



Welcome to SME DigitalFest Webinar

Work from home with Superceed

2 APR 2020 11:15 AM – 12:00 NOON

Leadership Team: Experienced Leaders with unique IP



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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)

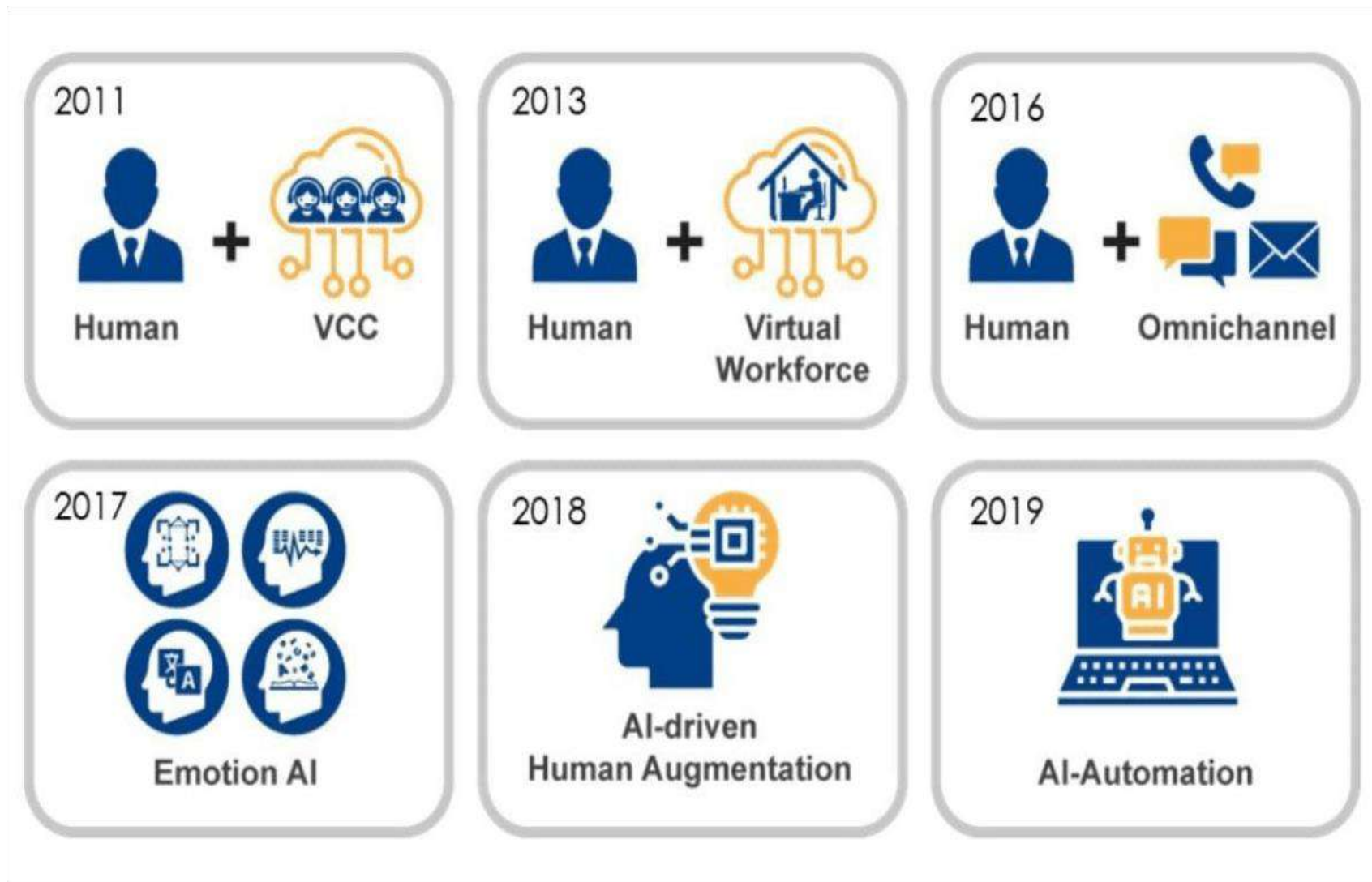
Master of Information Technology
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Jeffrey C. P. Tan is the visionary and thought leader in the area of outsourcing technology with over 19 years' experience in Asia with a strong background in technology innovation, business strategy and strategic innovation.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



WORK-FROM-HOME INTRODUCTION

WORK FROM HOME

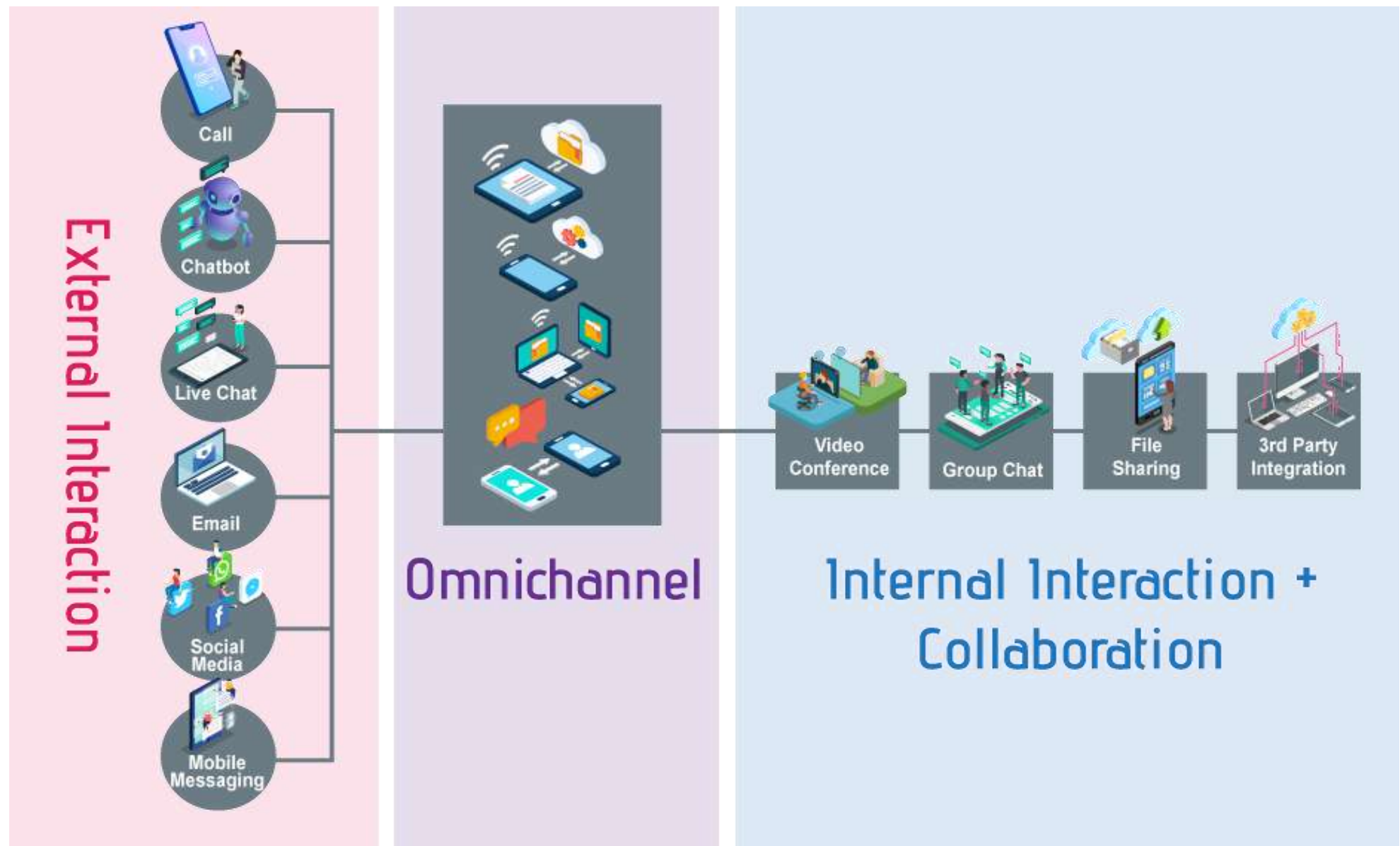
It's not where you work, it's how you work.

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

FREE TRIAL



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 conversion 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

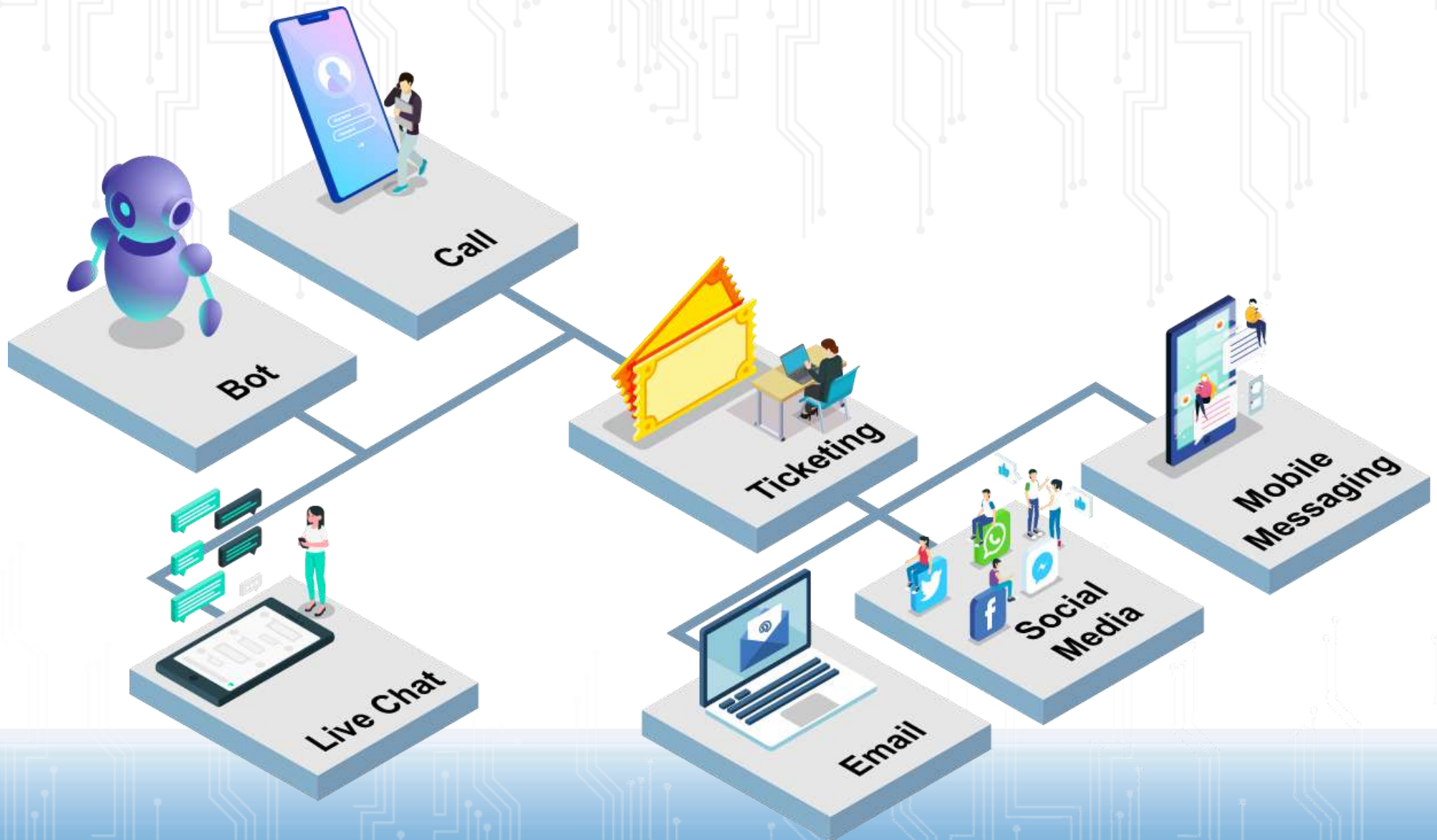
Integrate internal and third party video conference



Resolve issue as a team

Tag omnichannel ticket for internal resolution

The Omnichannel Customer Engagement Platform

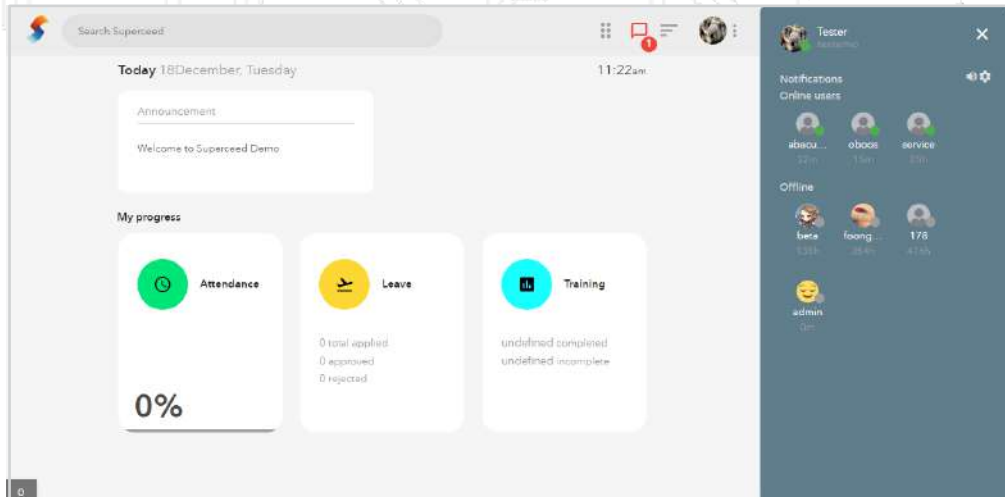


Empowers agent to engage customers confidently

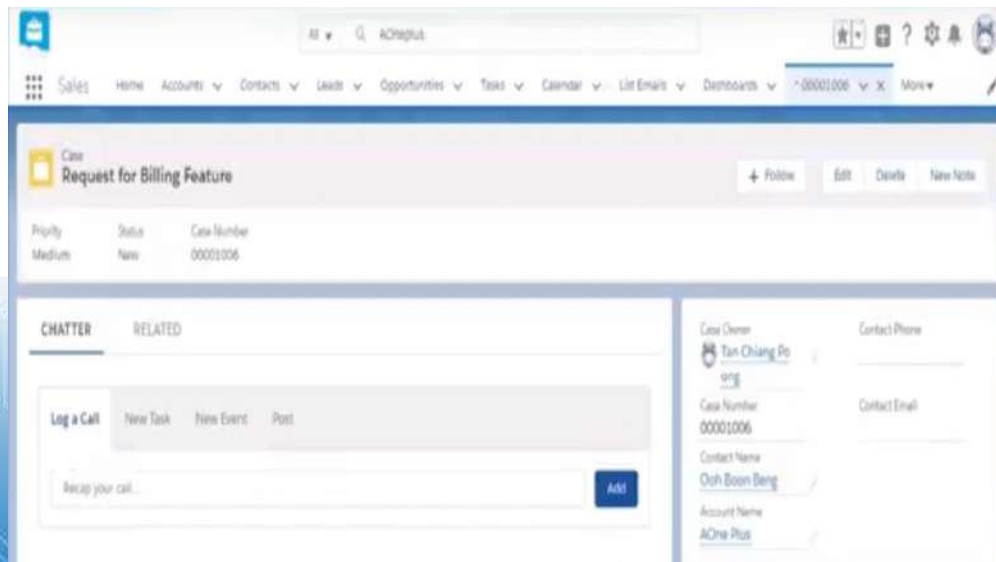
Softphone



Agent Panel



CRM



CALL MANAGEMENT





CALL MANAGEMENT

Supervise staff and call performance from anywhere


Supervisory Panel

Wallboard


Reporting



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



Hi! What can I help you?



The Tester 2
ali

Sign out

APPS

Supervisory

Calendar (old) !

Messages 25

News 5

SETTINGS

Chatbot

Pages

Database

Live Chat

Superunity

Billing !

Billing 2

Account

API

SUPPORT

Help

Privacy Policy

Terms

Pricing

ServiceMillion

SalesMillion

Supervisory Panel

Live agent monitoring tool

Agent List

SIP ID	Name	Status	Duration	Staffing Hours	
111777	Nadia	Ready	00:09:09	07:33:55	<div>Action</div> <div>Spy</div> <div>Whisper</div> <div>Barge</div> <div>Details</div>
110054	Usha	Ready	00:12:11	06:42:14	
110051	Venosha	Ready	00:29:08	03:20:37	
110047	Dineas	Other Tasks	00:36:12	06:39:31	

No activity

SIP ID	Name	
111999	Foong	<div>Details</div>
110039	Azizah	<div>Details</div>
110041	Fahim	<div>Details</div>

Date

04-06-2019

Get

Ready
15:11:37

6 minutes, 20 seconds

Washroom
15:05:17


12 minutes, 14 seconds


Ready
14:53:03

30 seconds


ACW
14:52:33

0


nadia
0m

google
0m

Setup Call Operations with just a few clicks



The Tester 2
ali



Sign out

APPS

Supervisory

Calendar (old)

!

Messages

25

News

5

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Superunity

1

Billing

Billing 2

Account

API

SUPPORT

Help

Privacy Policy

Terms

Pricing

ServiceMillion

SalesMillion

obriens

▼

Service Time

Call History

Call Report


Service Time

Configure Agent Pool

Configure Call Flow

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

Add



ezra
3h

Access Call Recordings anytime, anywhere

The screenshot displays a web application for managing calls. At the top, a search bar contains the text "Hi! What can I help you?". Below this, a navigation bar includes tabs for "CFM", "Service Time", "Call History", and "Call Report". The "Call History" tab is active, showing a "Date" range of "03-06-2019 - 03-06-2019" and a "Filter" button. A "Playlist" section lists four call recordings, each with a number, date, time range, and a play button. The left sidebar contains a user profile for "The Tester 2 ali" and a list of menu items under "APPS", "SETTINGS", and "SUPPORT". The right sidebar shows a notification bell with "0" and a list of users including "ezra" and "google".

Hi! What can I help you?

The Tester 2 ali

Sign out

APPS

- Supervisory
- Calendar (old) 25
- Messages 5
- News

SETTINGS

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

SUPPORT

- Help
- Privacy Policy
- Terms
- Pricing
- ServiceMillion
- SalesMillion

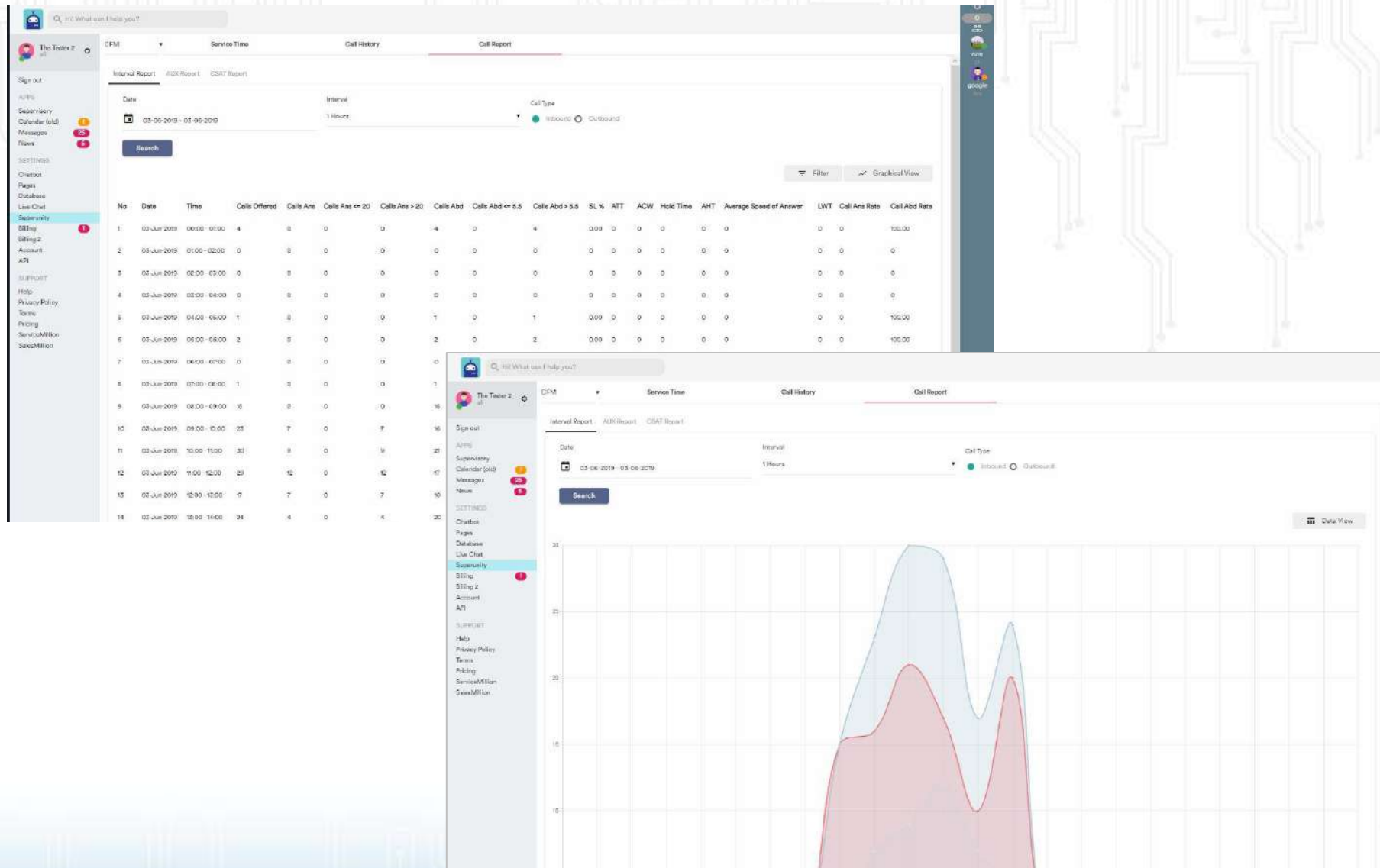
CFM Service Time Call History Call Report

03-06-2019 - 03-06-2019 Filter

Playlist

1	01111021573 -> 10 -> 111777	3 June 2019	1:44 pm - 1:44 pm	▶
2	0164068385 -> 22 -> 110054	3 June 2019	1:42 pm - 1:42 pm	▶
3	0187774374 -> 10 -> 110054	3 June 2019	1:37 pm - 1:37 pm	▶
4	055269152 -> 11 -> 110054	3 June 2019	1:33 pm - 1:33 pm	▶

Get insights into call operations




Integrated Chatbot

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

Anne the Chatbot

Bahasa Melayu



中文

Hi , I'm Anna the chatbot , What can i do for you ?

I Would Like To Lodge A Dispute, How Do I Go About It?

About Tokenize

Getting Started is easy !


How do I sign up?

How to upgrade your membership?

Enter a message...

Anne the Chatbot

English



中文

Hai, Saya Anna, Chatbot pintar , apakah saya boleh bantu anda?

Saya nak membuat aduan berkenaan dengan servis, bagaimana saya boleh buat ?

Placeholder

Placeholder

Placeholder

Placeholder

Enter a message...

Anne the Chatbot

English



Bahasa Melayu

嗨, 我是安娜, 聊天机器人. 我能为你做些什么吗?

我想投诉, 怎么办?

Placeholder

Placeholder

Placeholder

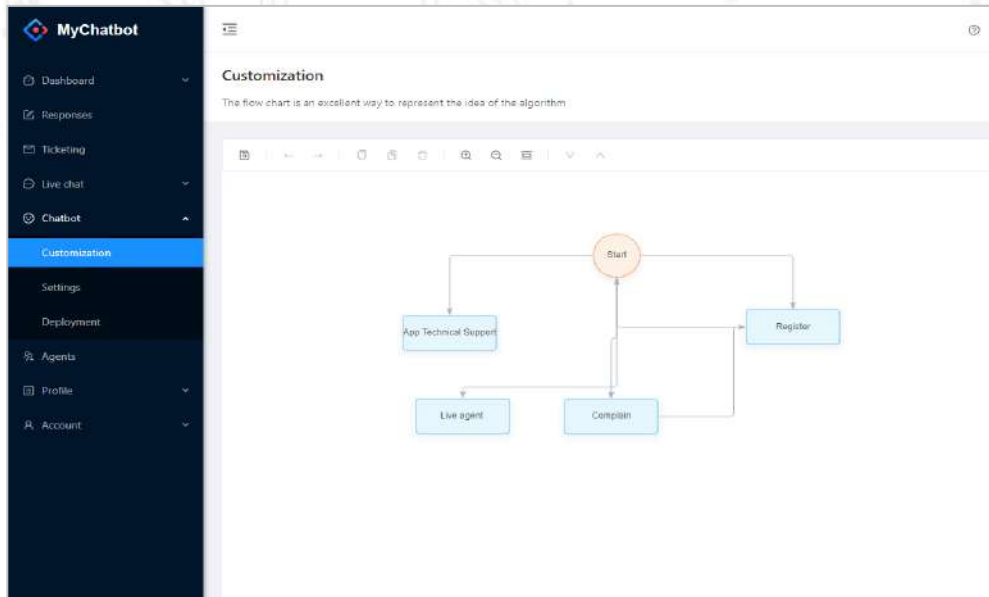
Placeholder

Enter a message...

Integrated Chatbot

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

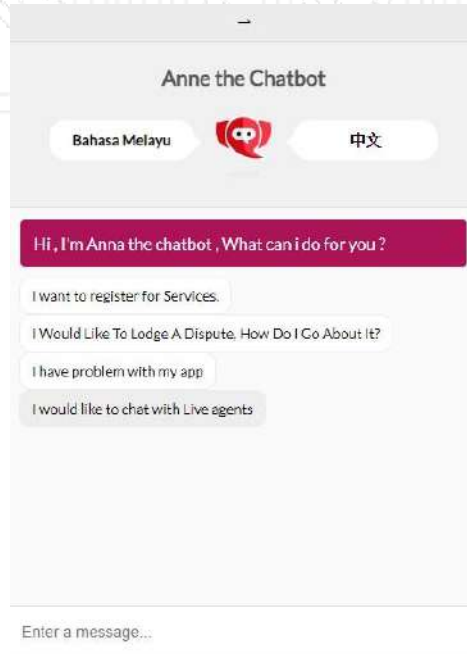
Quick Intent Settings backed by Deep Learning Support



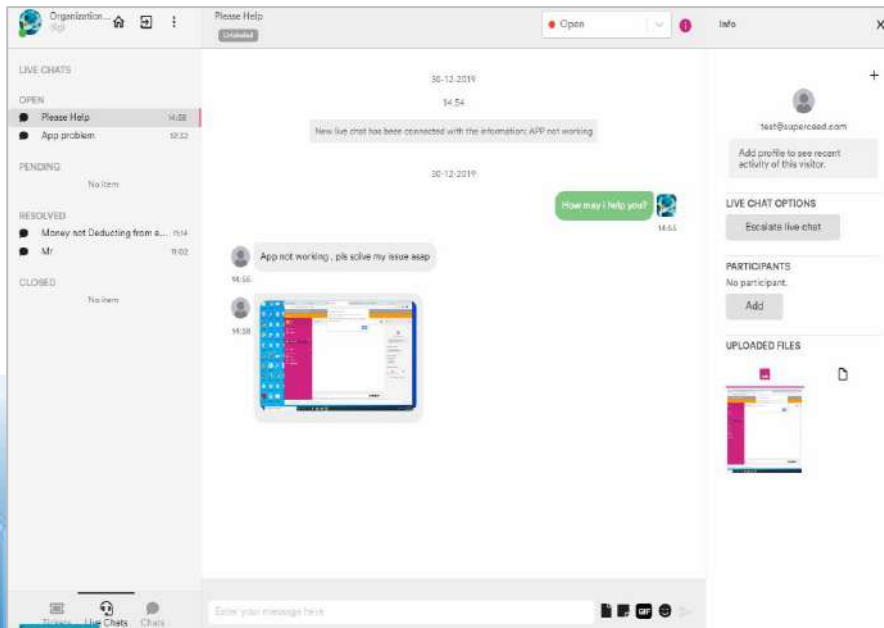
The screenshot shows the 'MyChatbot' interface with a sidebar menu on the left containing: Dashboard, Responses, Ticketing, Live chat, Chatbot, Customization (highlighted), Settings, Deployment, Agents, Profile, and Account. The main area is titled 'Customization' and includes a sub-header 'The flow chart is an excellent way to represent the idea of the algorithm'. Below this is a flowchart editor with a toolbar. The flowchart starts with a 'Start' node (orange circle) which branches into 'App Technical Support' and 'Register'. 'App Technical Support' leads to 'Live agent', and 'Register' leads to 'Complain'. 'Live agent' and 'Complain' both lead back to the 'Start' node.

Seamlessly pass conversation from chatbot to live chat

Chatbot



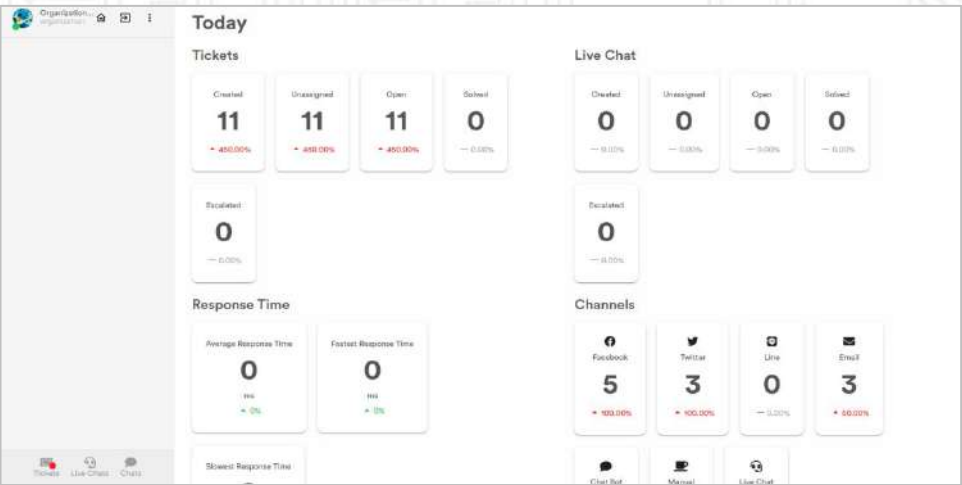
Live Chat (Agent Perspective)



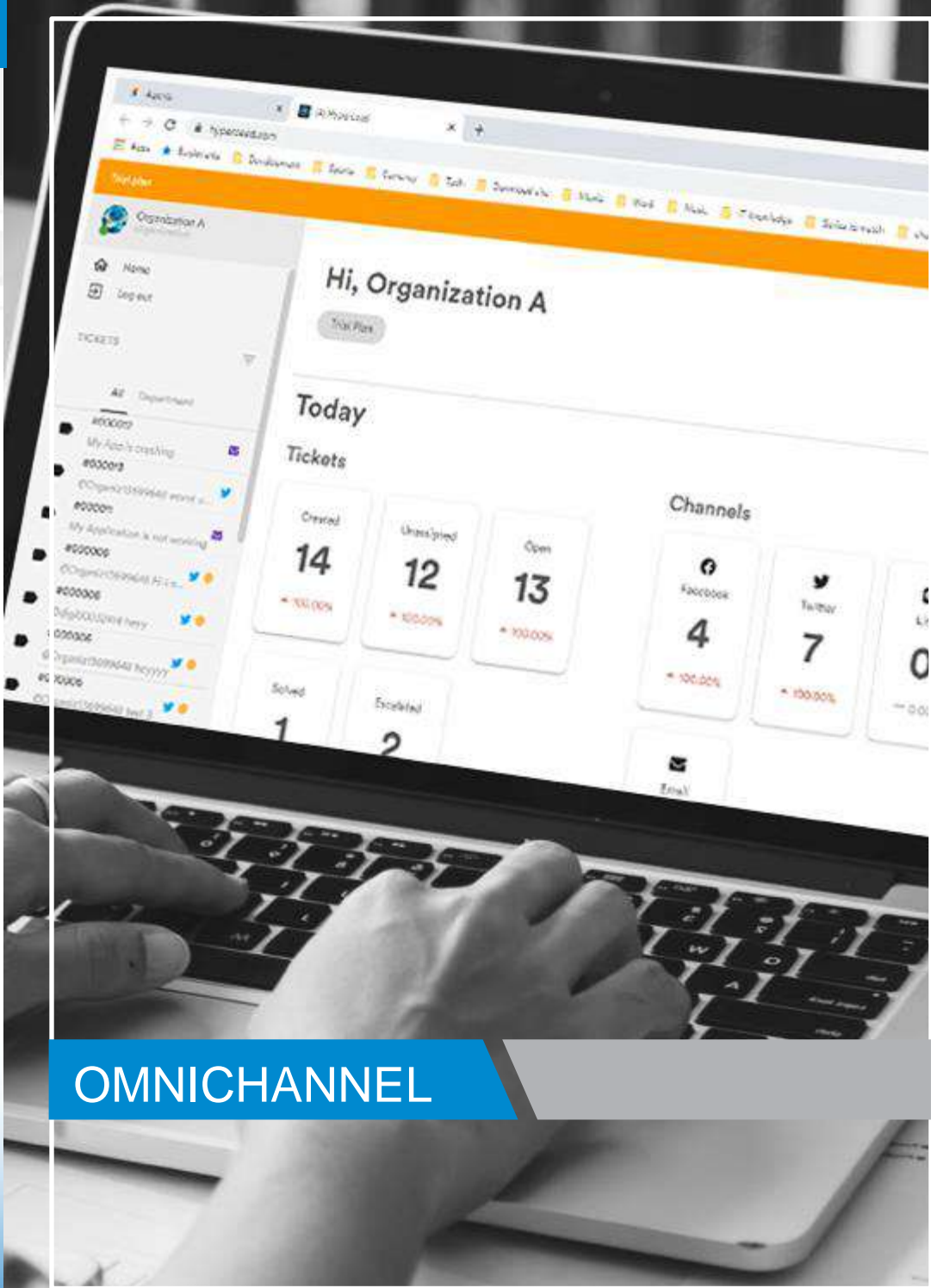
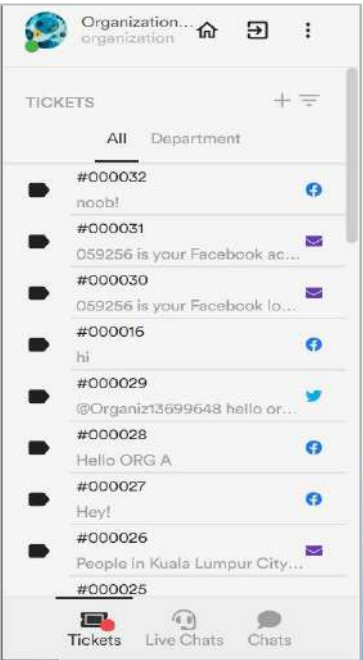
BOT-TO-HUMAN HANDOFF



Omnichannel Dashboard



Omnichannel Tickets



Ticket Management

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

The screenshot displays a Ticket Management application interface. At the top, a header bar shows the user 'Ali ali' with a home icon, a search icon, and a menu icon. The current ticket is '@lixuankoh testing again' with status 'Open' and priority 'Critical'. The left sidebar, titled 'TICKETS', lists several tickets with their IDs, categories, and status labels. The central chat area shows a timeline of messages, including three escalation notifications. The right sidebar, titled 'Info', displays the user profile 'Li Xuan Koh' and sections for 'TICKET OPTIONS', 'PARTICIPANTS', and 'UPLOADED FILES'.

TICKETS

- #000028: Compatibility, Warning, Medium, Critical, crash, @digi00032414 oioioioioio
- #000025: Compatibility, Test Label, toto
- #000029: Warning, Critical, App, crash, Network, @digi00032414 Hello
- #000007: Important, Warning, Critical, @lixuankoh testing again
- #000013

19-12-2019

16:06

Ticket #000007 has been escalated by Ali to department 'police', assigned to 'Hello'. Reason: crime

16:25

Ticket #000007 has been escalated by Ali to department 'police', assigned to 'Hello'. Reason: test dep

16:28

Ticket #000007 has been escalated by Hello to department 'fire fighter', assigned to 'Jeffrey'. Reason: not my problem

24:11

Info

Li Xuan Koh

Add profile to see recent activity of this visitor.

TICKET OPTIONS

Escalate ticket

PARTICIPANTS

Jeffrey

Add

UPLOADED FILES



INTERACTION JOURNEY

Track the Interaction Journey of every customer

Exceed your customers expectation by how much you know about them

Your new product sucks!

Open

Info

X

21-12-2019

We apologize for your inconvenience. Will assist you shortly on this issue. Thank You

20:54

Thank You.

23-12-2019

16:45

Ticket #000010 has been escalated by Organization A to department "Team C", assigned to "Divasger". Reason: You're fired

16:46

Divasger has set status to resolved.

16:47

Divasger has set status to open.

17:22

Organization A has set status to pending.

17:22

Organization A has set status to resolved.

Enter your message here

Adam

30-12-2019 15:11

Facebook Page

21-12-2019 20:28

Facebook Page

17-12-2019 16:17

Twitter Mentions

TICKET OPTIONS

Escalate ticket

PARTICIPANTS

Ezra

Add

UPLOADED FILES

No image found.

Interaction Journey Map

Yesterday



CONTACTED VIA LIVE CHAT

conversation 45min

offline

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}} X

bad X

sucks X

horrendous X

disappointed X

worst X

Cancel

Save

Facebook Pages

Organization A

Information technology company

☒ Selected

☒ Monitor Posts

☒ Monitor PMs

Trigger keywords

bad X

suck X

worst X

disgust X

terrible X

{{all}} X

horrendous X

assistance X

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

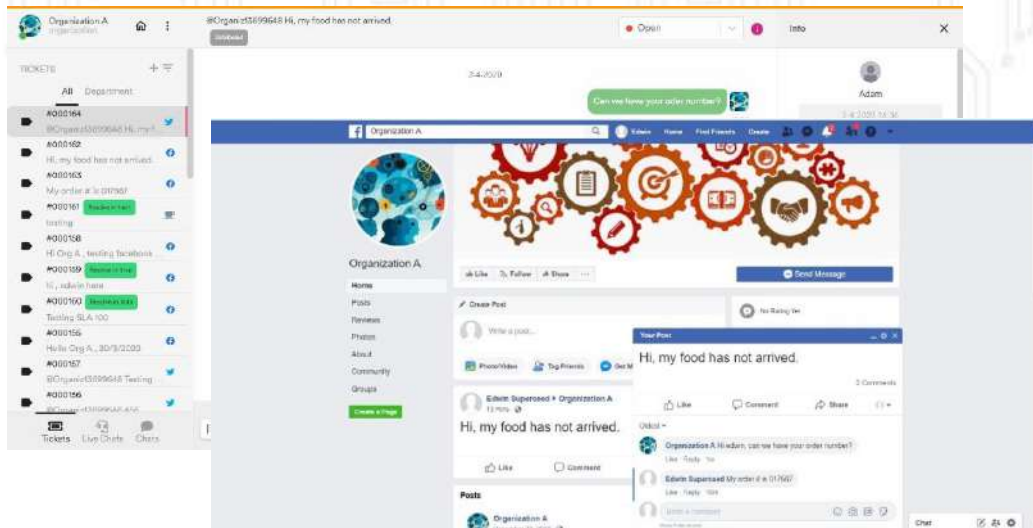
Channel Access Token

Close

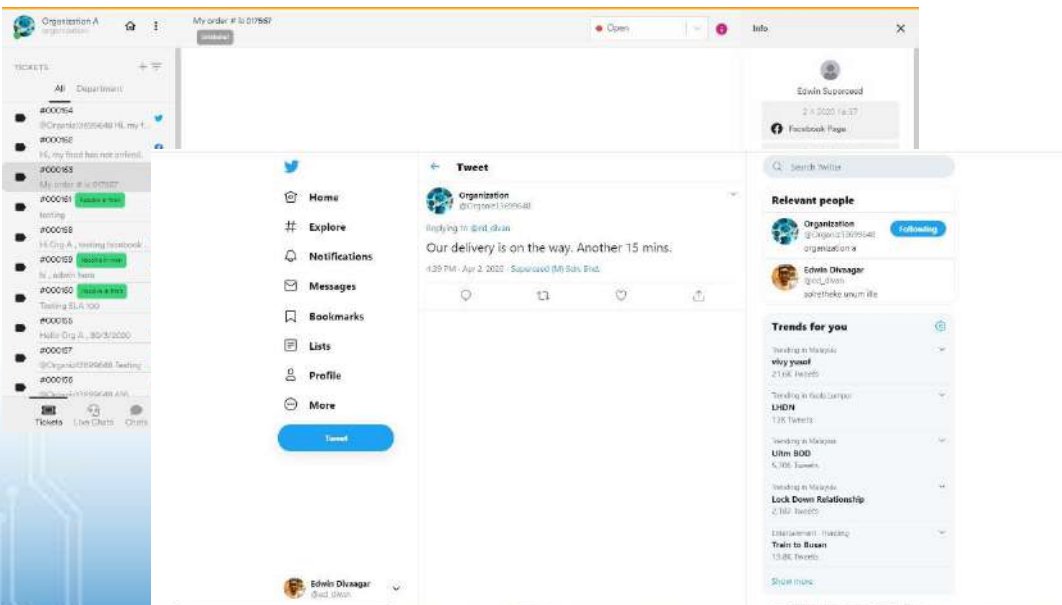
Get

Handling Social Media via Omnichannel Interface

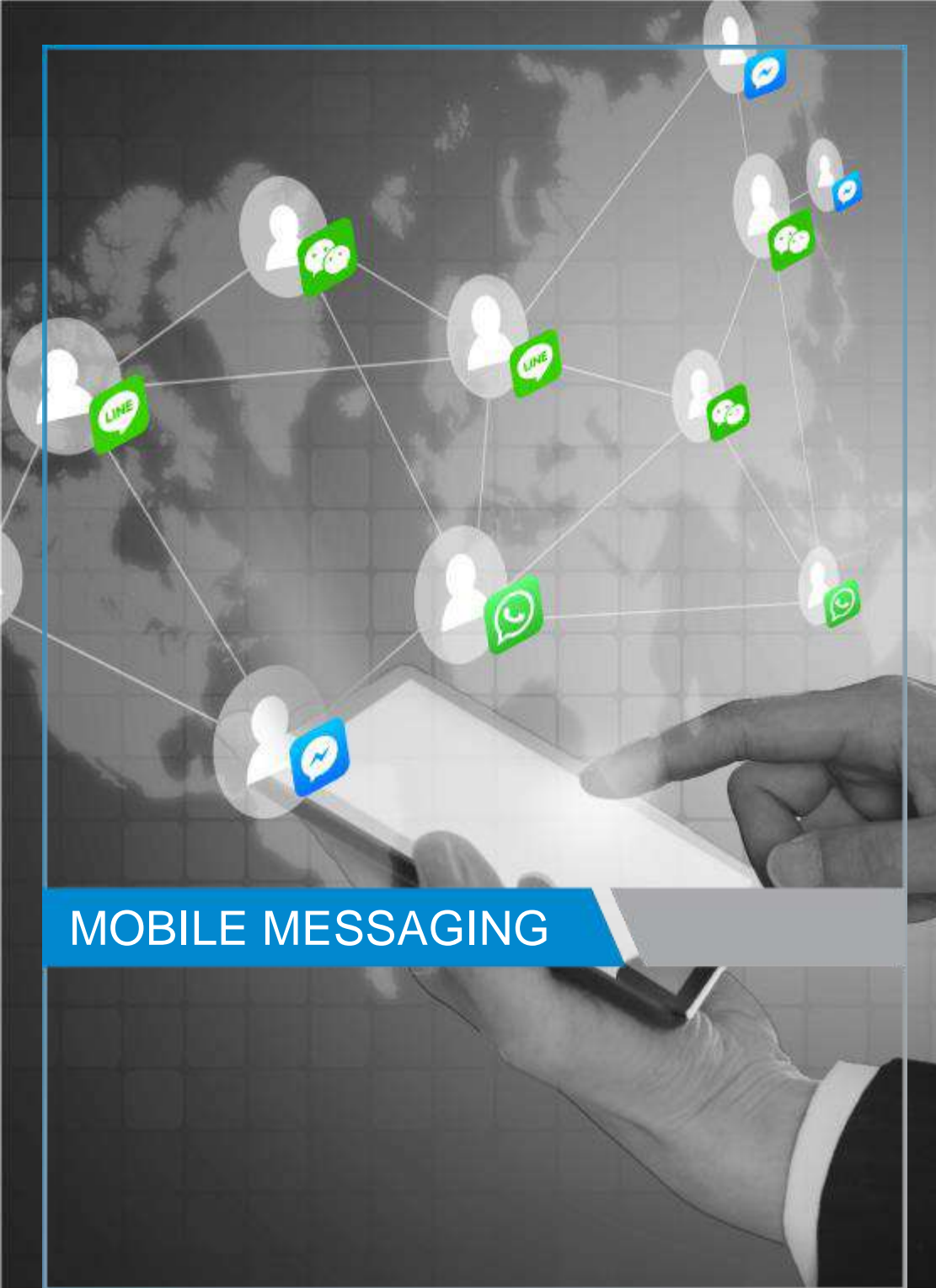
Replying to Facebook posts



Replying to Twitter posts



SOCIAL MEDIA INTEGRATION



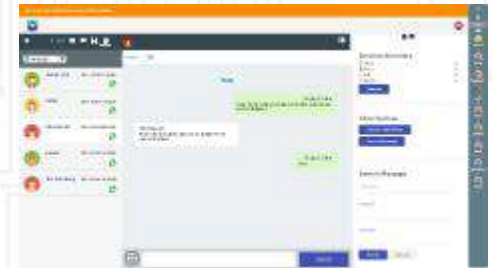
MOBILE MESSAGING

Handling Mobile Messaging via Omnichannel Interface

FB Messenger



WhatsApp



WeChat



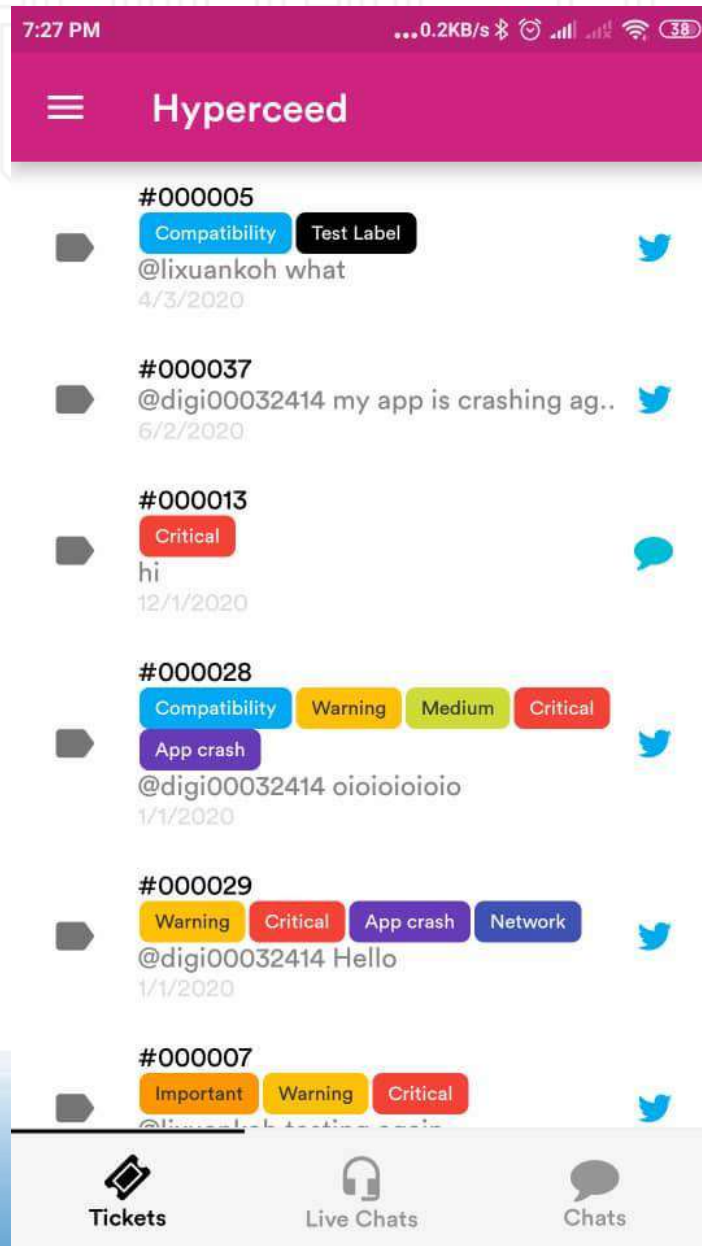
LINE



Telegram



Collaborative Application



Collaborative Application

