

# Executive Summary

## Distribution Partners



### Mission

Our founding mission is to leverage the Connected Consumer trend to transform the way brands do customer service.

### Vision

Empowering the Connected Consumer...

### Overview

We at Telrock believe customer service is broken - that the massive consumer shift to mobile is the cause - that this creates an opportunity to innovate in this £293bn sector. With 2013 revenues of £3.3m and growing over 70% p.a. Telrock is supplying software to Fortune Global 500 customers that change their traditional approach to customer service. We put mobile and connected devices at the heart of everything they do with their customers.

The proven benefits of re-imaging mobile customer service using the Telrock solution includes:

- 90% reduction in customer service cost – Bank of Montreal
- 40% fraudulent transactions resolved in less than a minute – Capital One
- 50% reduction in customer service agents – Capital One
- 26% of bills paid within 15 minutes – Scottish and Southern Energy
- 72% of customers more likely to stay with the brand – American Express

### Opportunity - Rise of the Connected Consumer

Explosive adoption of mobile and smart devices (1.2bn units in 2013<sup>1</sup>) is empowering consumers and changing the way services and content are delivered. 72% of them are demanding control over how, when and where they get anything and interact with customer services. Gartner, as a result, is predicting that 85% of customer service interactions will be automated by 2020.<sup>2</sup> This connected consumer trend powered by advances in biometrics, cloud and social software is disrupting and forcing all industries, (including the customer services sector) to adopt new business models.<sup>3</sup> As a result this shift is predicted to be a £20bn opportunity by 2018, in the emerging Mobile Engagement sector.<sup>4</sup>

These empowered consumers are less loyal to brands<sup>5</sup>, want to be in charge of their data, help themselves online and take action in their immediate context and moments of need "Mobile Moments"<sup>6</sup>. Furthermore mobile, when combined with big data, this offers the opportunity to move beyond personalisation to one to one engagement.

Addressing this opportunity is far more challenging than screen scraping CRM systems or transitioning PC-Web, and other traditional customer service solutions to mobile. It can be expensive, according to Forrester Research "if version one of their app cost \$250,000, it's not unusual for version two to cost \$2 million, driven in part by the need for engaging UI/UX, re-engineering core processes, analytics and deep integration with legacy systems".

Telrock's approach dramatically reduces the complexity and cost of implementing this "version two" by moving the entire engagement, service creation and integration process to a single cloud based Mobile Engagement platform.

### Company Status

£3.3m 2013 revenues, 70% p.a. growth over the last three years, 2014 bookings forecasted to exceed £8.8m. Privately held, London based, English limited liability company (07066101).

Mobile Engagement providers  
are a new

**£20 Billion**  
Market By 2018

*'Forrester Research'*

## Customers



*Our clients include Fortune  
Global 500 financial institutions  
and utilities companies.*

"The nexus of social, mobile, cloud and information - creates business opportunities and disruptions, building upon and transforming user behaviour while creating new business opportunities."

*Gartner*

"Building and delivering great mobile experiences will be the beating heart of all brands customer engagement strategy for the next 10 years." Forrester

72% of consumers polled by Oracle Inc. and others say they prefer to manage their account themselves online

## Team and Experience

Our experienced leadership team is made up of serial entrepreneurs and seasoned former corporate executives with proven record of delivering global, world's first products and services

Roy Gunter  
Russell Robinson  
Lindsay Smith  
Daniel Mazure  
Frans Labuschagne  
Bruce Leith  
Bruce Curry



## Telrock Platform and Solutions

Our current product is an enterprise grade software solution, that delivers self-serve customer service applications, on mobile and connected devices. Telrock's clients utilize the solution to automate and hand over control for various services (which previously required involvement of call centre agents) to their connected consumers. This boosts customer engagement, loyalty and propensity to spend, whilst delivering significant cost reductions.

Telrock will transition to a new API - enabled, cloud-based Mobile Engagement Platform in Q3 2014. The platform is designed for industry leading speed of integration, and to interface with any customer facing legacy system. Brands will use the intuitive service creation environment, to 'mashup' great mobile experiences for their customers. The proprietary smart-engine, powered by advance natural language processing (ANLP), machine learning and voice recognition will enable a wider range of automated customer services across the life-cycle. It powers insight, service creation and true one-to-one customer engagement, with tools and strategies to combine, optimise and analyse mobile, social, biometric and customer data held in legacy systems.

## Go To Market Strategy

We have signed sales and distribution partnerships with a number of global fortune 500 services organisations including Experian, TSYS, FICO and Converse. They are supported by an increasing in-house sales and solutions team. Together our partners provide fast access to over 10,000 of the world's largest enterprises, 2bn consumers and the ability to interact with ten Petabytes of data daily.

## Competition and Differentiators

A recent Forrester report underscores our approach, pointing out that any brand's future mobile strategy must include a single view of, and ability to engage across the full customer life-cycle. It goes on to point out that a single mobile engagement platform is essential for success, but none had emerged. Instead, the current competitive landscape is fragmented, between management consultancies, digital agencies, mobile and product development specialists, telcos and system integrators. Telrock's was founded to fill this gap in the market. We were early in identifying this shift, and as a result, hold a time to market advantage coupled with technology and thought- leadership.

- Mobile-First design
- Unique full customer life-cycle mobile engagement platform
- Proprietary smart engine to drive engagement strategies, analytics etc.
- Industry leading speed of integration to legacy systems
- Service creation environment and innovation ecosystem
- Proven track record implementing full commercial solutions for tier one enterprise.

For more information please contact:

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