



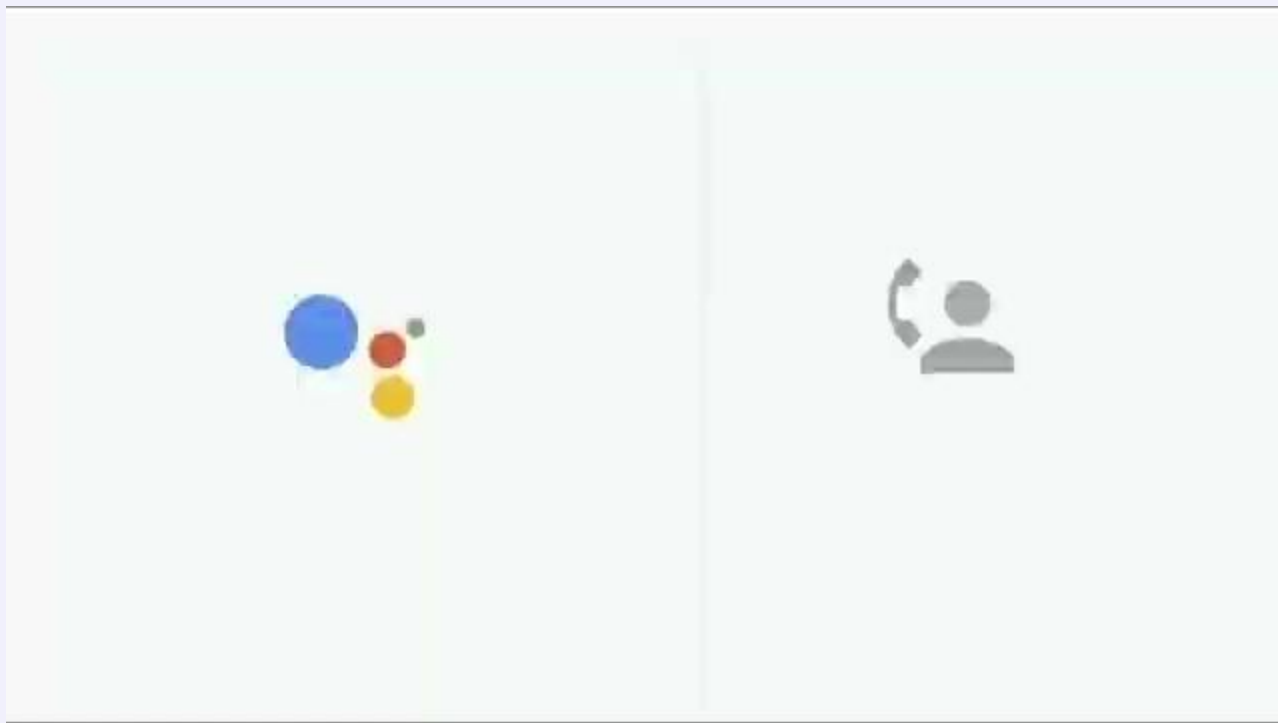
**DATA UNPLUGGED
INDIA**

ADVANCING CX WITH AI

**Fixing the Broken CX Journey:
Why AI is No Longer Optional!**



The world we were promised!



The world we live in!



The Promise

- AI-powered conversations that are seamless & intelligent
- Bots talking to bots—automating bookings, inquiries, and transactions
- Context-aware, human-like interactions that enhance CX



The Reality

- Call transcriptions riddled with errors and missing context
- AI struggling with accents, intent, and natural conversation flow
- Broken CX journeys leading to frustrated customers and inefficiencies

Bridging the gap

The Challenge

AI today lacks **contextual intelligence**, struggles with **real-world interactions**, and operates in **fragmented systems** that don't communicate effectively. The result? Broken CX journeys, frustrating experiences, and missed opportunities.

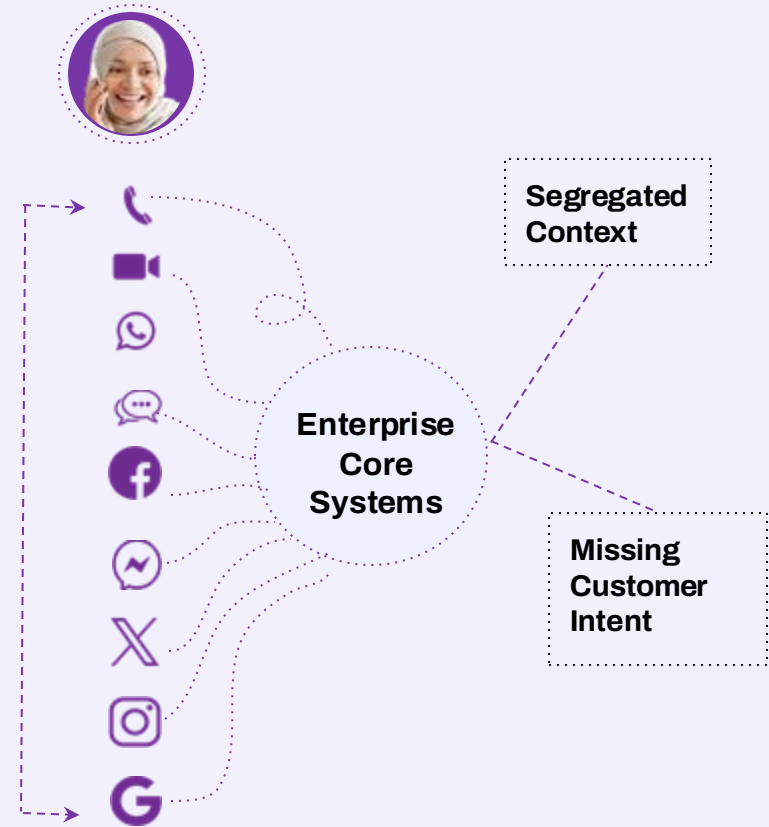


The Solution

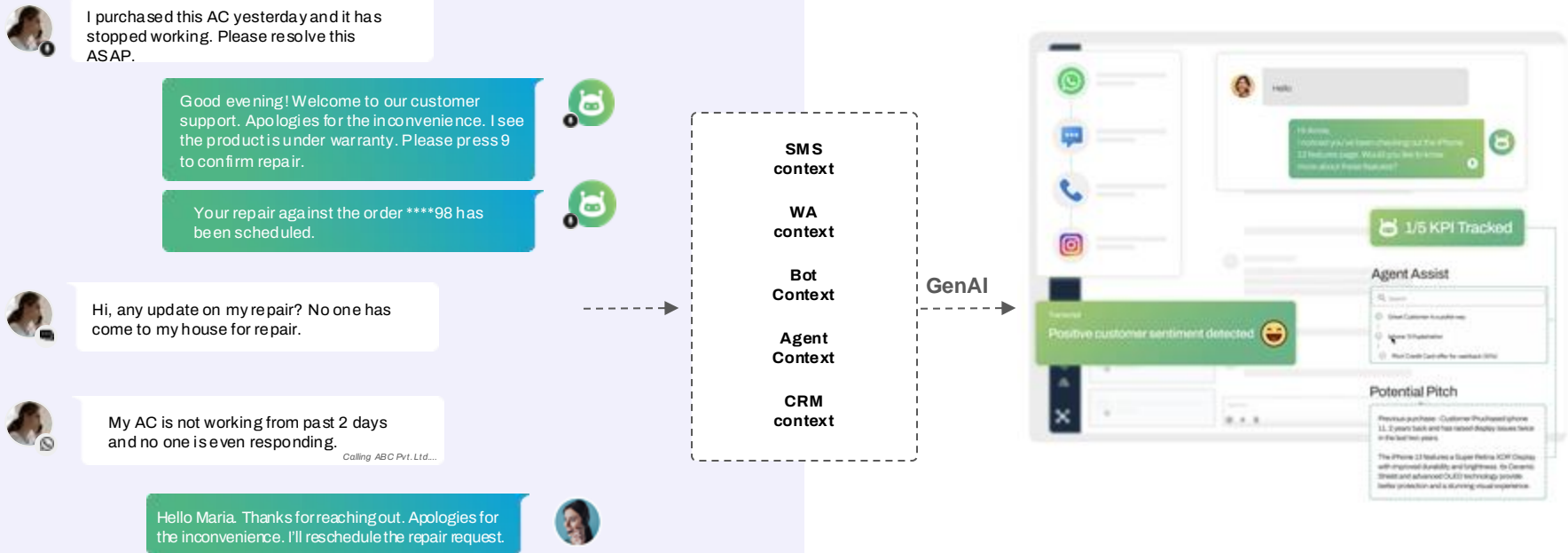
We need **smarter AI**—built for real conversations, not just automation. AI must be **Context-aware** capable of truly **understanding, interpreting, and responding** accurately. It's time for AI that doesn't just process data but **drives meaningful customer experiences**.

Customer Insights & Conversations Exists - But in Silos

- Enterprises **know a lot about their customers** through a comprehensive suite of tools.
- While these tools often give deeper customer insights they **lack a comprehensive customer intent and essence**.
- This differentiates a good CX from a great one.



Context Shapes the Flow and Outcome of Customer Conversations



Conversational Context is making the difference in CX

State Intent Vibe

Radhika is trying to **renew her policy** and **tried multiple times**.

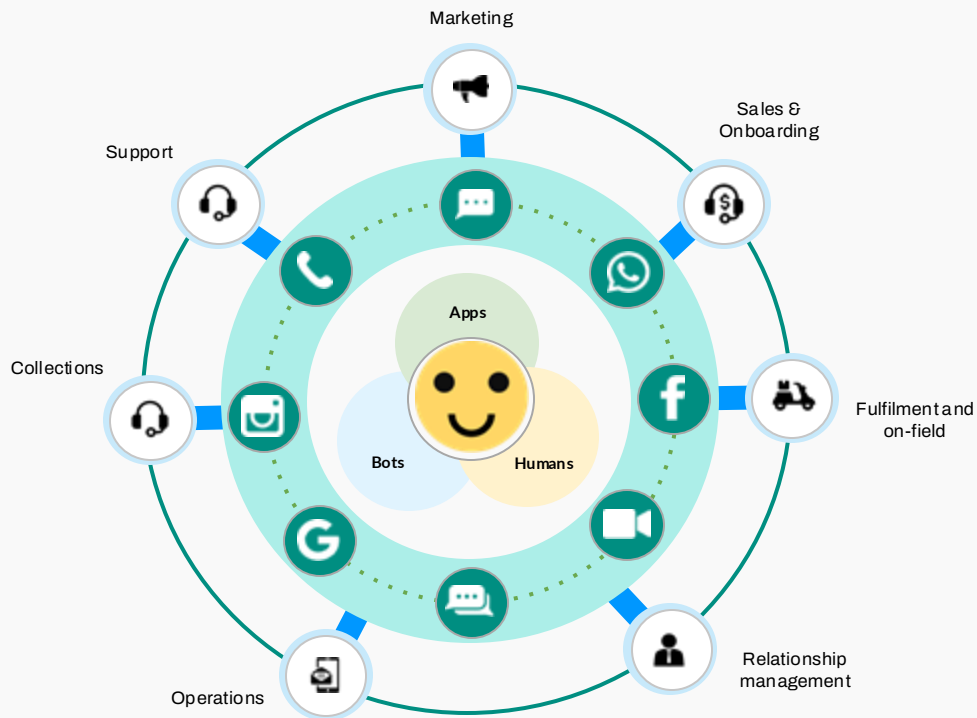
She is **irritated** of making payment again and again and every time the **payment fails**.

Response with Context

Hello Radhika, thanks for reaching out. It can be frustrating that the payment is not going ahead. I will share a new payment link with you so you can renew the policy without error.



Winning brands realize the power of Unified CX



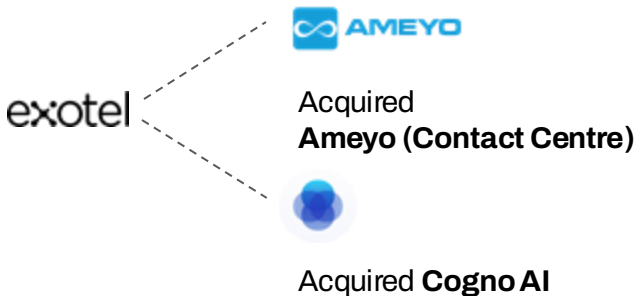
Connected data

Single or few-provider architecture

Unified channel stack

Exotel Uniquely Brings the Best in Enterprise Communication

Our journey Started in 2011



Offices:



India

- Bengaluru (HQ)
- Gurugram
- Mumbai



UAE



Saudi Arabia

Present in
60+ ^C
ountries



100 Mn+
Daily Conversations

7,500+
Customers

220000+
Agents

Bot-to-Bot interaction



Let's Create World-class CX Together