠️
Messages 25
News 5

SETTINGS

Chatbot
Pages
Database
Live Chat
Superunity
Billing 1
Billing 2
Account
API

SUPPORT

Help
Privacy Policy
Terms
Pricing
ServiceMillion
SalesMillion

obriens ▼ | Service Time | Call History | Call Report

ezra
3h

Service Time

Configure Agent Pool | Configure Call Flow

Day	Time			Add
Monday	00:00:00 - 07:59:59	08:00:00 - 16:59:59	17:00:00 - 23:59:59	
Tuesday	00:00:00 - 07:59:59	08:00:00 - 16:59:59	17:00:00 - 23:59:59	
Wednesday	00:00:00 - 07:59:59	08:00:00 - 16:59:59	17:00:00 - 23:59:59	
Thursday	00:00:00 - 07:59:59	08:00:00 - 16:59:59	17:00:00 - 23:59:59	
Friday	00:00:00 - 07:59:59	08:00:00 - 16:59:59	17:00:00 - 23:59:59	
Saturday	00:00:00 - 23:59:59			
Sunday	00:00:00 - 23:59:59			

Access Call Recordings anytime, anywhere

Get insights into call operations
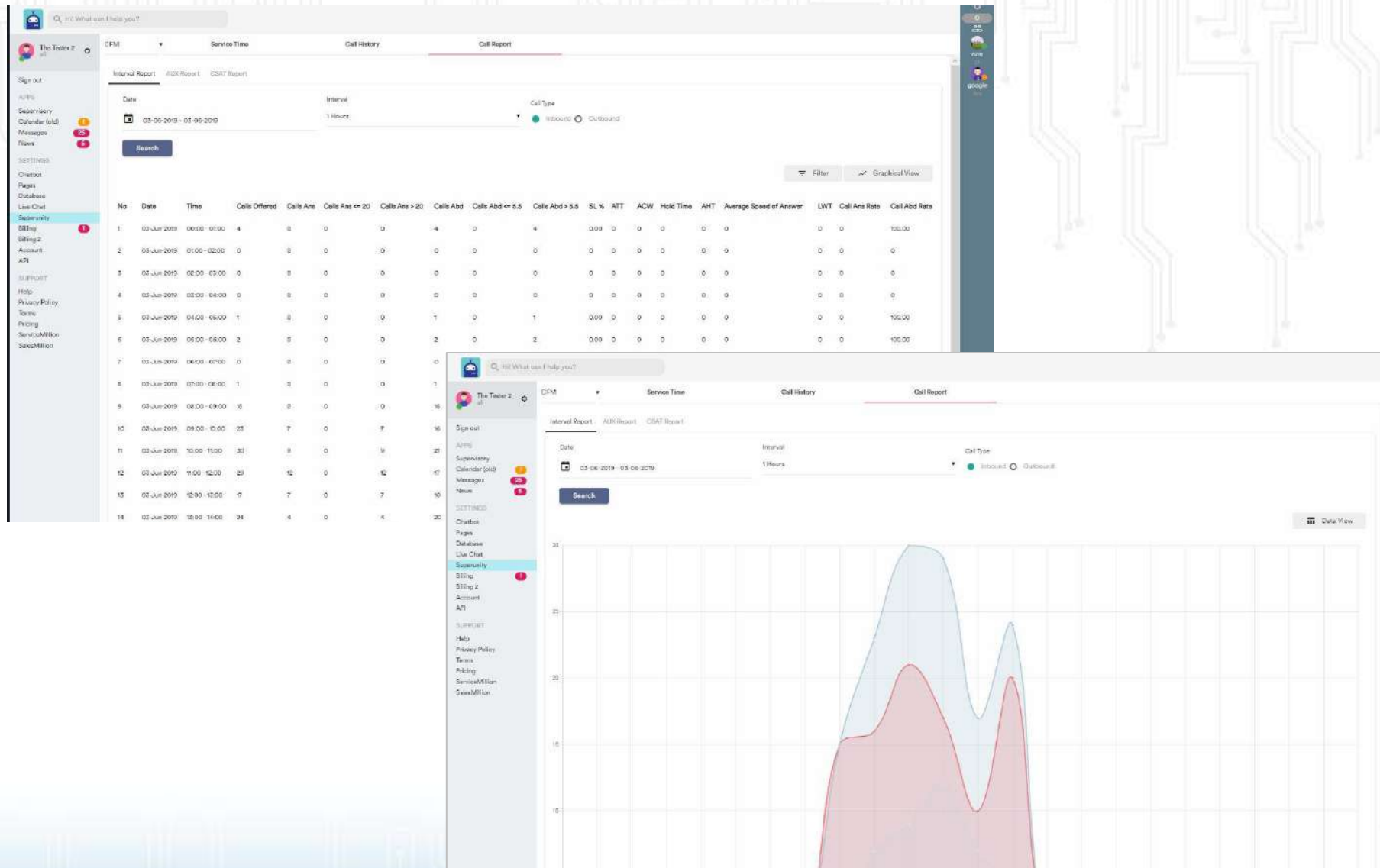
Integrated Chatbot

Multi-lingual, mixed languages capabilities to handle the most demanding situations

Integrated Chatbot

Visually configure a chatbot flow with drag-and-drop customization

Quick Intent Settings backed by Deep Learning Support

Seamlessly pass conversation from chatbot to live chat

Chatbot

BOT-TO-HUMAN HANDOFF
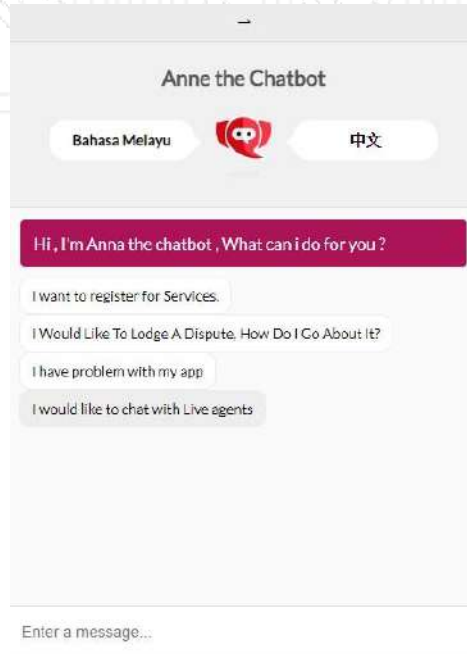
Live Chat (Agent Perspective)
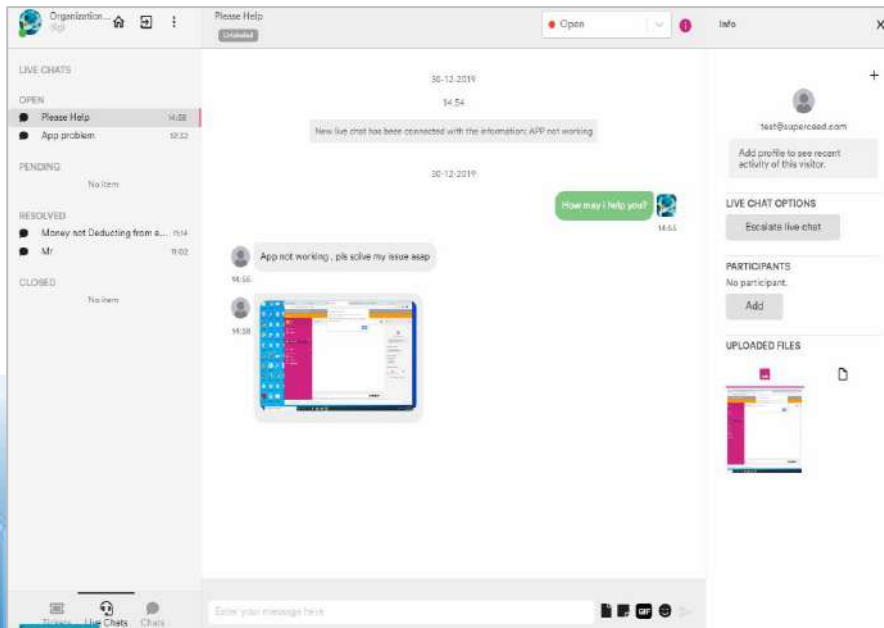
Omnichannel Dashboard
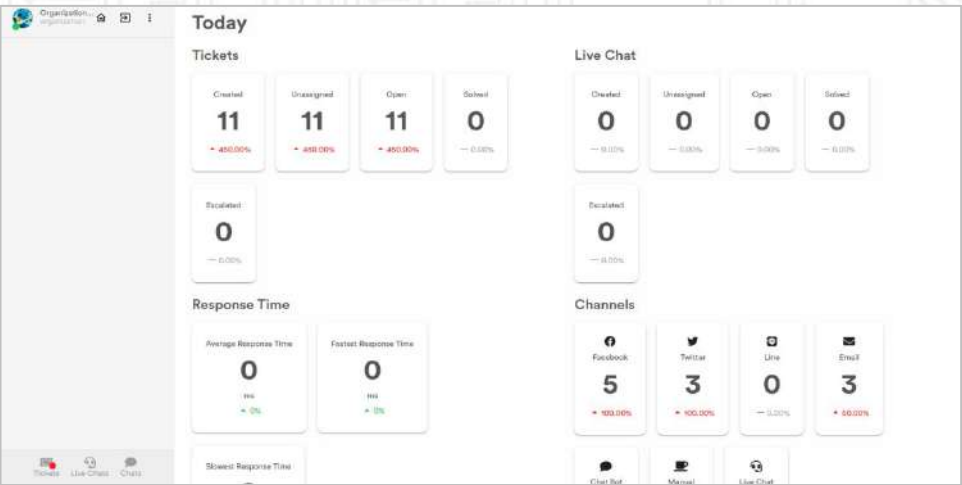
Omnichannel Tickets

OMNICHANNEL
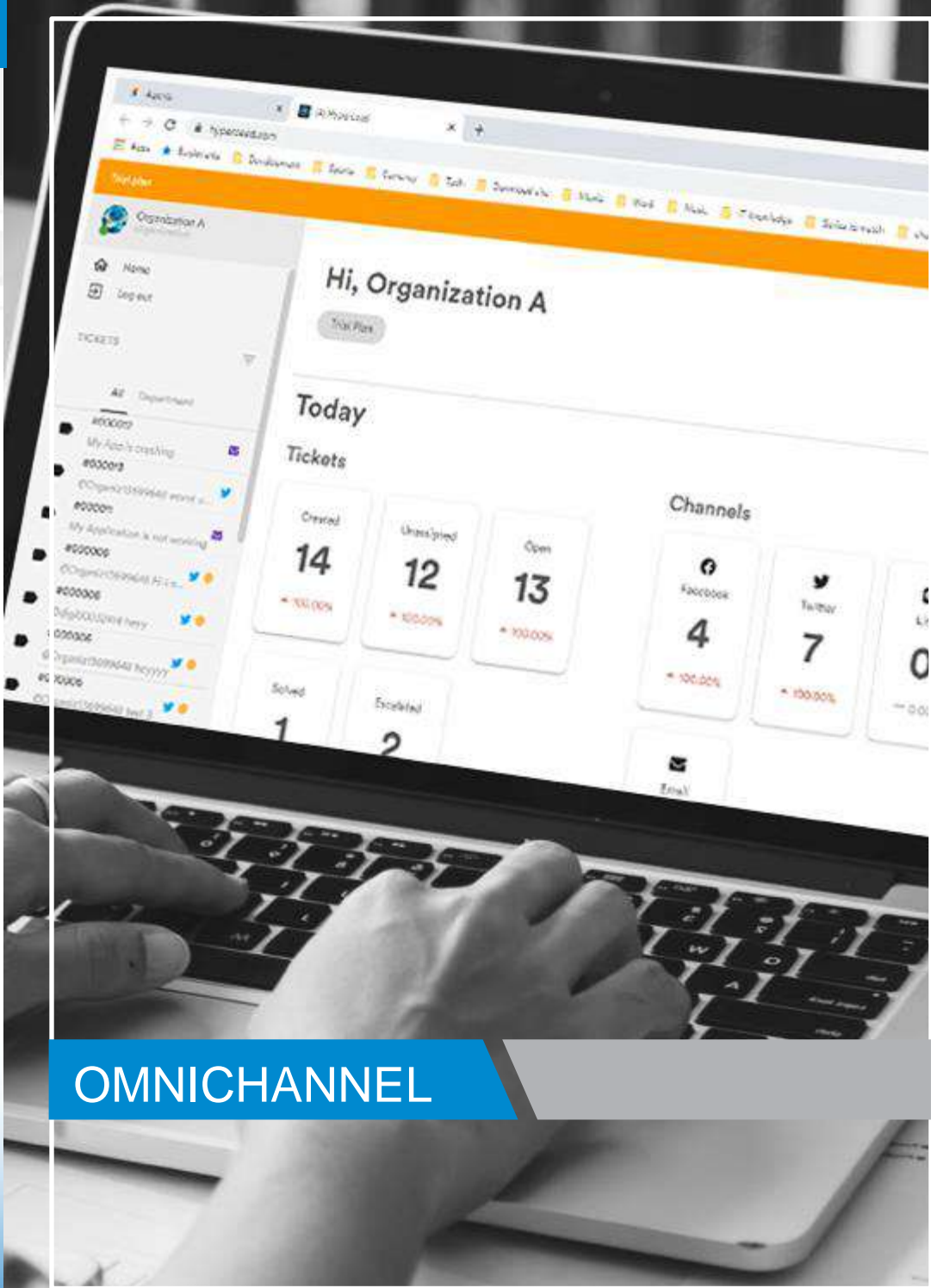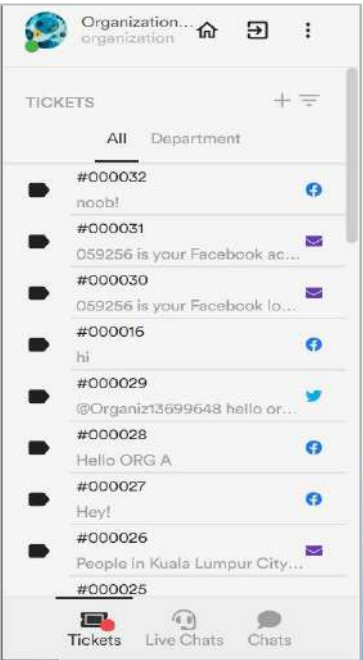
Ticket Management

All the tools that empowers your workflow: Incident, problem and escalation management

INTERACTION JOURNEY

Exceed your customers expectation by how much you know about them

Interaction Journey Map

| Yesterday | 💬 | CONTACTED VIA LIVE CHAT |

coversation 45min

offfline

Close ▲

| 1 week | 📞 | CONTACTED VIA PHONE |

More ▼

| 3 months | ✉ | CONTACTED VIA EMAIL |

More ▼

| 4 months | ➕ | CONTACTED VIA EMAIL & PHONE |

More ▼

Integrated Social Media

User-friendly Ticketing Connectors for Social Media, Mobile Messaging, Email

Social Networking account

Facebook
Connect to Facebook
100344708152093
Auto assign ticket

Twitter
Connect to Twitter
1208971268965330949
Auto assign ticket

LINE
Connect to LINE
Auto assign ticket

Twitter Settings

☐ Only Verified Users

Minimum follower count

0

Trigger keywords
{{all}} × | bad × | sucks × | horrendous ×
disappointed × | worst ×

Cancel | Save

Facebook Pages

Organization A
Information technology company

✓ Selected
✓ Monitor Posts
✓ Monitor PMs

Trigger keywords
bad × | suck × | worst × | disgust × | terrible ×
{{all}} × | horrendous × | assistance ×

Cancel

Email Piping

Incoming Email
organization@superceed.com
Remove

Outgoing Email
Reply email to customer using this email address. TLS supported only.

Email Address

Password

Email Host

Server Port (TLS only)

Update
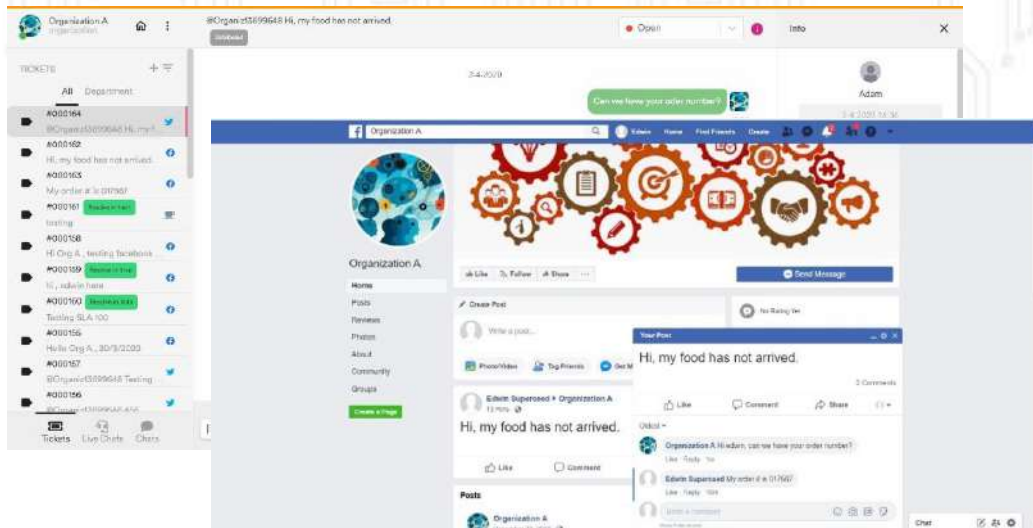Auto assign ticket

Line Settings

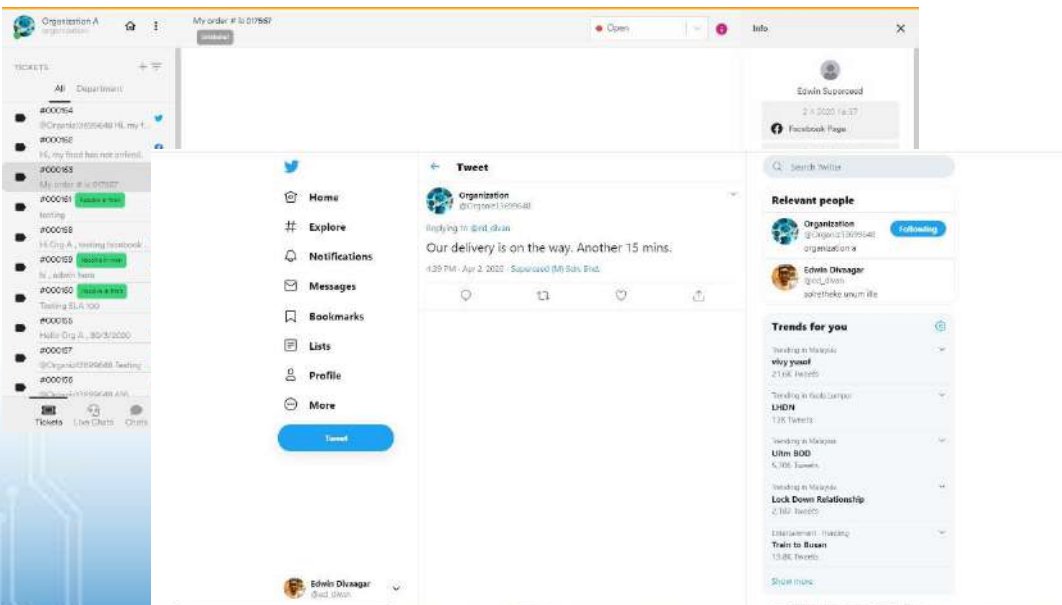Channel Secret

Channel Access Token

Close | Get

Replying to Facebook posts

Replying to Twitter posts

SOCIAL MEDIA INTEGRATION
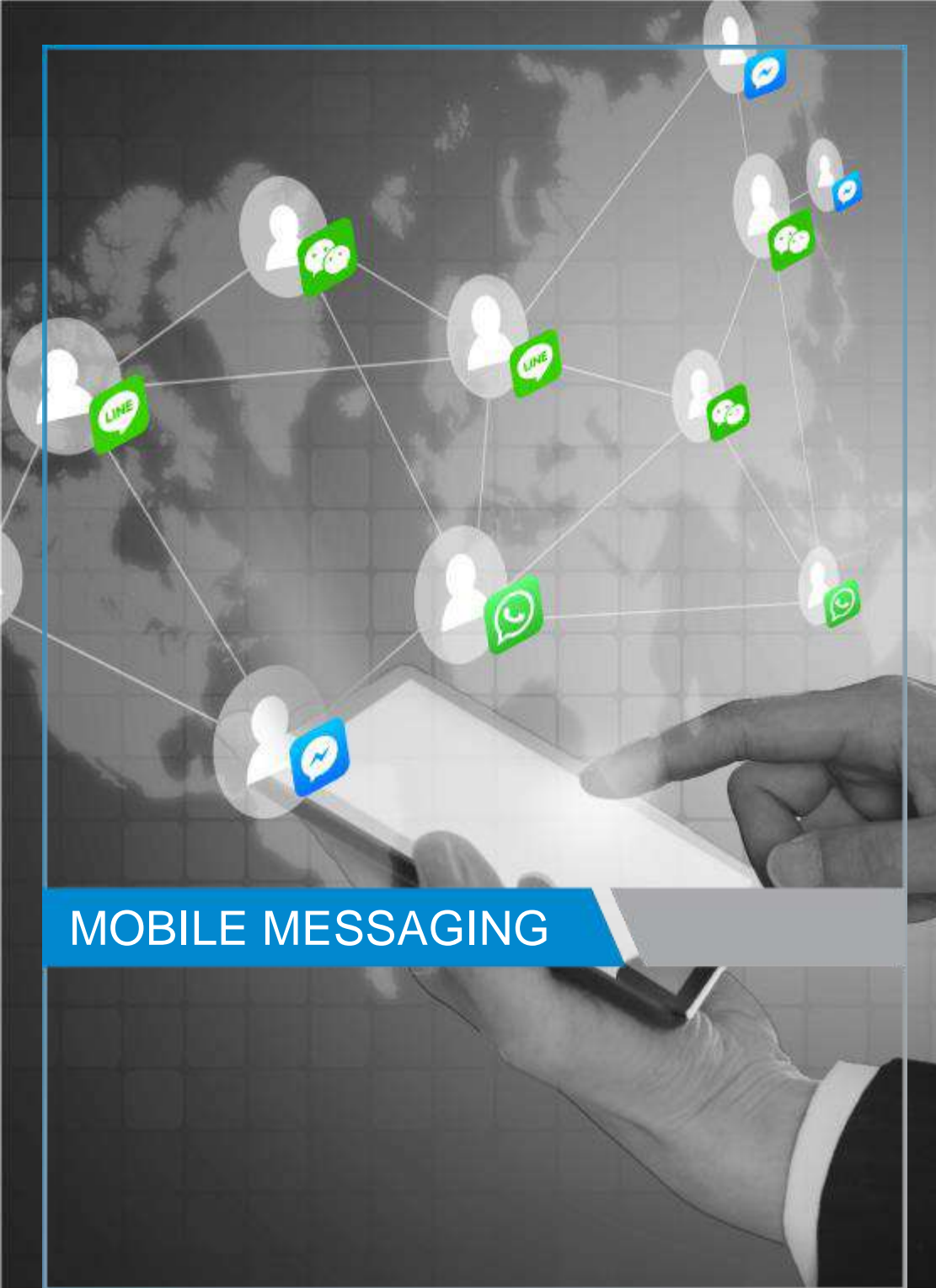
MOBILE MESSAGING

FB Messenger
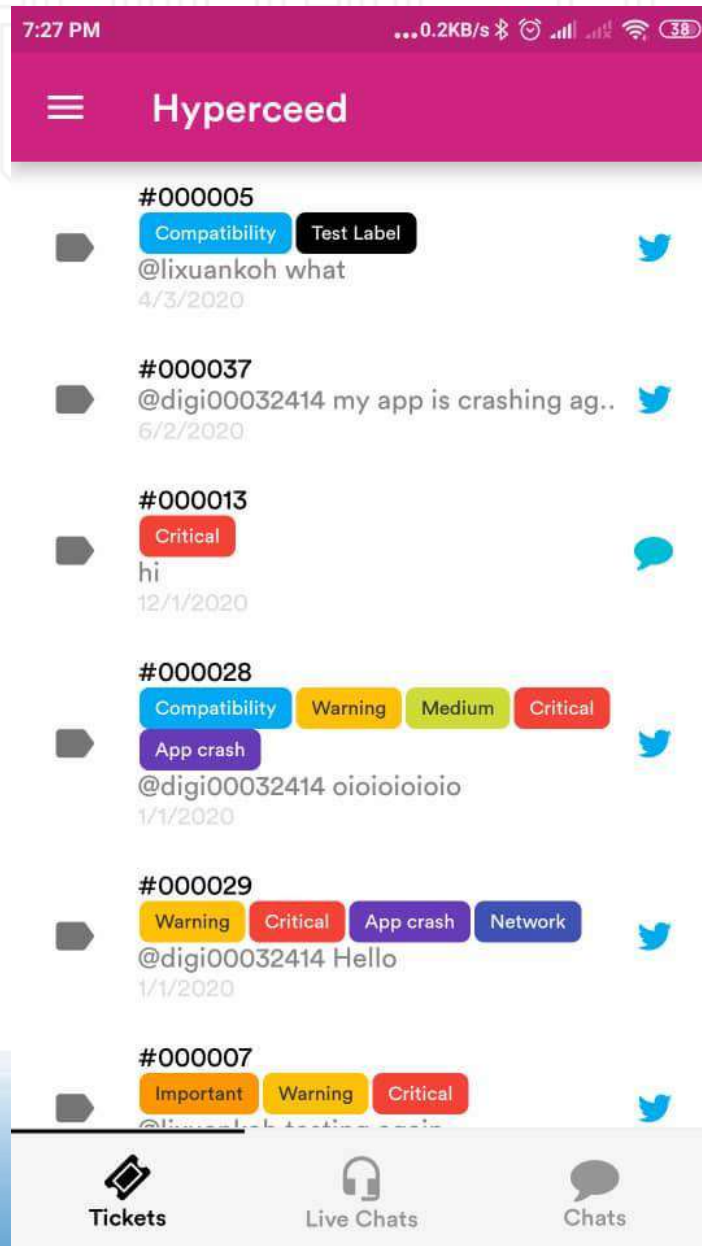
WhatsApp
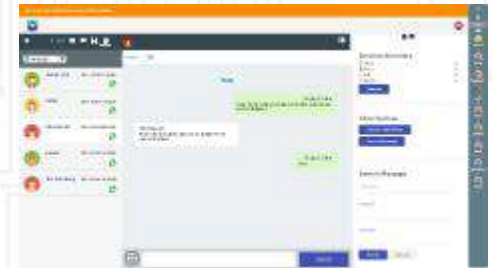
WeChat

LINE

Telegram

Collaborative Application

Collaborative Application