




PITCH DECK



Connect, Communicate and Engage with your Customers seamlessly.

CBIS is the bridge of Immense possibilities connecting you to your customers in the highly and dynamically changing Digital Space.



Who are we?

We are a dedicated group of software developers, marketers, and designers who are driven to achieve exceptional outcomes for our clients in the rapidly expanding market. Our mission involves crafting products that garner admiration from users worldwide

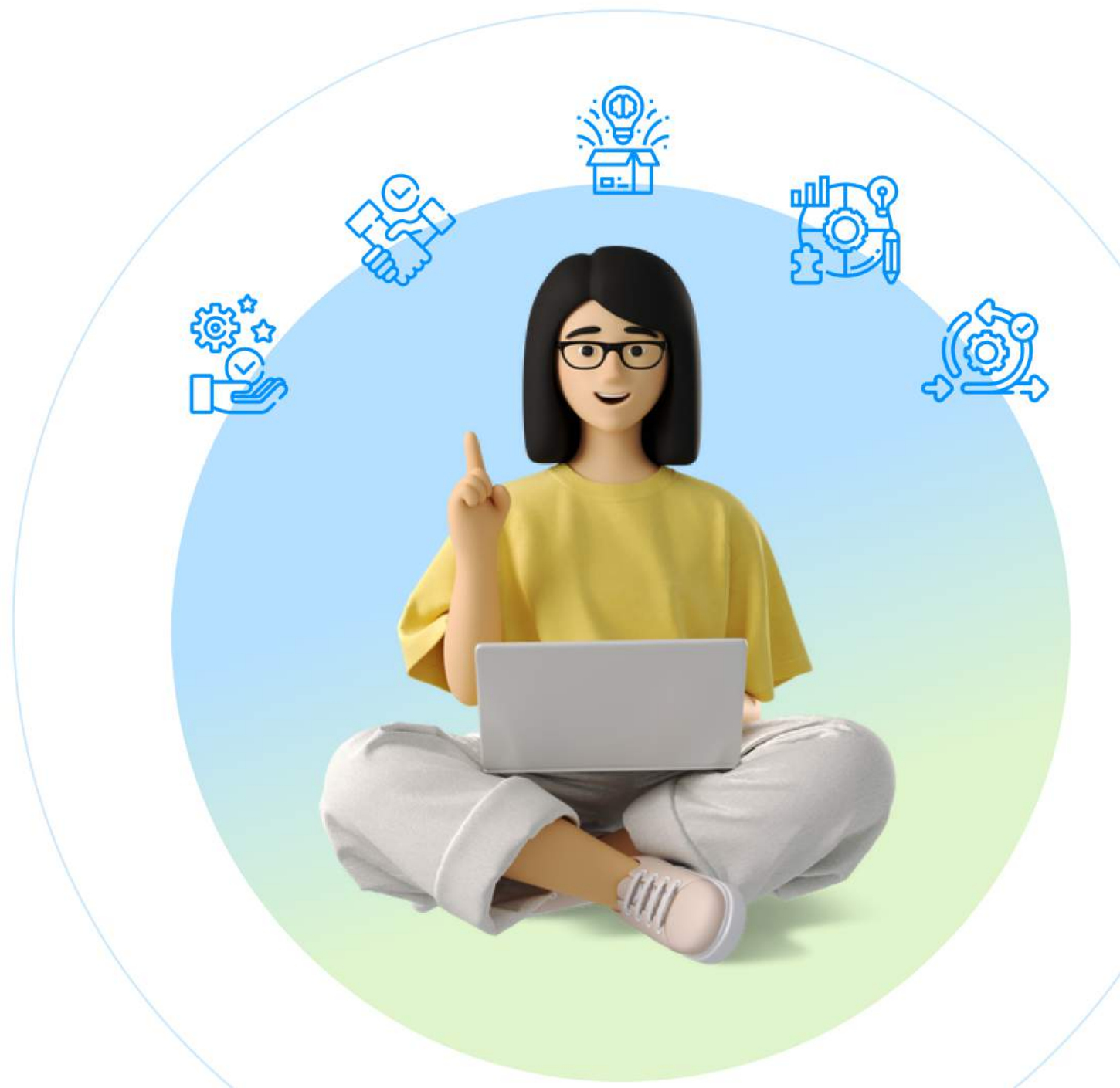


Operating Metrics



Our Principles

We continuously embrace boundless opportunities, pushing the limits of our teams and products, while remaining open to exploring new horizons. We fearlessly test hypotheses and take delight in charting our course across the globe



Take Ownership



We are proactive, resourceful, and take pride in our work. We don't shy away from challenges or difficulties, but instead, proactively address issues and take necessary actions.

Emphasizes on adaptive planning, iterative development, and constant feedback to deliver solutions efficiently. We have the ability to respond to changes and challenges quickly and effectively



Agile

Think Big



We think beyond the boundaries of the current situation and consider larger, more significant objectives.

Our goal is to create a culture of continuous improvement where every individual in the organization actively participates in seeking out and suggesting better ways of doing things



Kaizen

Credibility



Trustworthy and reputable in representing your organization. Reliable and capable of effectively communicating the values that we represent.



Our Clients

We are trusted by over 1 Million people worldwide



uEngage

phonecash

EyeMyEye

fab
HOTELS



Bata

bent chair®
CELEBRATE CREATIVITY

RapiPay
Simple hai!

zingbus



paisabazaar.com
India's No.1 Loans and Cards Marketplace

techjockey



HAIR™
originals

EaseMyTrip.com
Take it Easy

PaySprint

ReliPay
India



FABPIKS

GROW
aaśan

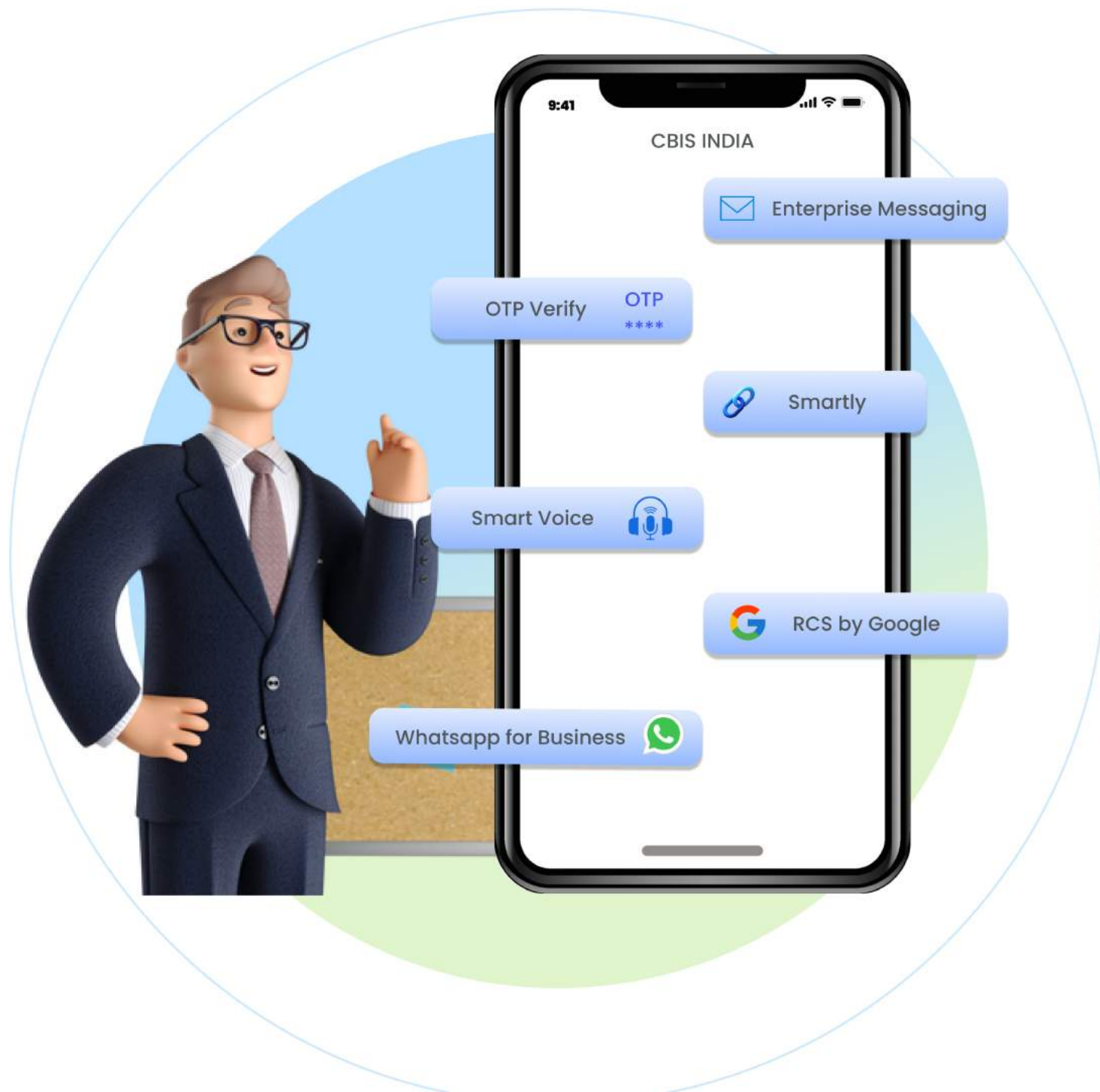
Saahaj

Dixon
The brand behind brands

RSPL
EVOLUTION IS CONSTANT

Our Products

We prioritize customer satisfaction through our customer-centric products, meticulously designed to be highly helpful and maximize your utility.



Enterprise Messaging

Strengthen business communications worldwide with powerful communication tools. Connect your customers and meet their business necessity.

Enterprise Messaging



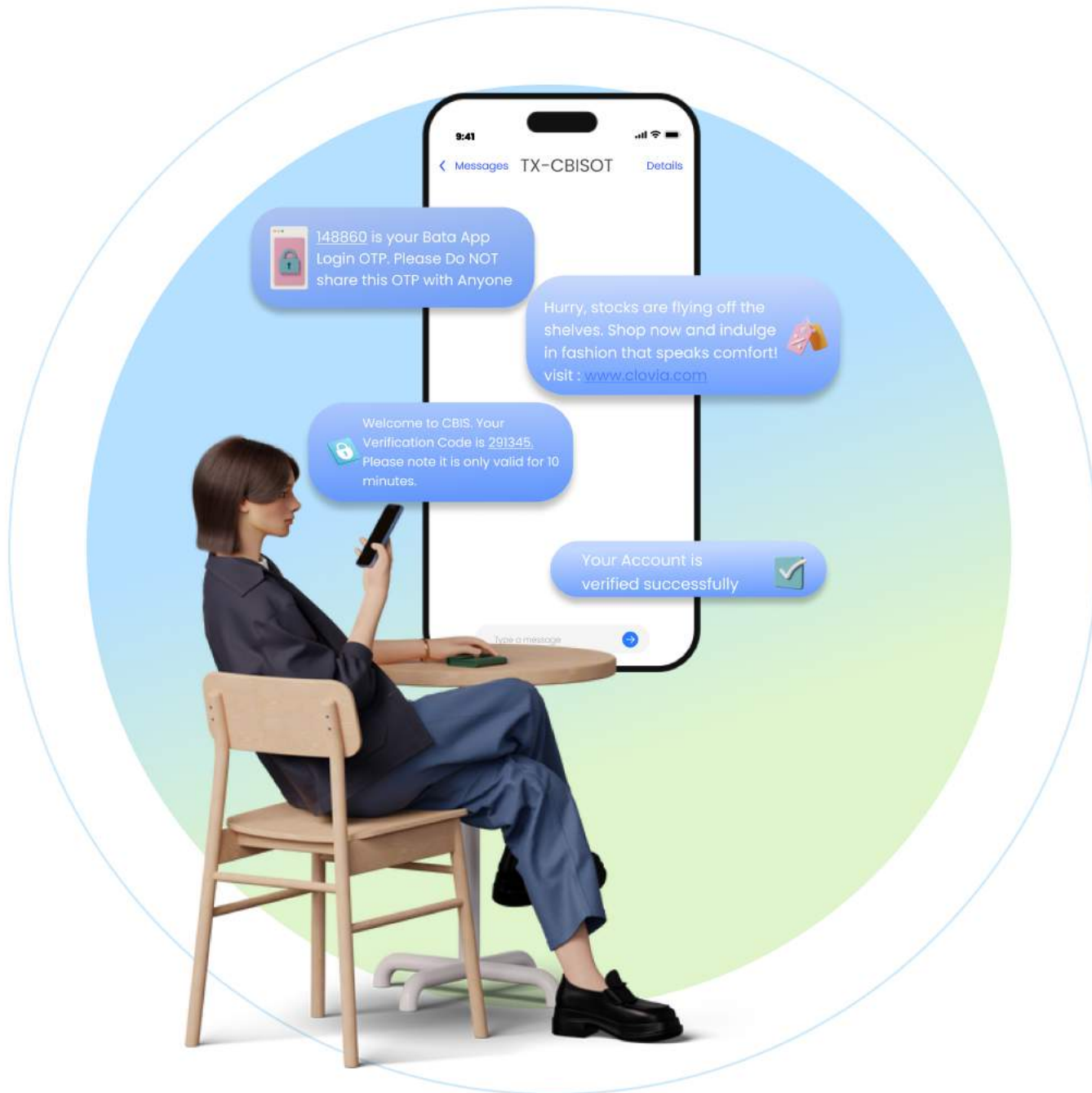
OTP Verify

Smartly

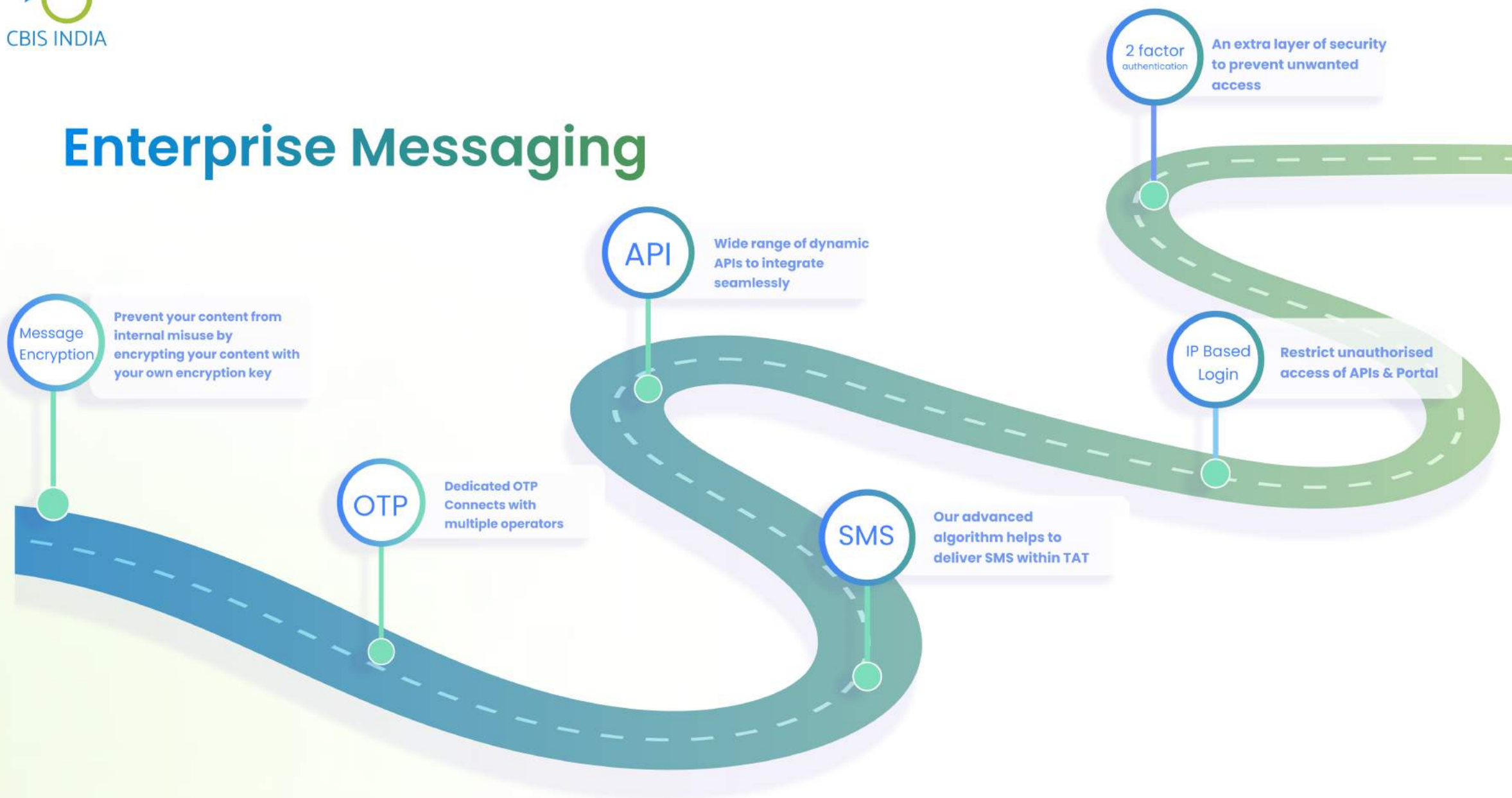
Smart Voice

RCS by Google

WhatsApp for Business



Enterprise Messaging



OTP Verify

Introducing our "OTP Verify" solution – your key to generating secure one-time passwords in mere seconds for your organization.



Enterprise Messaging

OTP Verify



Smartly

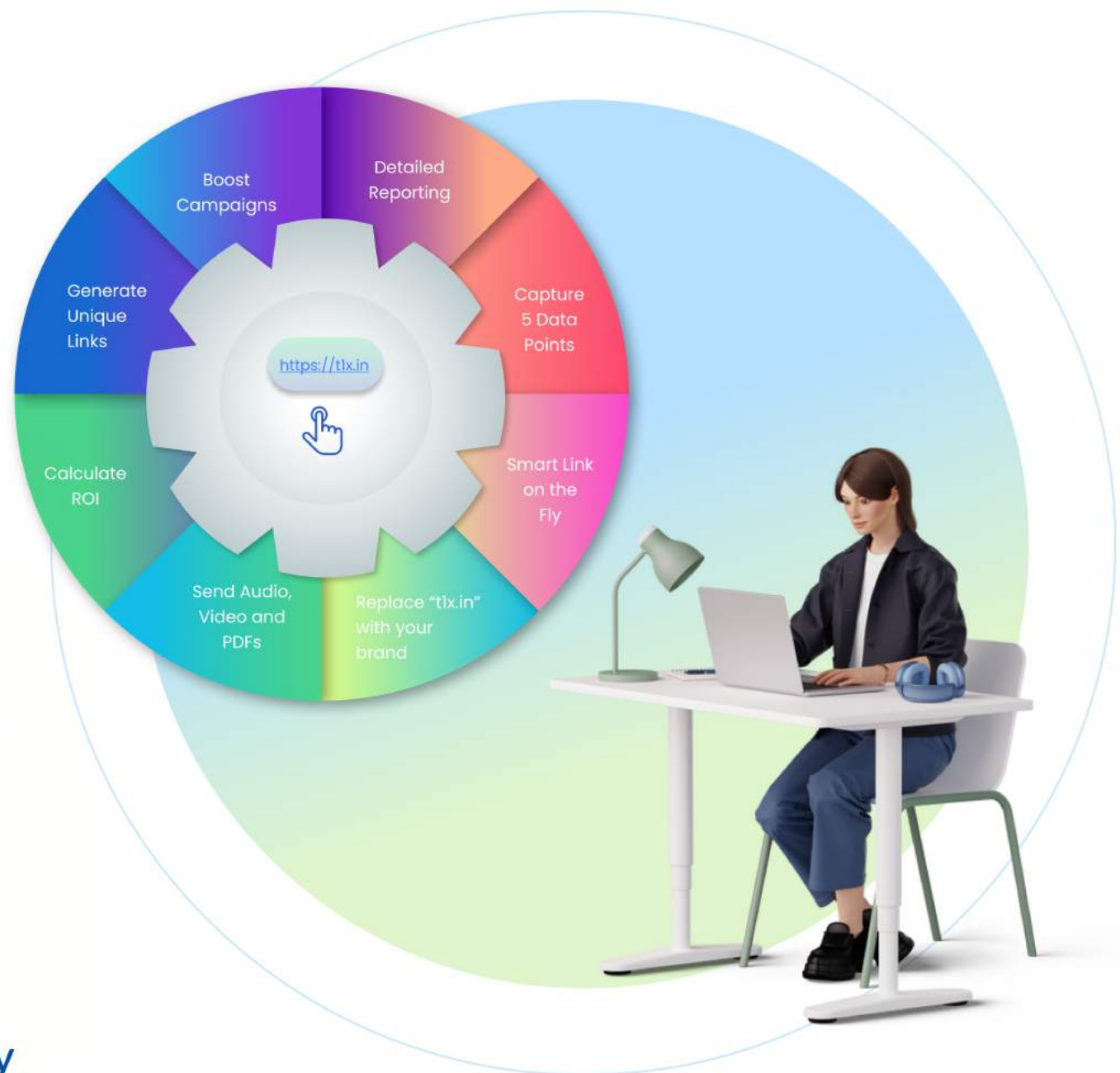
Smart Voice

RCS by Google

WhatsApp for Business

Smartly

Make your businesses shine by transforming their links into powerful tools for marketers and customer support teams. Grow your business on every clicks with World-class smart link management tool with Smartly.



Enterprise Messaging

OTP Verify

Smartly
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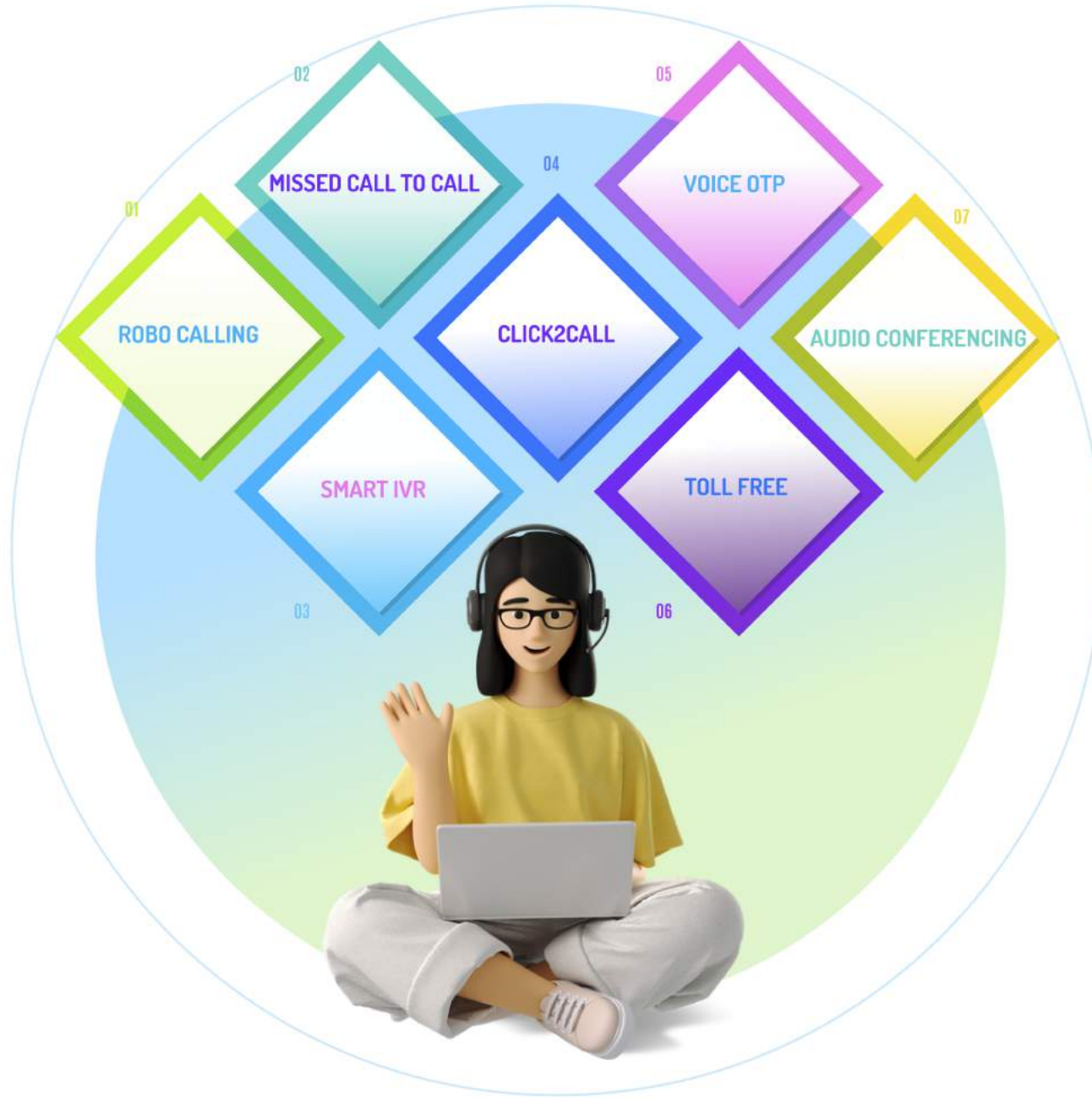
Smart Voice

RCS by Google

WhatsApp for Business

Smart Voice

Adapt a technology that will enhance the capabilities of your Business Calls. it's time for the next generation of customer communication.



RCS Business Messaging by Google

Rich Communication Services (RCS) is a communication protocol between mobile telephone carriers and between phone and carrier, aiming at replacing SMS messages with a text-message system that is richer, provides phonebook polling, and can transmit in-call multimedia.



RCS by Google

Enterprise Messaging

OTP Verify

Smartly

Smart Voice



WhatsApp for Business

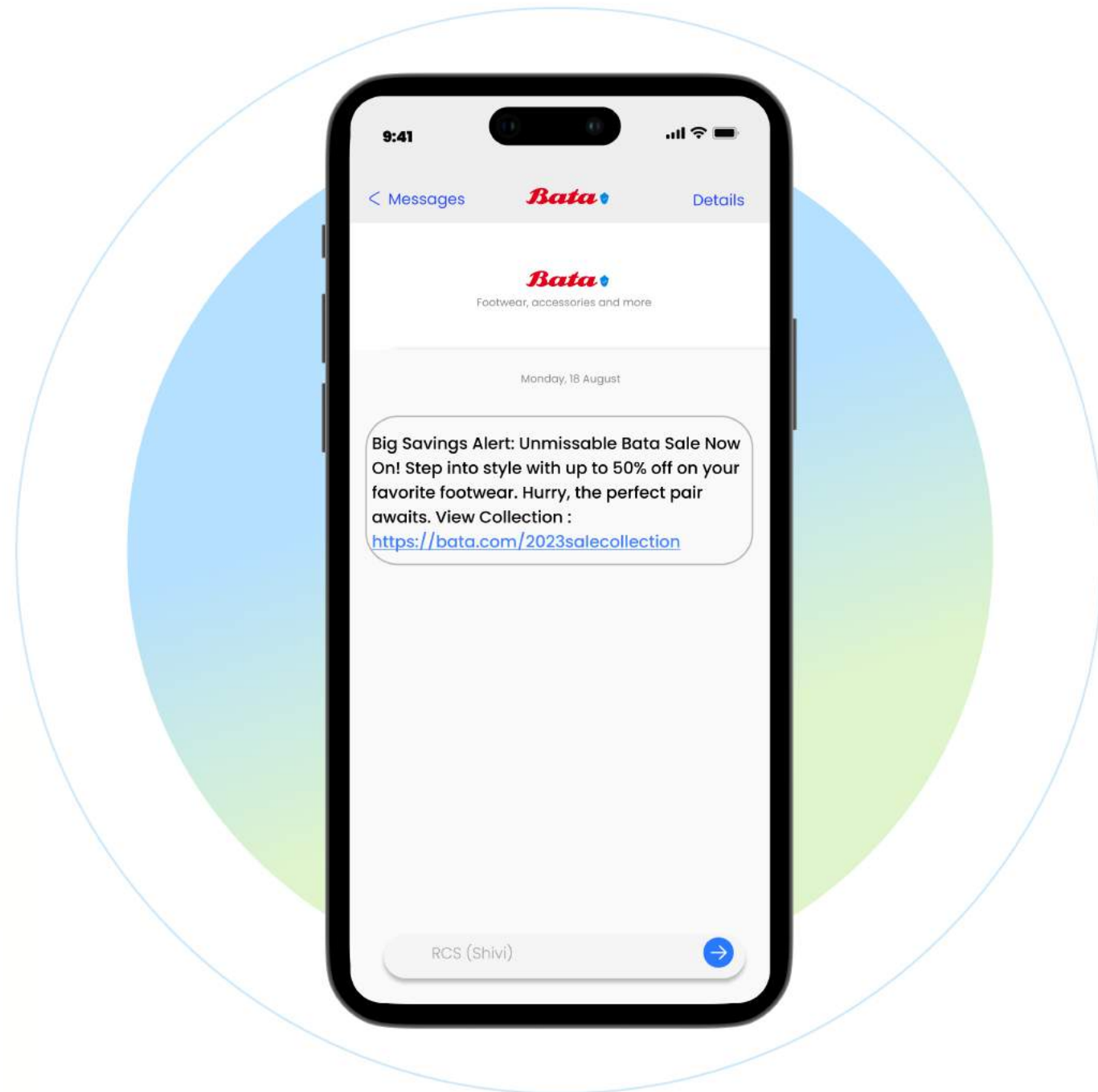
Single Message

A2P text only, One-Way

A "Simple Message" refers to an A2P message consisting of text within a 160-character limit. It incurs charges based on message fees.

Where to Use

- OTP Messages
- Promotions and Offers
- Transaction Alerts
- Order Updates
- Delivery Notification



Single Rich Message

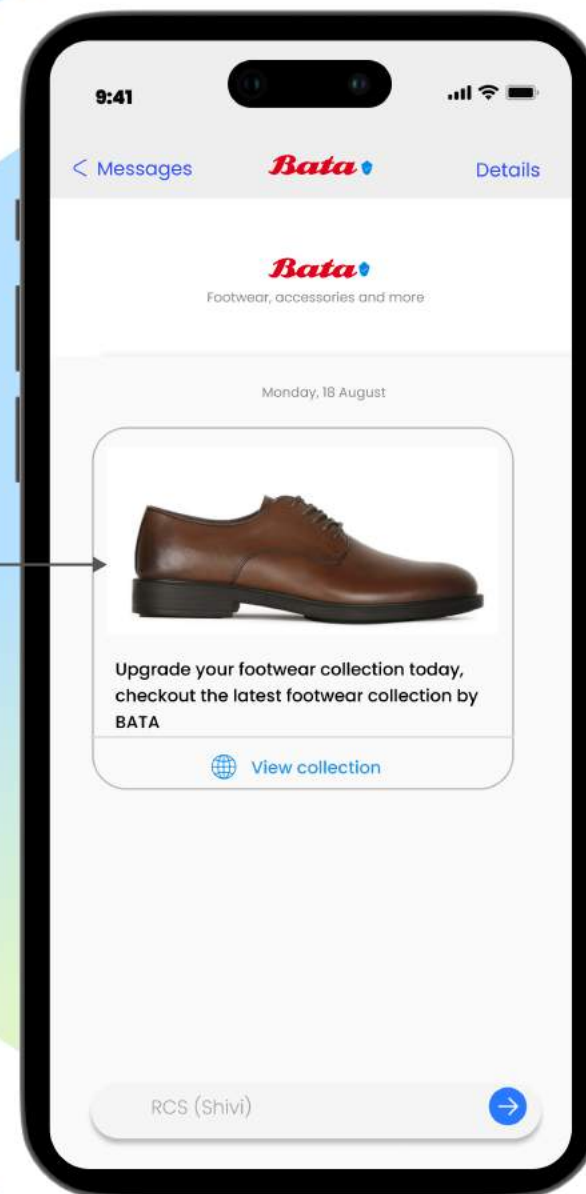
A2P with rich content, One-way

A "Single Rich Message" is an A2P message initiated by a business. It can include rich content or text exceeding 160 characters (up to 2000 characters when utilizing a template).

Where to Use

- Promotions and New Launches
- Upsell and Cross-sell Messages
- Informational Videos
- How-to guides
- Product Brochures

Images, GIFs, and
Videos



A2P Conversation

Business Initiated, Two-Way

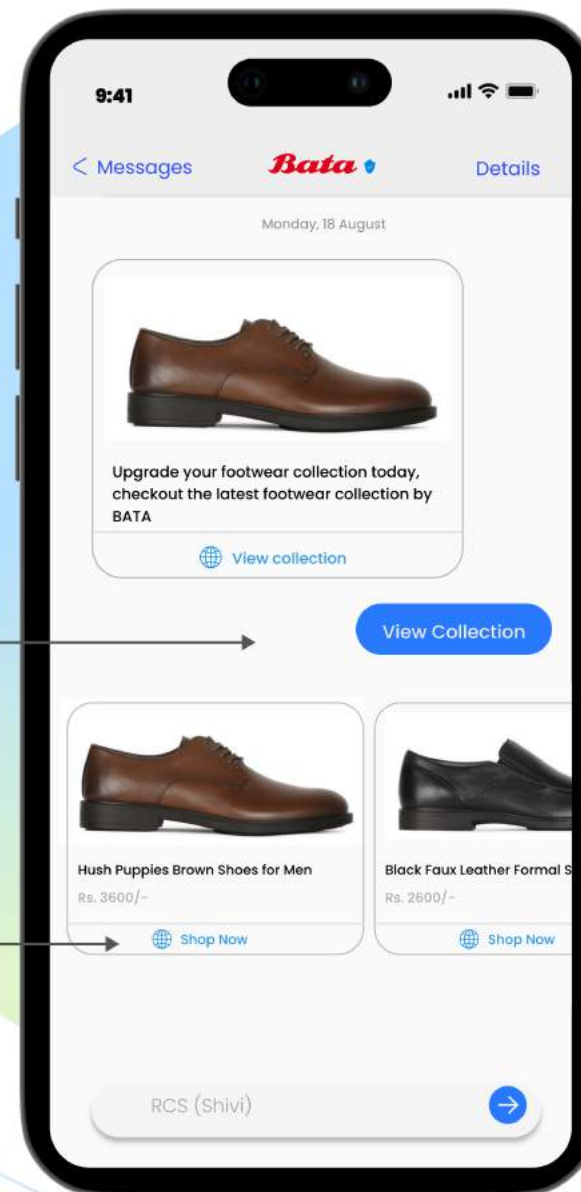
When a user responds to an A2P message within 24 hours of receiving it, the communication transforms into an A2P Conversation. This conversation window remains active for an additional 24 hours starting from the moment of the user's initial reply.

Where to Use

- Product Queries
- Assisted Commerce
- Post Purchase Concerns
- Returns and Refunds
- Account Changes

Users reply makes it an A2P conversation

- Dialer
- URL
- Location
- Calendar Event



P2A Conversation

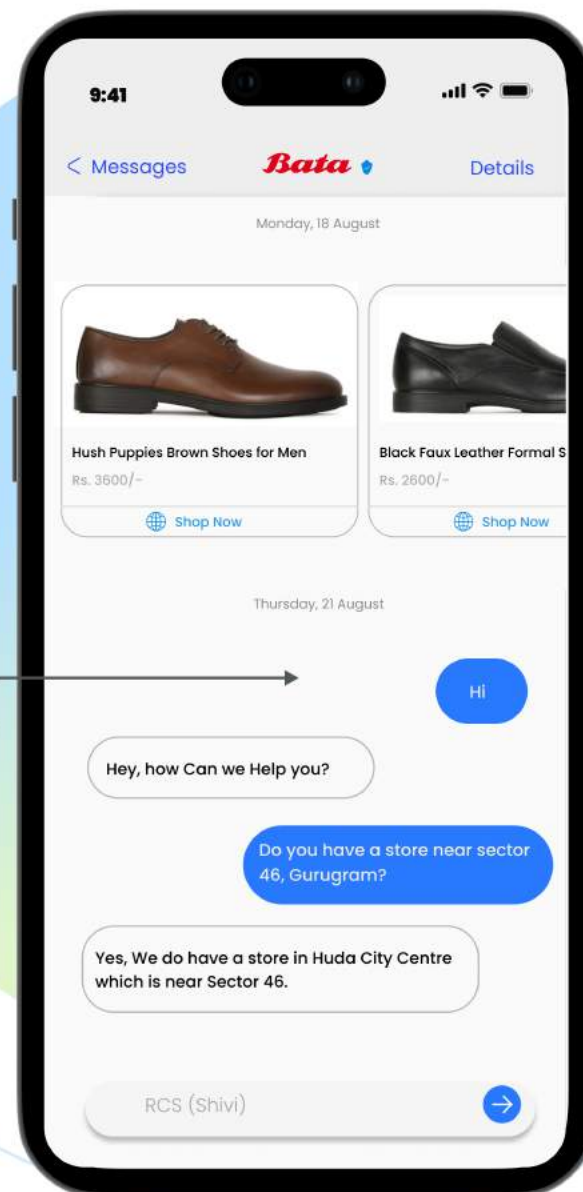
User Initiated, Two-Way

A P2A Conversation is triggered when no ongoing conversation or business-initiated message has occurred in the previous 24 hours. If the user sends a message, a 24-hour conversation window is opened for interactions.

Where to Use

- Product Discovery
- Branch Locator
- Appointment Booking
- Returns and Refunds
- High Involvement Purchases




User Initiates a conversation.
(Conversation is not Active)



How RBM Compares to SMS and WhatsApp

Both RBM and WhatsApp

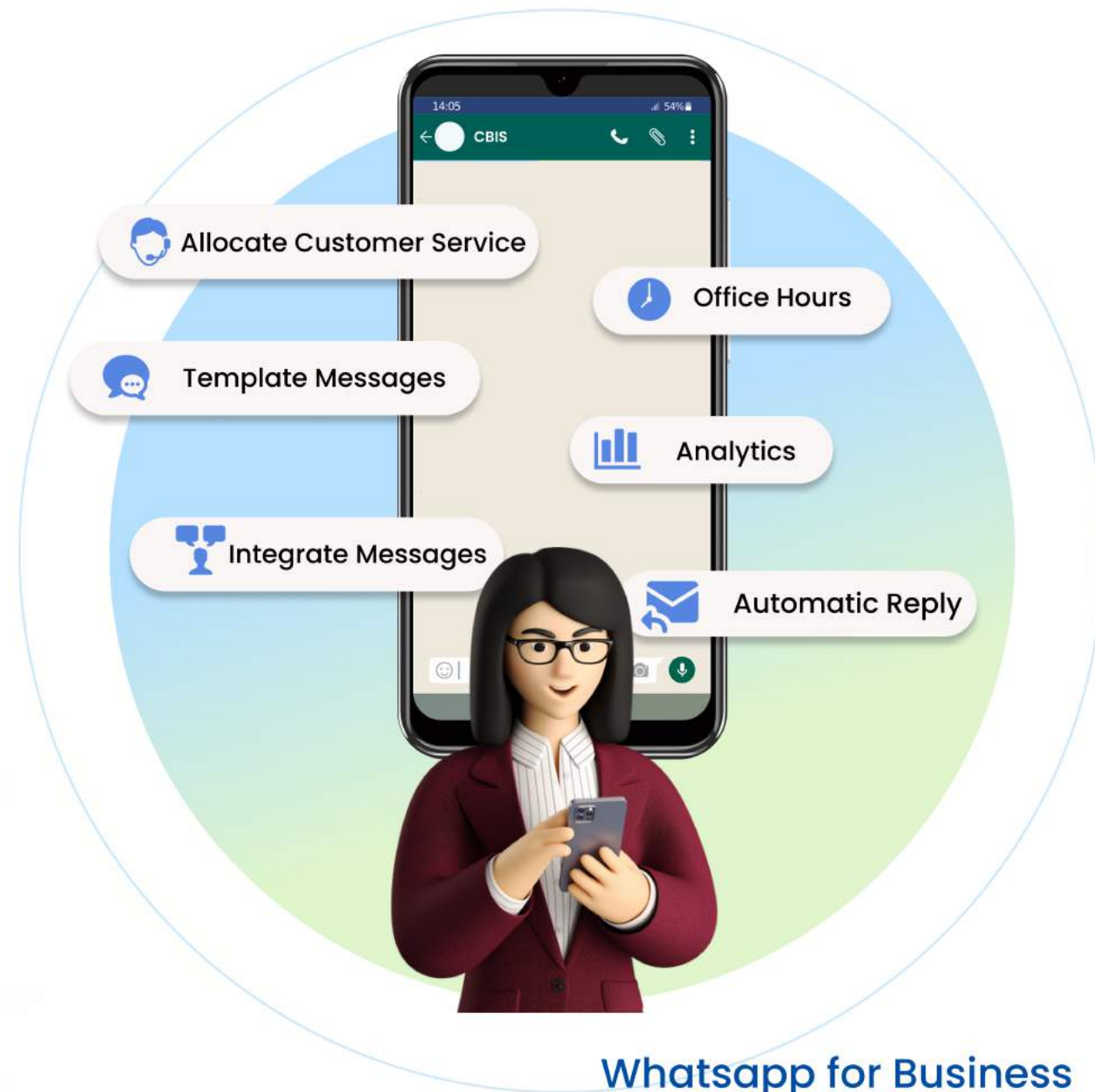
- Use Data Connection
- End-to-End encryption
- Rich Media
- 2-way Conversational
- Read Receipts
- Pre-purchased journeys
- Purchase journeys
- post-purchase Journeys
- Chatbots

Features	 RBM	 SMS	 WhatsApp
Built-in app	✓	✓	✗
Branding on every message	✓	✗	✗
Trust Marks	Always Visible	✗	Sometimes
Pricing	Single message or conversation based	Per Message	based on value, promotional utility, OTP or user Initiated
Opt-in	Accept SMS opt-in	Requires SMS opt-in	Requires Whatsapp opt-in
Chatbots	✓	✗	✓
Carousels	✓	✗	✓
Buttons	Full	No	Limited
Android & iPhone*	✓	✓	✓

*RCS Delivery to iPhones via Universal RCS That Works on all mobile devices, native browsers, like chrome

WhatsApp for Business

68% of WhatsApp users believe it is the easiest way to connect with businesses. WhatsApp customer support tool is just the right fit for you if you are continuously struggling with customer support queries.



Whatsapp for Business

Let's Connect to explore more!



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