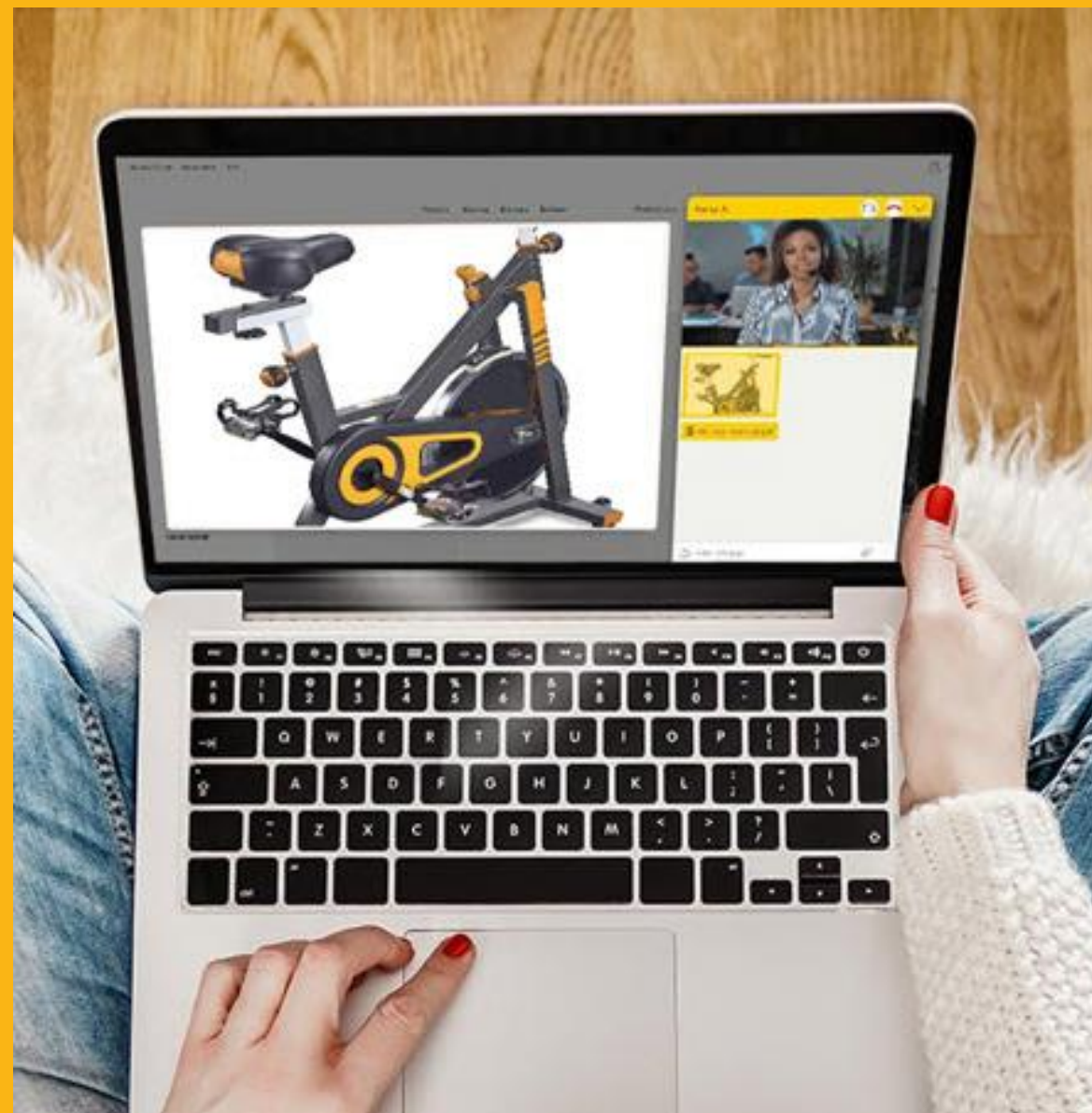


# RichCall

## Live video channel for visual CX

- Live videochat for a website
- Online video showroom
- Visual support
- Video kiosk



# Aurus develops software solutions for enterprise collaboration and contact centers

## About us

- established 2009
- 40 employees
- more than 1000 clients

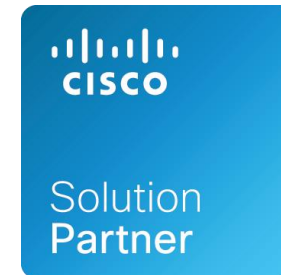
**UAE** Aurus Computers Systems FZCO

**USA** Litescape Technologies, Inc

**India** Nirnaya Software Consultants



## Cisco Solution Partner since 2015



OUR PORFOLIO

# For enterprise collaboration

# For contact center

## PhoneUP

Call Recording  
and Contact Center WFO

- Interaction recording
- Screen recording
- Speech analytics
- Quality management
- Call monitoring and live coaching

## CMS+

Add-Ins for Cisco  
Meeting Server

- Advanced meeting scheduler
- Live meeting streaming
- Recordings portal
- Conference control tool

## RichCall

Live Video Channel  
for Visual CX

- Live videochat for website
- Online video showroom
- Visual support
- Video kiosk

## Outbound

Outbound Dialer

- Mass employee notification
- Customer proactive engagement

## PhoneUP<sup>apps</sup>

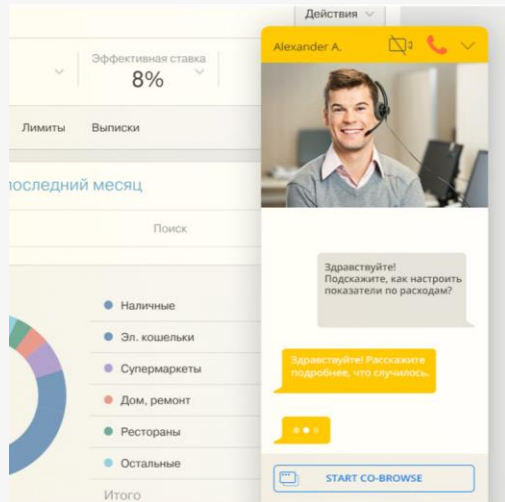
Productivity apps  
for Cisco UCM

- Enterprise directory
- Attendant/Operator console
- Secure conferencing
- Audio/text paging
- Phone lock and EM SSO
- IP phone apps designer

# Aurus clients worldwide



# Live video option for contact centers



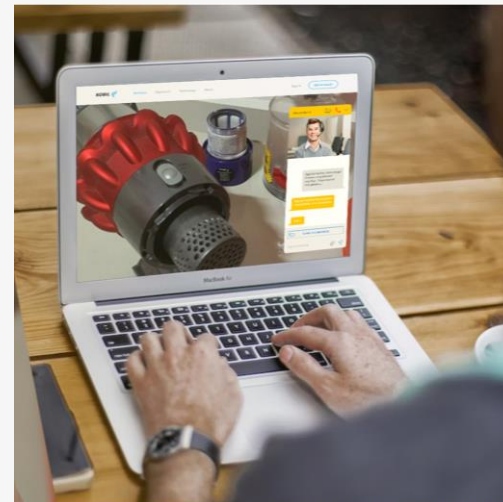
## Live help on a website

Meet your online visitors and guide them through your website.



## Virtual showroom

Share mobile camera with online shoppers to show the product live.



## Visual customer support

See what your customer sees and guide remotely.



## Live video for kiosks

Enrich your kiosks with live video option.

# Live assistance on a website

While on a website, a client establishes a videochat session with an agent to get the live assistance featuring:

- voice and HD video;
- text chat to share images and docs;
- co-browsing to guide the client through a website;
- screen sharing to co-work on the docs and apps;

The whole interaction is protected using strong crypto-protocols and is recorded on the company server.

Denis P. Support manager



Here is the application form you should sign

My contract # is 7265



93%

Average CSAT score

35%

Increase in average transaction value

83%

Average first call resolution

# Visual showroom

Live video option helps brands and retailers increase online sales through a face-to-face video-powered product demo.

When shopping online the client pushes Live Demo button and connects with an agent. The agent transfers the video call to a mobile device and uses the back camera of the phone to show the product live.



65%

Customers need to see the product with their own eyes

20%

increase in site conversion rate

5x

Uplift in Conversion vs. Unassisted

30%

To cart conversion

# Visual customer support

To show the issue, a customer connects with a remote service engineer and shares his/her mobile camera. The expert can see the issue and guide the customer towards a resolution by putting visual marks on the received image.



50%

Reduced Truck  
Rolls

83%

Improved First Time  
Fix Rate

69%

Reduced Resolution  
Time

30pt

Increase in Customer  
Satisfaction



# Live video for kiosks

Enrich your self-service kiosks with live video assistance option. When a kiosk user needs assistance, he just pushes a “Live Help” button to video call a remote expert.

## Use cases

**Wayfinding kiosks** can be equipped with a live assistance option.

**Retail expert stations** deployed in physical stores connect shoppers with remote expert who helps to choose the product and configure it.

**Virtual reception kiosk** powered by RichCall allows your guests to be instantly connected with your receptionist, who could be anywhere supporting multiple locations.



# Feature set

## Client experience

- no downloads
- ability to video call from a website or any application
- desktop and mobile browsers supported
- UI branding, native queuing
- configurable pre-call questions to collect contact info

## Agent experience

- webapp which may be optionally embedded into 3rd party software (contact center agent desktop or help desk software)
- desktop application (Windows and Linux) and mobile app
- when interacting with the client an agent can switch between devices on the fly
- agent statuses Ready/Not Ready

## Security

- interaction recording
- collaboration feature-set is configurable for different agent groups
- role-based access management (admin/supervisor/agent)
- storage encryption

## Collaboration features

- text chat
- co-browsing
- screen & app sharing
- capturing pictures from the client's video stream
- annotation on photos and screenshots

## Contact center-specific features\*

- embedded queues
- call routing
- interaction recording
- contextual data support
- customer satisfaction metric supported (CSAT, NPS)

## Licensing

- channel-based licensing model
- unlimited agent accounts
- unlimited widgets to embed into multiple websites
- unlimited number of sessions

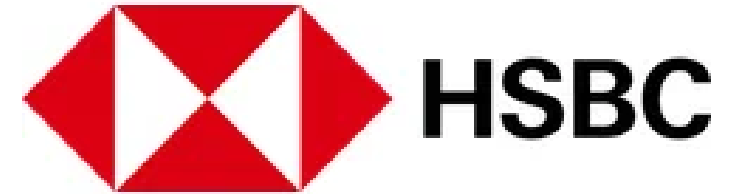


# Video banking HCSB

The video banking project is aimed to increase sales, and to strengthen customer loyalty.

The major distinctive feature of the project is the integration with a federal biometry system to identify a citizen of Kazakhstan prior to opening an account. After the successful PoC project with 4 agents the Bank established a full-featured digital branch with 109 employees. 80% of them work at home which allows to decrease the operational costs even further.

After the successful PoC project with 4 agents the Bank established a full-featured digital video-branch with 109 employees. 80% of them work at home which allows to decrease the operational costs even further.



>100K

Video calls

50K

new deposit deals

31K

financial transactions

# Visual support for tobacco heating systems

- **Online-diagnostics and troubleshooting**  
when something happens with the device the client shares a mobile camera with the support engineer and shows the malfunctioning product live
- **Video sales**  
the live video chat with a sales rep helps buyer to see the options and make the right choice
- **Age verification**  
to finalize the purchase the client makes a one-touch secure video call for age verification



>6000

Clients have been serviced

>100

Video calls daily

69%

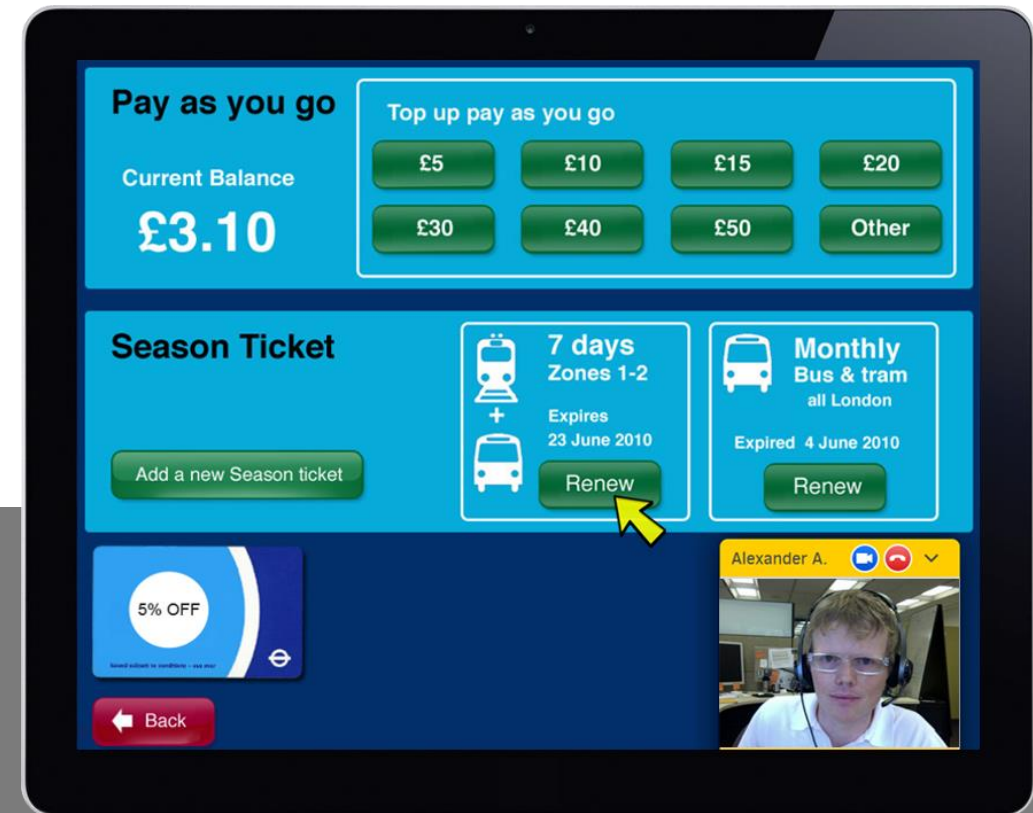
Saved customer time

# European Railway

Since 2019 the railway offers live video call option to its passengers through RichCall-powered video kiosks.

## Advantages

- reduced business costs
- ability to support hearing-impaired passengers
- simplified quality management and agent training
- reduced passenger queues



12

Agents

>300

Video calls daily

24

Self-service kiosks

# What next?

## Online demo

Connect with Aurus rep to schedule a RichCall live demo

## PoC project

Apply for a demo-version – on-premise or in the cloud

<https://richcall.io>

Schedule online demo

