# Customer support is expensive and labour intensive for businesses

## Cost

Running a customer support department is costly

## Inconsistency

Difficulty to maintain a high standard of customer support

## Scalability

Growing business means an increase in operational complexity

# A simple plug and play

**01** **Affordable**

IVA will be your all in one virtual agent at just 1/20 of your current costs

**02** **Consistent**

Maintain high quality standards while retaining existing solutions

**03** **Scalable**

Scale together with your company's growth needs

# Client persona

## OLIVIA WILSON
Regional Support Lead

### PROFILE

Gender  : Female
Age       : 28
Address : 123 Avenue St.,
              New York

### BIOGRAPHY

Olivia has been working at "Startech" for five years. She began her work in business client relationship management and was promoted to the regional lead after three years. She now manages a team of 150 T1 level specialists and 10 senior team leads.

### INTERESTS

In her free time Olivia likes to do some reading on philosophical topics and human subconscious as well as attend cross-fit trainings and meditation.

## PROBLEM TO SOLVE

The company is growing rapidly and so is the support department. There have been certain measures taken by the top management to optimise the work and maintain the high quality standards for their customers such as strict NPS scores, demanding KPIs and average response times. This, however, has simply made T1 level agents and their senior leads more stressed and significantly decreased employee retention rates. The need to further optimise and automate the work to meet the business demand, but Olivia knows that this will lead to cutting corners in many ways impacting the company's impeccable reputation of their customer support department.

## POSSIBLE SOLUTION

One of the solutions would be to reduce the staff and deploy a some kind of a chatbot like solution for simple queries, but Olivia knows that this takes out the human conversation component out therefore impacting NPS and CSAT scores. Other would to automate some internal processed with auto resolutions, but this can have a negative effect resulting in missed opportunities to solve a serious customer issues and drive the number of complaints about the companies service levels and quality.

# Target market

Data represents today's outsourced customer
support market size

**$107B** Total Available
Market (TAM)

**$5.3B** Serviceable
Available Market
(SAM)

**$106M** Serviceable
Obtainable Market
(SOM)

# Prototyping & Testing

Using low code AI tools, we will develop a demo solution that can be shown to potential customers

**Testing**
onboarding 1-3 clients to validate the product

**Validation**
demo calls with up to 10 potential customers

**KPIs & Outcome**
75% of them signing up to use the solution

# Business model and pricing

The cost breakdown of the different pricing tiers

| | Basic (1–4 VIRTUAL AGENTS) | SMB (5–14 VIRTUAL AGENTS) | SMB+ (15–29 VIRTUAL AGENTS) | Enterprise (30+ VIRTUAL AGENTS) |
|---|---|---|---|---|
| INITIAL SETUP COST | $49/PER AGENT | $149/PER AGENT | $299/PER AGENT | CUSTOM QUOTE |
| PER VIRTUAL AGENT | $24,99/MONTH | $99/MONTH | $199/MONTH | |
| PAY AS YOU GO | $0,05/PER REQUEST | N/A | N/A | |
| AGENT RE-TRAINING | $24,99/PER AGENT | $74,99/PER AGENT | $99,99/PER AGENT | |
| QUERY REQEUST COUNT | UP TO 500/MONTH | 501-2500/MONTH | 2501-5000/MONTH | 5001+ PER MONTH |

# Who are we up against and our advantages

| FEATURES | IVA | SERVICENOW | CHATDESK.COM | UPWORK |
|---|---|---|---|---|
| Cost efficiency | ✓ | ✗ | ✗ | ✗ |
| Scalability and flexibility | ✓ | ✗ | ✓ | ✓ |
| Consistency and accuracy | ✓ | ✗ | ✓ | ✗ |
| 24/7 Availability | ✓ | ✗ | ✓ | ✗ |
| Faster response times | ✓ | ✗ | ✗ | ✓ |
| Personalization and integration | ✓ | ✓ | ✓ | ✗ |
| Continuous improvement | ✓ | ✓ | ✗ | ✓ |

# Program expectations

## Our goals

- **Guidance and advice on growing a billion dollar company**

- **Networking and connecting with mentors and other entrepreneurs**

- **Building the MVP and scaling the business to the next stage**

- **Raising the first round to expand business activities**

# Meet the Team

## Zino Adidi
CO-Founder and CTO

12+ years of experience building scalable software solutions at unicorns & startups, grew multiple platforms and developer teams 5×

## Valdis Sprogis
CO-Founder and CEO

10+ years in fintech, sales, business development and SaaS, heavily focused in CRM, consulting early startup founders

## Shadab Hussain
Head of AI and ML

8+ years in Google Cloud, Python, 6+ years of ML, GenAI, NLP, Quantum Computing, Co-founder of Quantum Computing India