



Omnichannel Experience Automation Network

A PERSONALIZED OMNICHANNEL SUITE FOR A **BETTER** **CUSTOMER EXPERIENCE**

Centered around ICE Framework

● Insights

Understand your audience better with channel analytics and cohorts

● Conversational UX

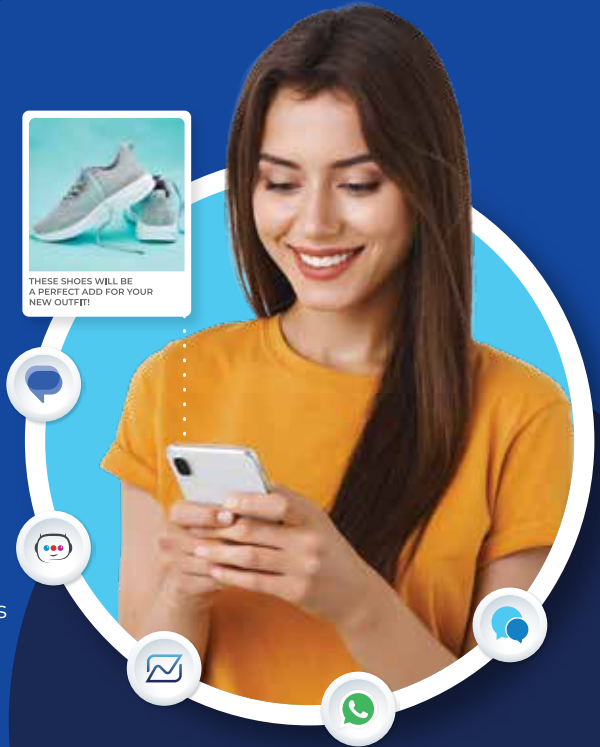
Enable AI-driven smart conversations across channels

● Engagement

Drive omnichannel campaigns from a single platform



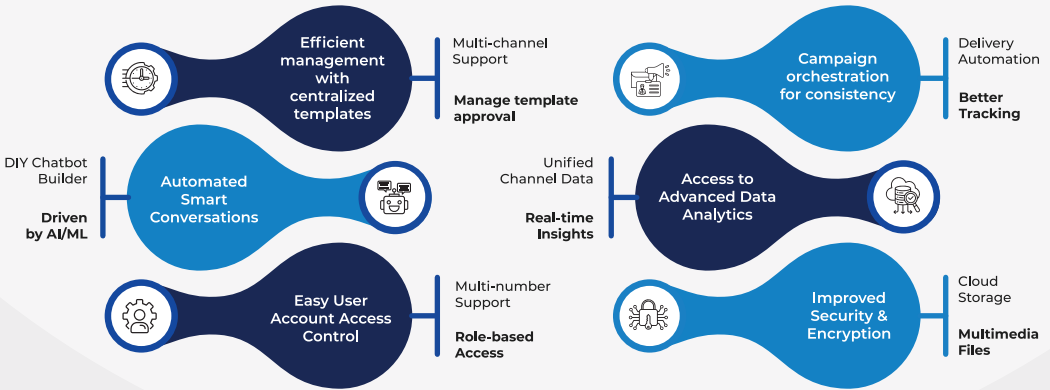
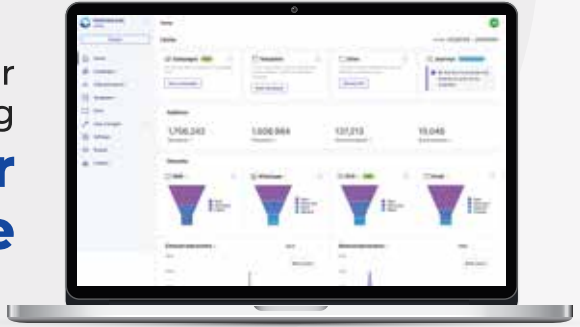
THESE SHOES WILL BE A PERFECT ADD FOR YOUR NEW OUTFIT!



An innovation by



Discover your
Swiss Knife for elevating
**Customer
Experience**



How does it benefit your business?

Understand your customers and their preferences

Orchestrate **omnichannel campaigns** from a single platform

Deliver a **delightful experience** across all touchpoints of the life cycle

Leverage **AI-enabled Conversational capabilities** across channels

Eliminate siloes in your communication channels and **get better ROI**

Win the **Customer Engagement Game!**



Why Omnichannel Experiences Matter?

62%

of customers prefer brand engagement via multiple digital channels

89%

increase in repeat purchases due to **Positive CX**

92%

shoppers are influenced by **personalized communication**

Deliver Delight Across the Customer Lifecycle:

BFSI

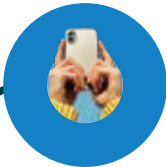
Ecommerce

Retail

Travel

Healthcare

Hospitality



PROMOTIONS

- Send exclusive offers, discounts, & catalog-based product discovery
- Convey customized promotional offers, run campaigns to attract customers across channels

ONBOARDING

- Leverage messaging channels for smooth onboarding & KYC processes
- Enable customer FAQ redressal forum and other concerns frictionlessly

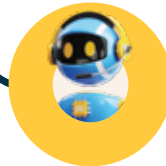


ENGAGEMENT

- Send seasonal offers via coupons, alerts, reminders & confirmations
- Identify Upsell-cross sell opportunities, and seek feedback across channels

SUPPORT

- Provide swift chatbot support with seamless live agent transfer
- Maintain customer loyalty by promptly resolving complaints or sending referral codes, vouchers etc



OCEAN Platform



About Route Mobile:

Route Mobile Limited ("RML") is a leading CPaaS provider that caters to enterprises, over-the-top (OTT) players, and mobile network operators (MNO). Established in 2004, we have a global presence in over 20 countries and serve more than 3000 customers worldwide. One of our unique strengths is our network of 1000+ connected operators, allowing us to provide SMS termination in any part of the world with the best routing.

We add value at multiple touchpoints across the Omnichannel CxPaaS value chain, addressing unique industry use cases for our clients. RML is headquartered in Mumbai, India, with a global presence in Asia Pacific, the Middle East, Africa, Europe, and the Americas.

Key Highlights:

280+ Direct Connections	107 Bn Billable Transactions	GDPR Compliant
19 Data Centres & 6 SMSCs	Reached Tier 1 position in ROCCO's CPaaS Market Impact Report 2023	
Identified as an Established Leader in Juniper's CPaaS Competitor Leaderboard (2022-2027)	Ranked as Tier 1 Vendors in A2P SMS Messaging as per ROCCO's Consulting report six times (2016-2023)	

**Garner Customer Love
through Omnichannel CX**

Visit: www.oceanplatform.io



Chat with Us

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