



Delivering AI Automated
customer support today

**How AI is used today to reduce costs
while enhancing customer experience**

DigitalGenius is an AI Powered Customer Service Automation Platform

Customer-focused brands partner with us to:

- 01 Transform customer service into a competitive advantage
- 02 Remove unnecessary costs from contact centers
- 03 Improve the customer and employee experience and satisfaction



Founded in 2014



Offices in London, UK and San Francisco, USA



Key patent filings & notable publications

Raised \$25.3M in VC funding:



Select Customers:



Accolades:





Removing Unnecessary Costs
in Contact Centers

+



Improving the Customer &
Employee Experience



DigitalGenius

Customer Service Automation Platform

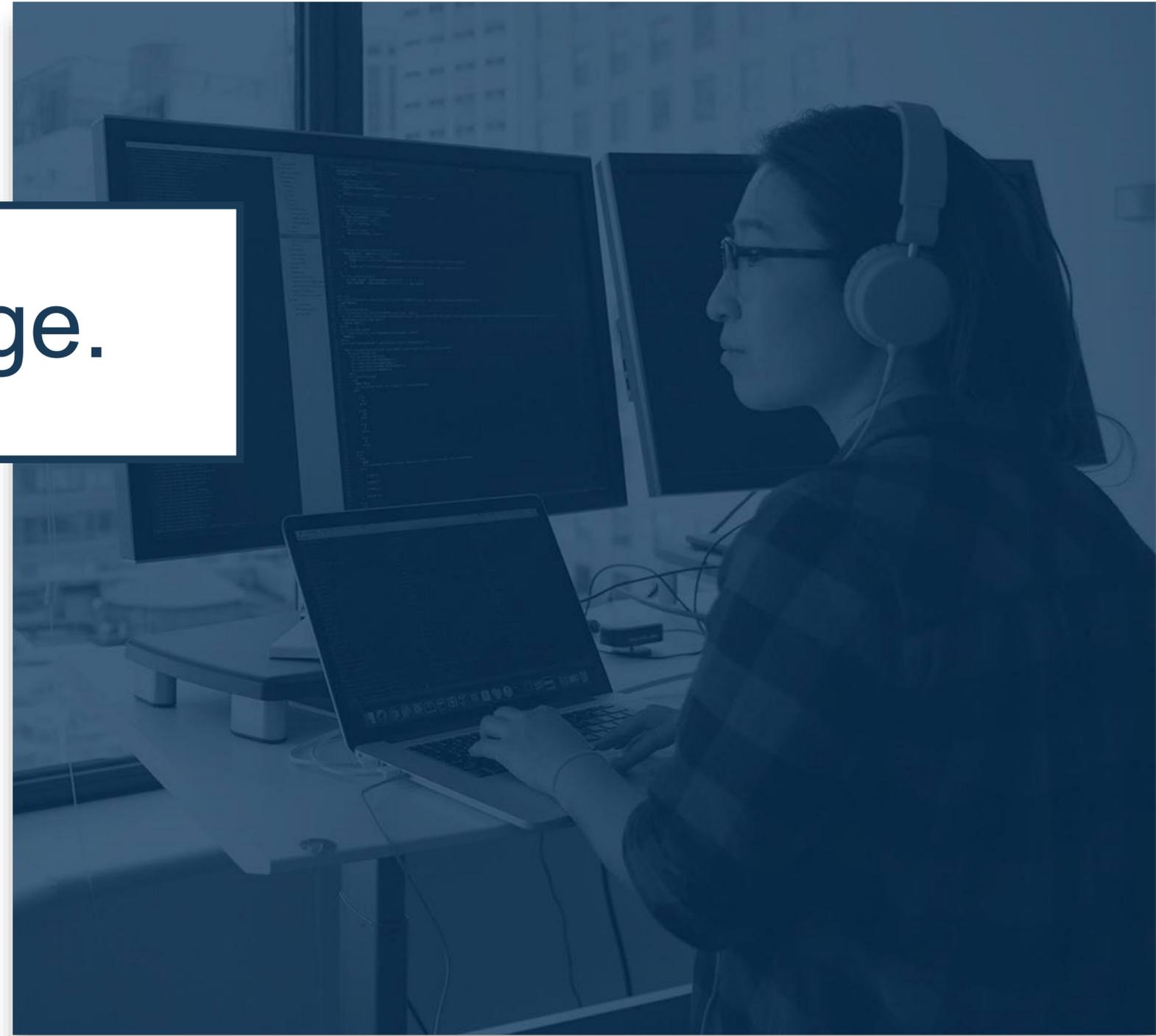
CPA:

Our Technology Advantage.

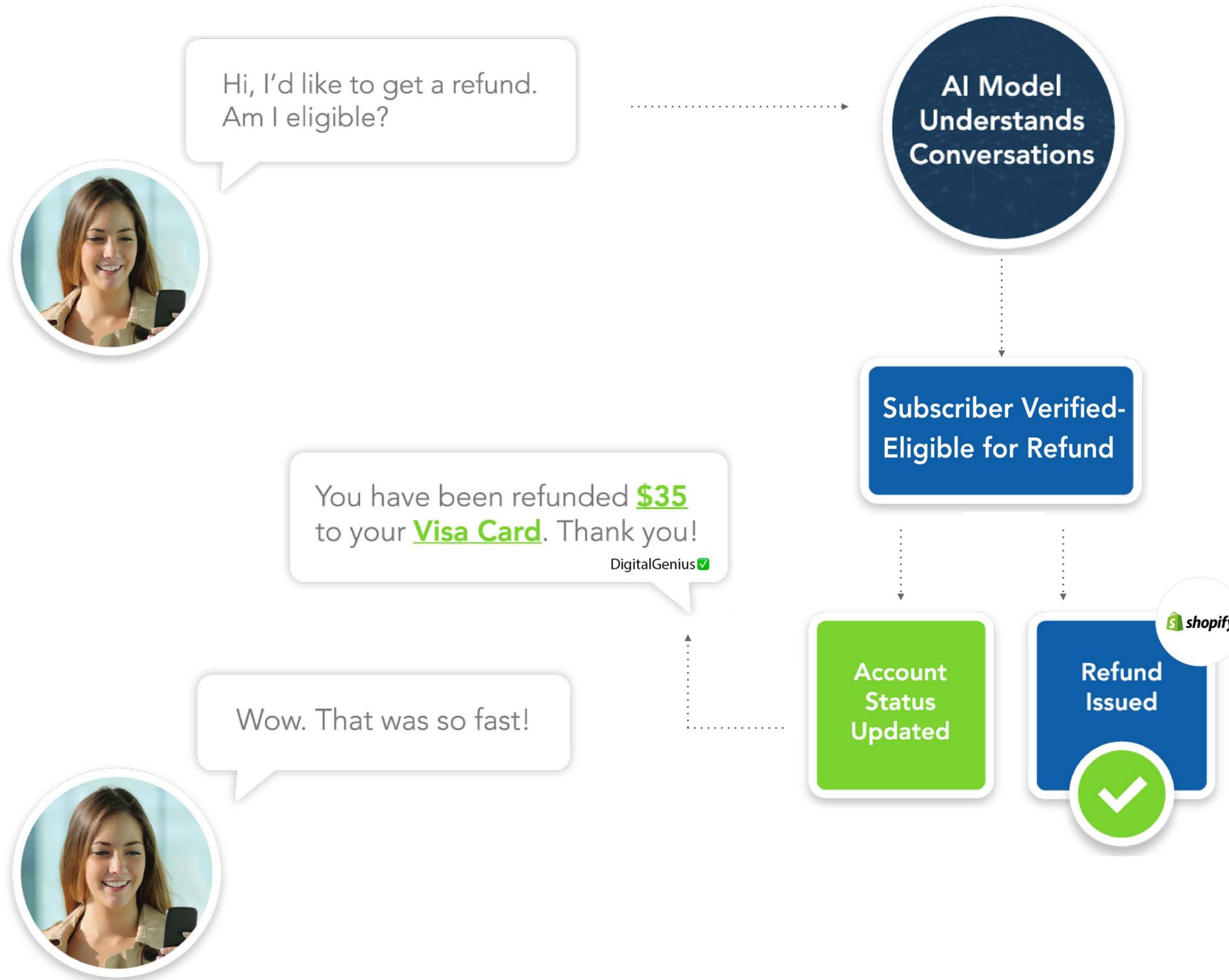
In customer service, having conversations is not enough.

You must connect them with back-end systems and enable processes to actually help your customers.

DigitalGenius uses Conversational Process Automation (CPA), which connects conversations with back-end processes to resolve customer issues.



CPA in Action



DigitalGenius



CoPilot

Understands
Conversations

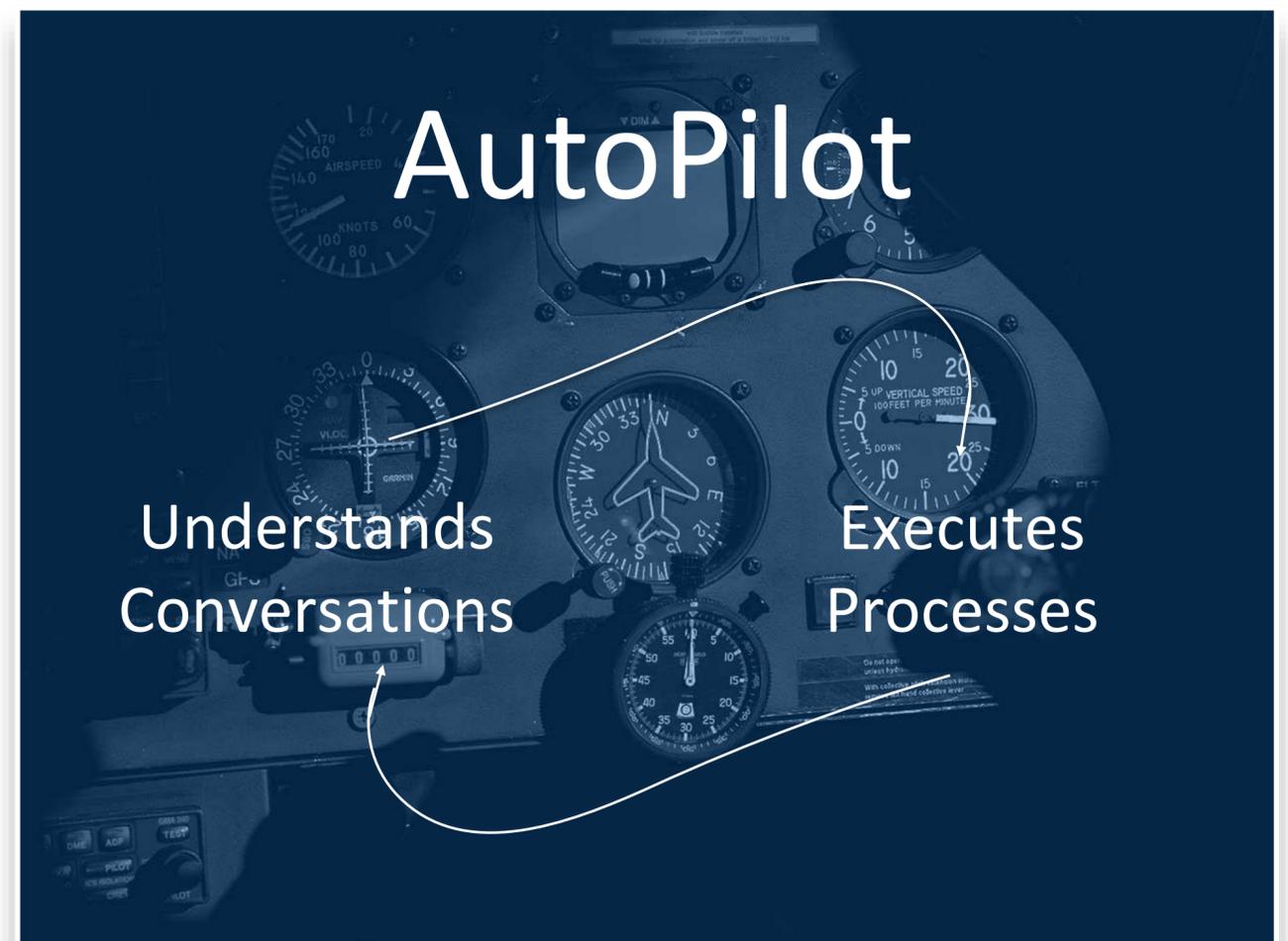
Assists
Agents

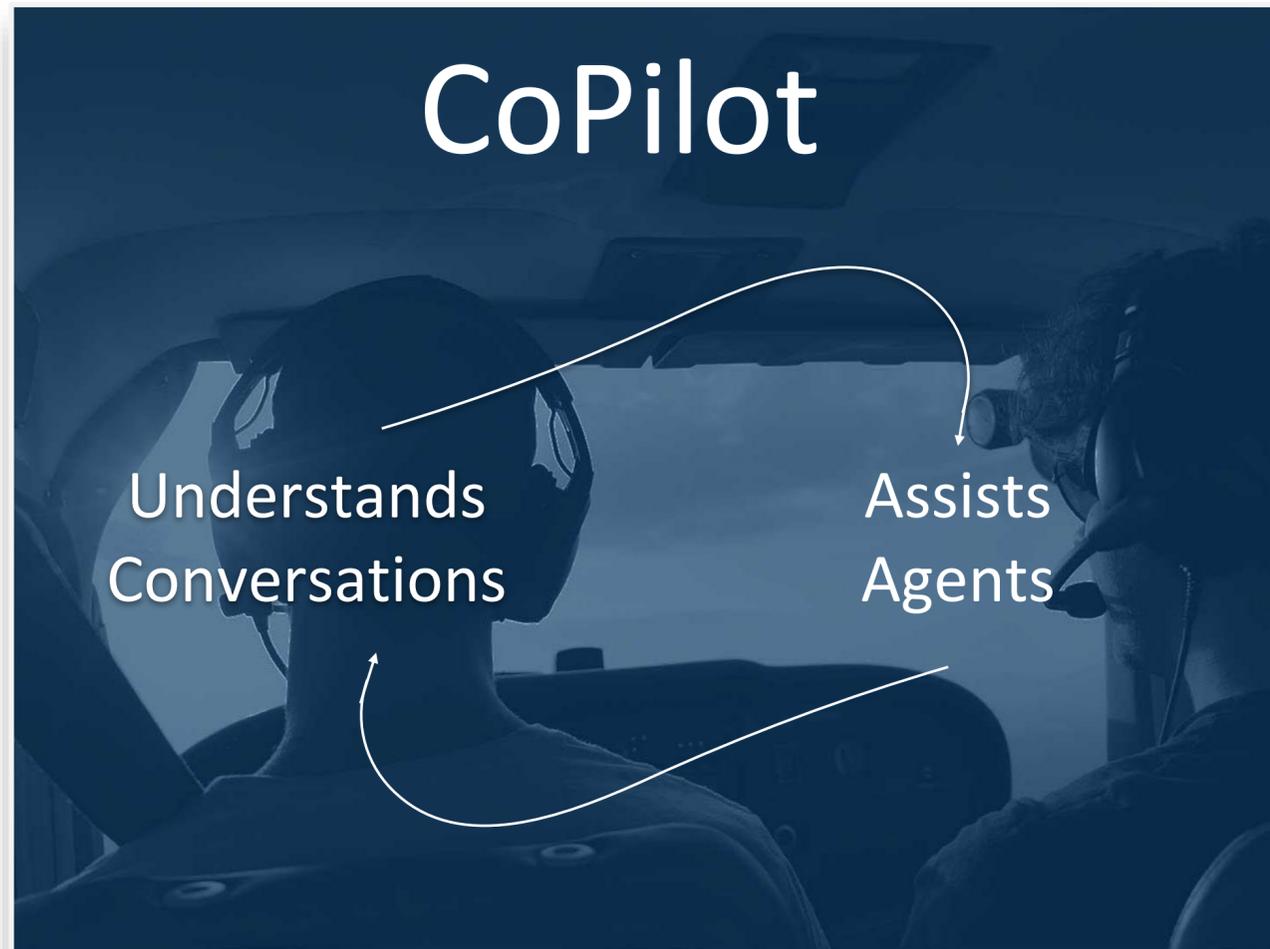


AutoPilot

Understands
Conversations

Executes
Processes



**When:**

Launched in January 2017

What:

Seamless combination of human and machine intelligence to provide faster customer service

Where:

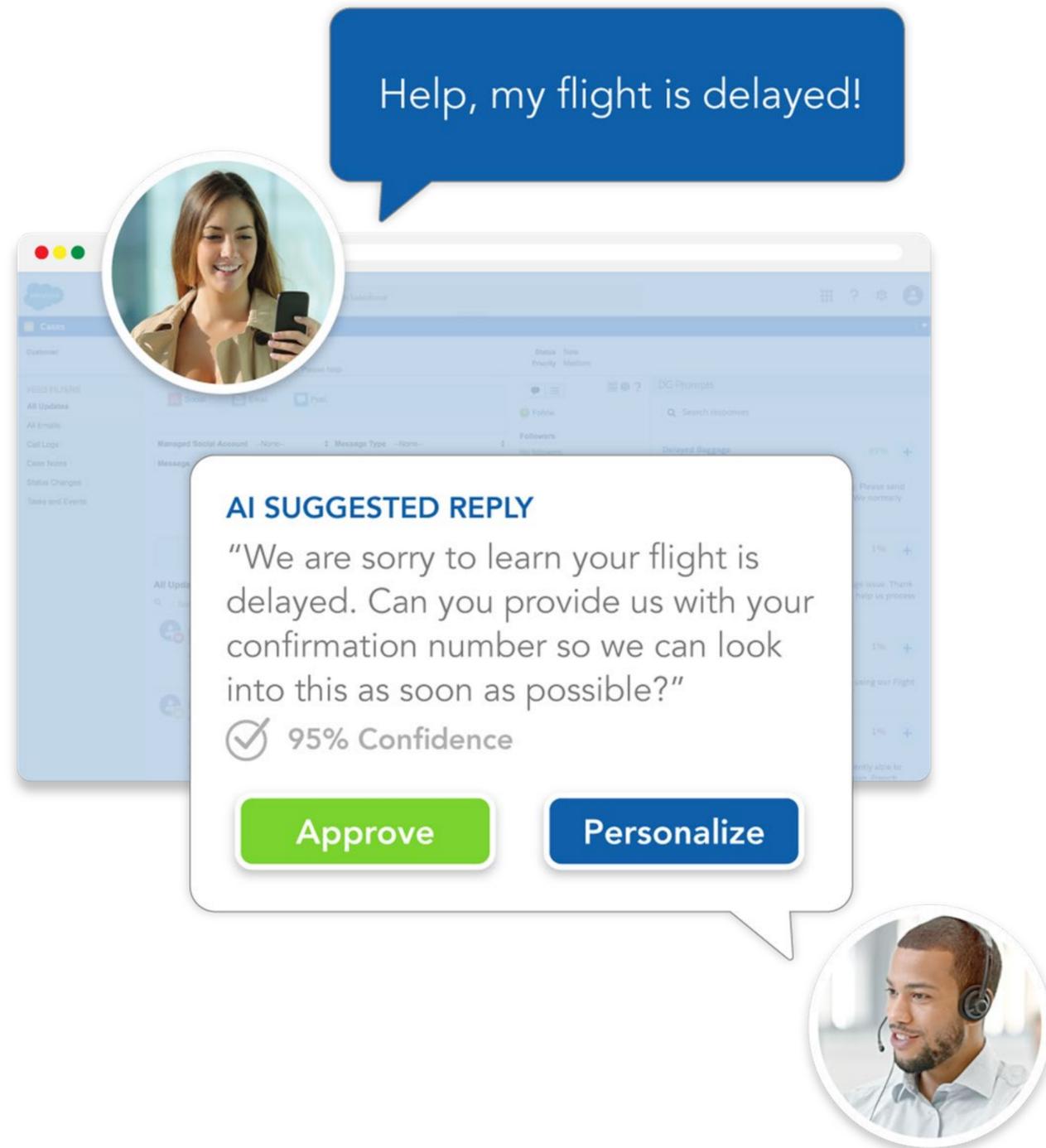
Appears inside existing agent console UI

How:

Recommends AI answer-prompts to agents for approval or personalization and tags cases

Why:

Rapidly reduces handling time (AHT), continuously trains DigitalGenius AI models, and enables more productive and satisfied agents



CoPilot



Reduces average handling time



Accelerates agent onboarding



Increases agent retention



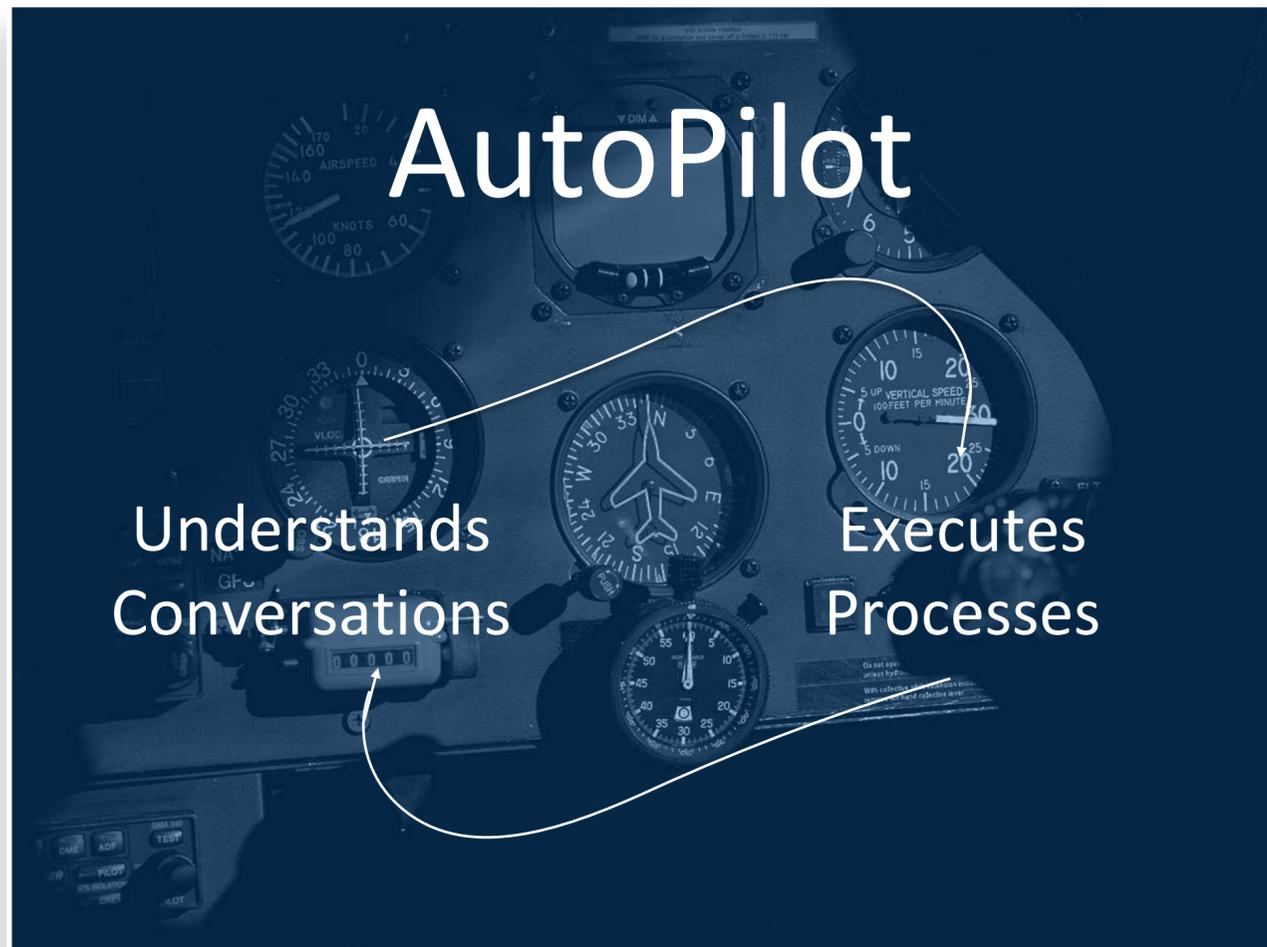
Martine Van der Lee,
Head of Customer Service at
KLM Royal Dutch Airlines, shares
DigitalGenius results including:

50%

reduction in case
processing time

2X

message volume with
same FTE headcount

**When:**

Launched in July 2018

What:

Full resolution of customer support tickets with no agent involvement

Where:

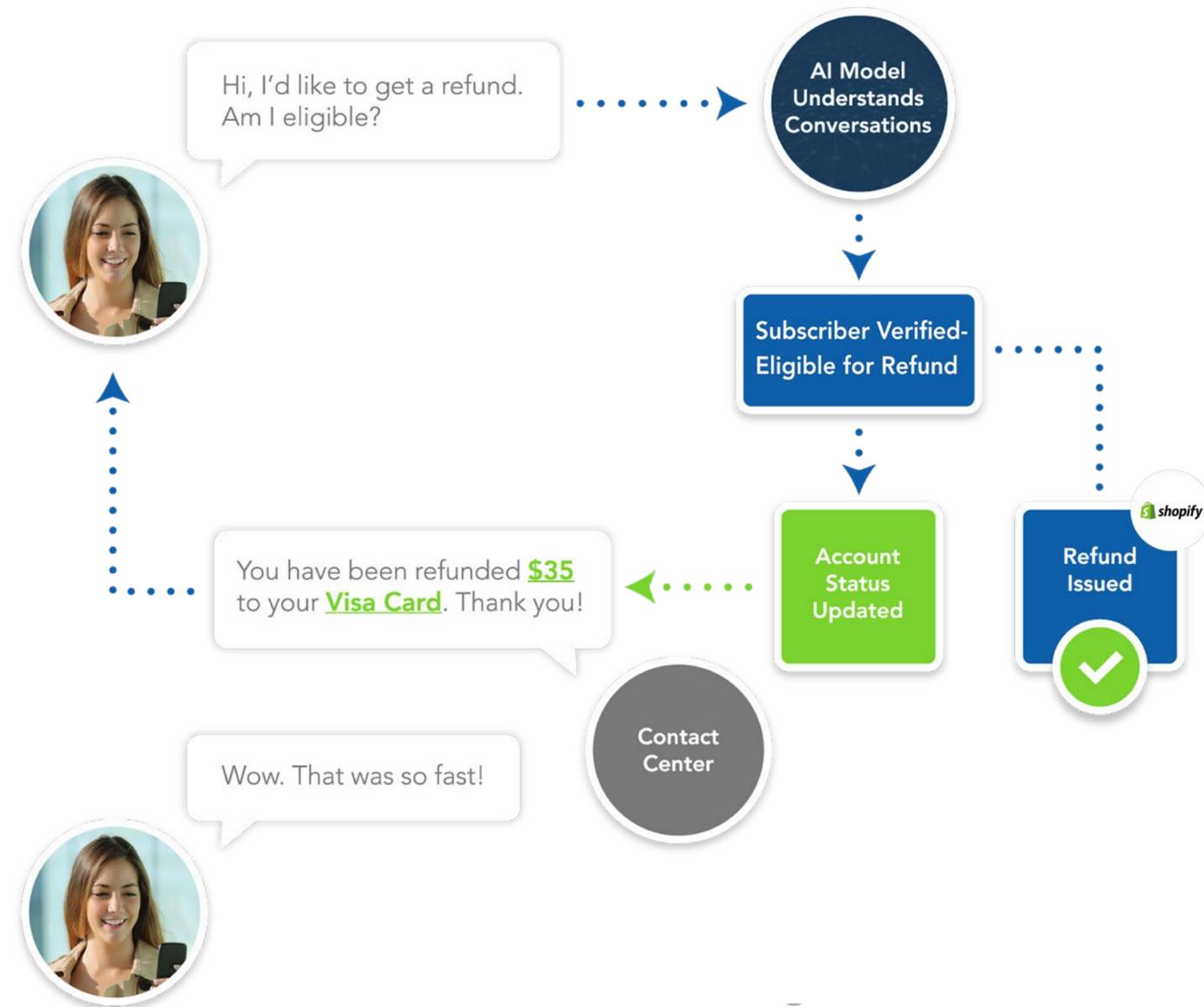
Works behind the scenes, interacting between agent console and back-end systems

How:

Uses AI to connect conversations with back-end processes to automate resolutions

Why:

Reduces unnecessary costs by automating repetitive support tickets, while enabling agents to focus on more meaningful customer service tasks



AutoPilot



End-to-end resolution of customer service tickets



Immediate response and resolution time for customers



Rapid boost in customer satisfaction scores

We believe every company in the world will have AI in their contact center in the next few years.

DigitalGenius

is leading the way.

Customer Stories



With DigitalGenius, KLM is handling 2X the message volume with the same agent headcount, and their support case processing time was reduced by 50%, leading to massive savings.



“By using artificial intelligence, KLM makes conversations with our customers even more timely, correct, and personal.”

Pieter Groeneveld
SVP Digital



CourseHero is auto-resolving 15% of their customer service volume with no agent involvement using DigitalGenius.



“Today DigitalGenius is already handling 33% of all inbound customer service tickets, and over half of those are now fully resolved with no agent involvement. We love these results.”

Maria Muniz
Head of Customer Support

The Magoosh logo features the word "Magoosh" in a white, sans-serif font. The letter "o" is replaced by a white checkmark icon. The background of the slide is a dark blue, semi-transparent image of a desk with a laptop keyboard, a coffee cup, and some cookies.

Magoosh is auto-resolving 10% of their total ticket volume after just one week with DigitalGenius AutoPilot. While using CoPilot led to an increase in ESAT and a 50% reduction in the ticket back-log.



“DigitalGenius reduced Magoosh’s queue of customer requests by half, and made my team’s goal of responding to every customer within 24 hours more manageable.”

Sarah Seiwert
Student Help Rep



Imagine Learning reduced their customer service handling time by 70% using DigitalGenius CoPilot.



“DigitalGenius not only improved the response time in our contact center, with responses now 70% faster than they were without AI, they also expanded the capacity of my team to focus on more difficult tasks, and not repetitive tickets. We actually didn’t have to hire new team members for this entire year.”

Joel Beach
Director of Customer Care

THE
PERFUME
SHOP

DigitalGenius Powers 40% of The Perfume Shop Tickets, Boosting CSAT, AHT and FCR



“DigitalGenius powered a drop in our first-response time (FRT) to an all-time low. 40% of responses from our contact center are now answered in part or in whole by DigitalGenius, and we’ve seen notable improvements in customer satisfaction and AHT as a result. It’s allowing our agents to invest more of their time into solving complex customer queries instead. This is a big win for us and for our customers.”

Emily Mitchell
Customer Experience Manager

Notable Customers in Financial Services

MOODY'S

A bond credit rating business

zip | money

Offers consumers with credit options for online shopping

Betterment

A goal-based online investment company

Coinmama

Makes it fast, safe and fun to buy digital currency

ZOPA

Offers peer-to-peer loans with low rates

THOMSON REUTERS®

Delivers critical information from the financial markets

Notable Customers in Financial Services



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Online learning platform with study resources



CareerStep™

ONLINE EDUCATION & TRAINING SOLUTIONS

Online provider of career-focused training



Edgenuity™

where learning clicks

Provides engaging online education



Video explanations and lessons to help prepare for exams



Imagine Learning®

Uses technology to provide language and literacy instruction