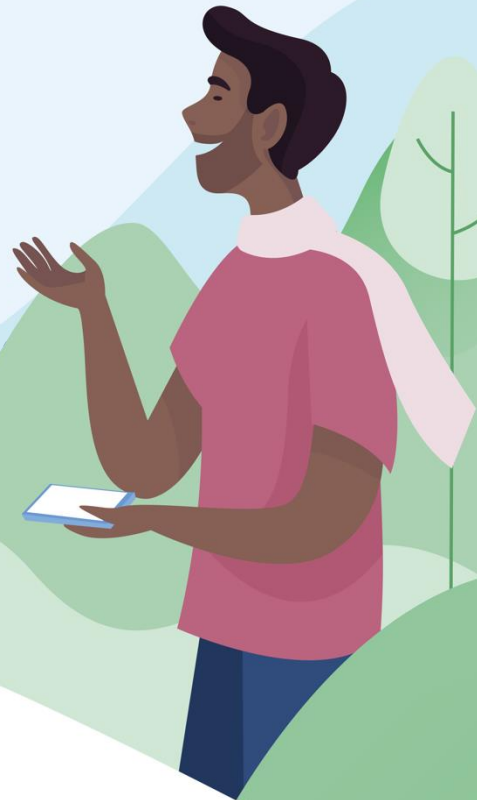
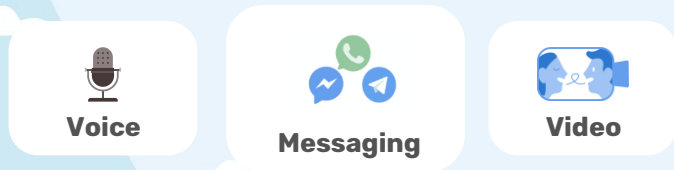




The Sales Communication Cloud



- 
- Collaboration Modules**
- Online-Scheduling
 - Screen-Sharing
 - Co-Browsing
 - Whiteboard
 - Document-Sharing
 - E-Signature

- 
- Other Modules**
- CRM-Integration
 - Recording
 - QES & Video-Ident
 - Authentication
 - White-Labeling
 - Analytics



Mission

„To improve the quality of life by making digital communication between companies and customers extremely easy and smart.“ **Felix Anthonj, Founder & CEO** – www.felixanthonj.com

Better sales starts with better communication. Flexperto rethinks the way sales-driven enterprises communicate with their customers in a digital world.

The Sales Communication Cloud allows sales employees to interact with customers through all digital channels and collaboration tools from one place. Enterprises can increase their productivity, offer a unique customer experience and unify the complete customer dialogue.

Today, flexperto has become the leading software player for digital b2c communication in the German financial services market and has won first international customers and customers from other verticals, such as utilities and healthcare.

Within the next years, enterprises need to allocate their IT-budget into revamping their outdated communication infrastructure. Most CRM systems are not made to serve as a conversational frontend for sales employees. Neither are contact center solutions, such as Genesys, Avaya, etc.

Flexperto is ideally suited to be implemented in field sales networks, inbound and outbound b2c sales units and service units with a focus on high touch customer collaboration.

 wüstenrot	 Standard Life	 VHV VERSICHERUNGEN	 ALLIANZ VERSICHERUNGSGRUPPE
 MLP	 Mecklenburgische VERSICHERUNGSGRUPPE	 triglav	 NÜRNBERGER VERSICHERUNG
 SwissLife	 RheinLand VERSICHERUNGEN	 DebeKa	 ALTE LEIPZIGER
 helvetia	 Gothaer	 EWE	 HUK-COBURG für Familienplanung
 Albatros Die Schadenkasse der GdV (AG) (AG)	 DEVK VERSICHERUNGEN	 JUNG, DMS & CIE.	 GENERALI
 Itzehoer versicherung ... weil gut!	 Barmenia Versicherungen	 Berliner Volksbank	 die Bayerische

The communication between sales units and customers is still very analogue and not streamlined. Contact Center Solutions, Office365 or CRM systems are not adequately solving this challenge.



Service-Velocity

State-of-the-art communication channels have a severe impact on NPS and customer satisfaction.



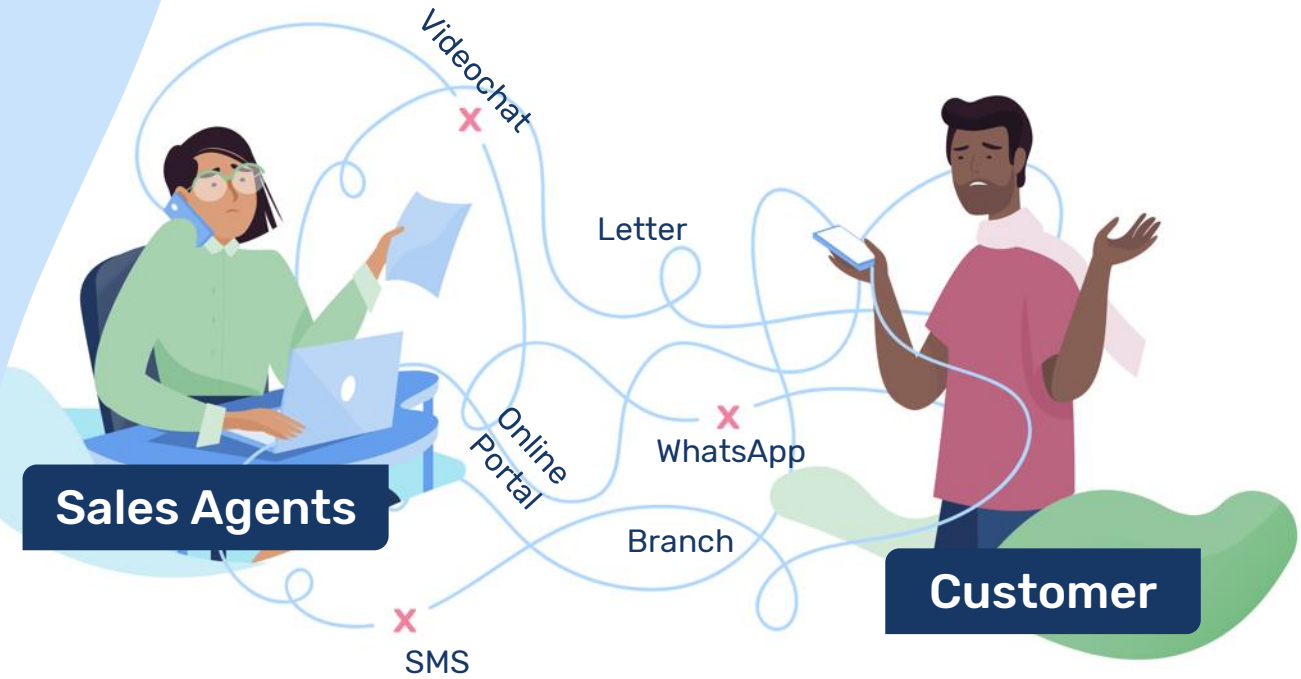
Long-distance-customers

Due to a lack of time and constant changes of customers' location, satisfactory long-distance consulting services are paramount.



New target groups

Expect state-of-the-art and highly innovative communication channels.

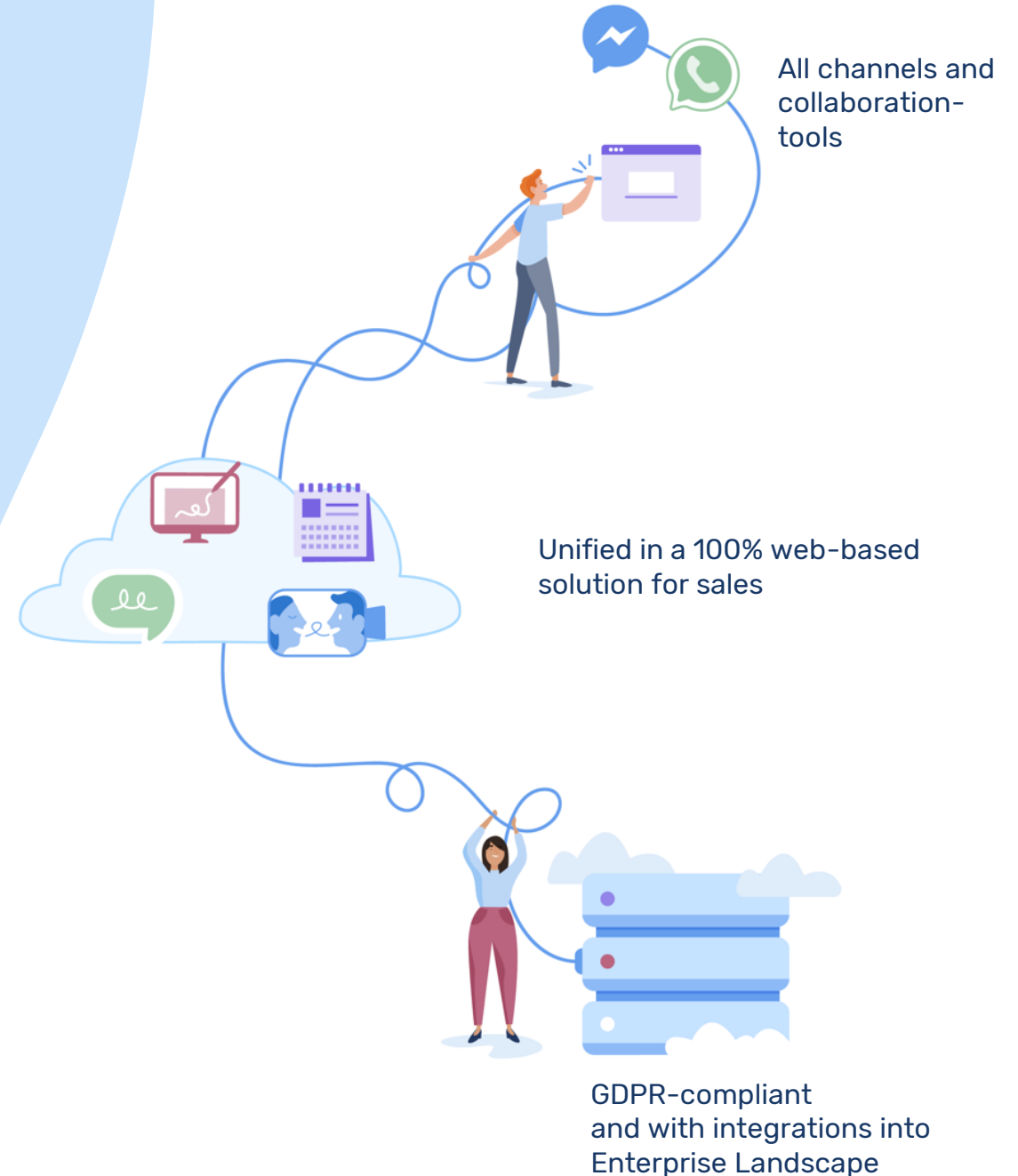




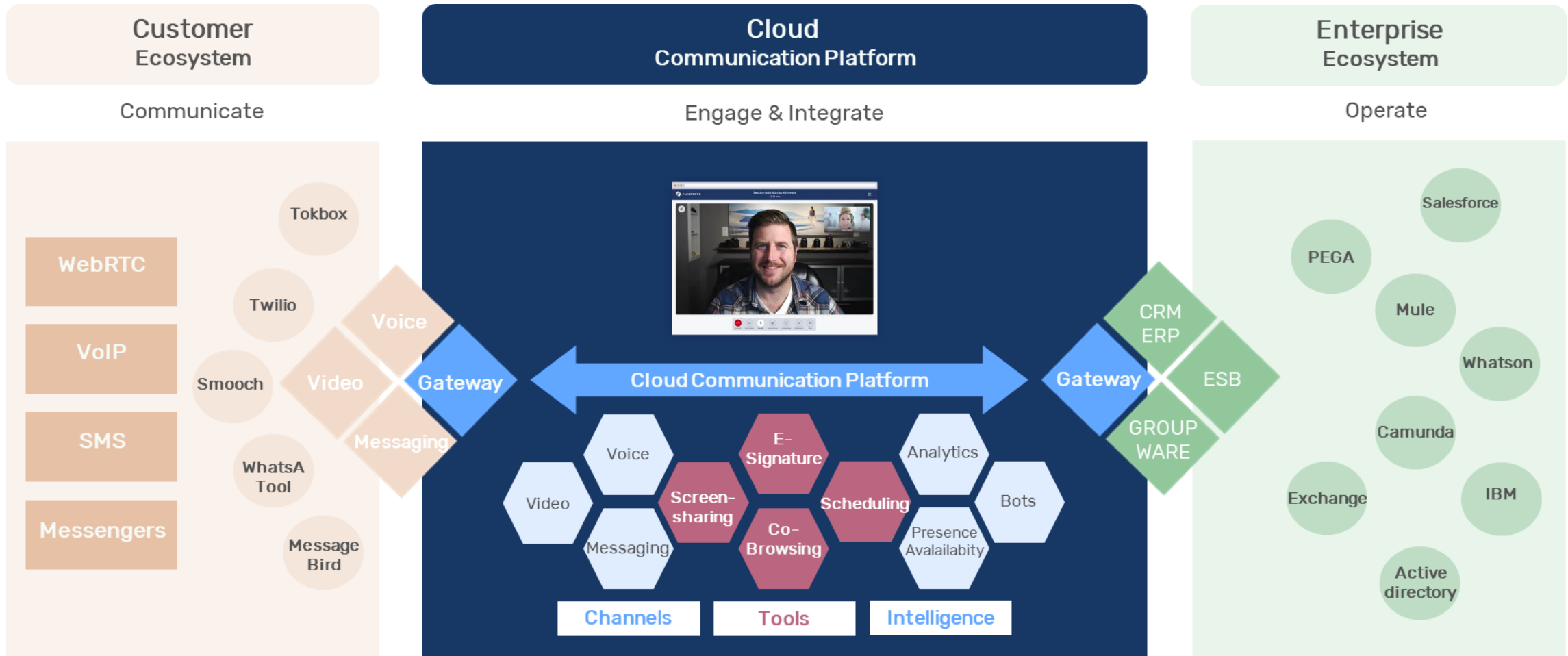
The Flexperto Sales Communication Cloud

Everything that sales employees have done so far offline, is now also available online with Flexperto. Set up customer appointments, clarify questions in the video chat, edit documents together, co-browse websites, sign contracts, or say "hi" to customers through WhatsApp.

CRM Integration offers a solution that synchronizes the entire customer communication permanently.



Flexperto is building the bridge between enterprises and customers.



HD-quality and highly scalable and secure live video communication. **No downloads** required.

100% Web-based & even working in Citrix networks

HD-Quality without downloads or plugins. Works on every device with the most common browsers, platforms & enterprise networks.

Secure streaming

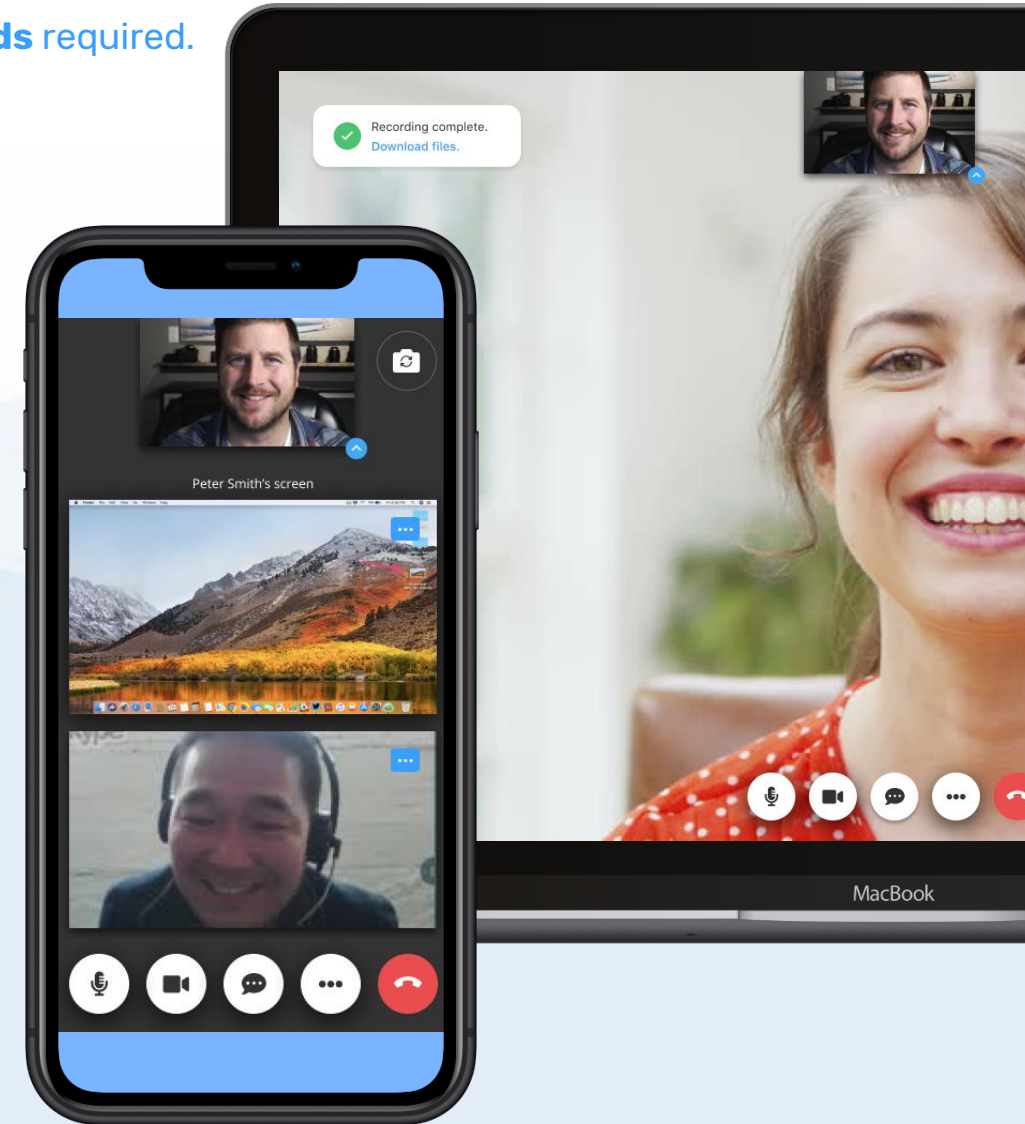
Video and audio streams are encrypted and processed in a German data centre.

Access to important sales-tools

From the Session Room agents can start E-Signatures, discuss important documents via Screen-Sharing and Co-Browsing or start authentication processes.

Mifid 2 compliant and therefore suitable for financial services

Every session can be recorded including all the content that has been exchanged (such as textchat data, files, whiteboard, shared screens, logs, etc.). With increasing regulation, this is a must-have for financial services around the world and tremendously reduces manual logging activities.



Everything sales employees and other service providers have so far been doing offline, is now available online.

Online-Scheduling

Clients have access to available time slots and can comfortably schedule meetings with agents- integrations with Outlook, Office365 or Notes are possible.

Screen Sharing and Co-Browsing

The visual aspect of online-meetings can be enhanced by sharing a single tab, a program or the entire desktop with the agents counterpart – unlike other solutions, flexperto also works on iOS devices.

Whiteboard

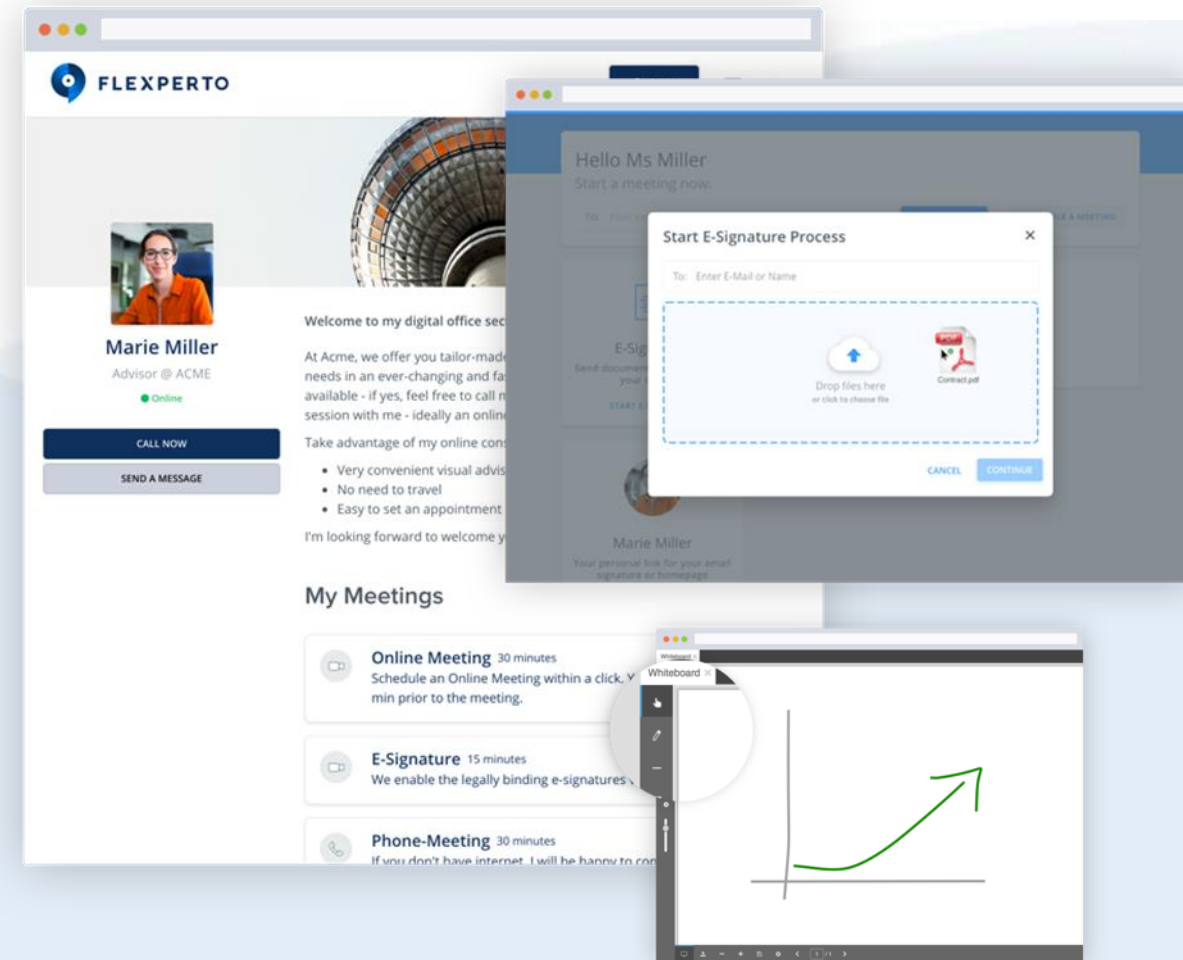
Uploadig PDF-documents or elaborating graphs and charts on a digital board has never been so easy.

Electronic Signature

Agents can start signature processes - advanced or qualified – right from the meeting room, the messaging or the dasbboard.

Online Business Card

Agents can cend customers a link to their individual virtual business card to get in touch with them. All the contact channels (live-call, message, scheduling) can also be integrated into existing websites.



Whether it be SMS or WhatsApp, all messages can be received in one secure, reliable messenger with multiple collaboration add-ons.

Omnichannel

SMS, WhatsApp or Telegram: all messages are routed to a single thread for inbound as well as outbound communication.

GDPR-compliance

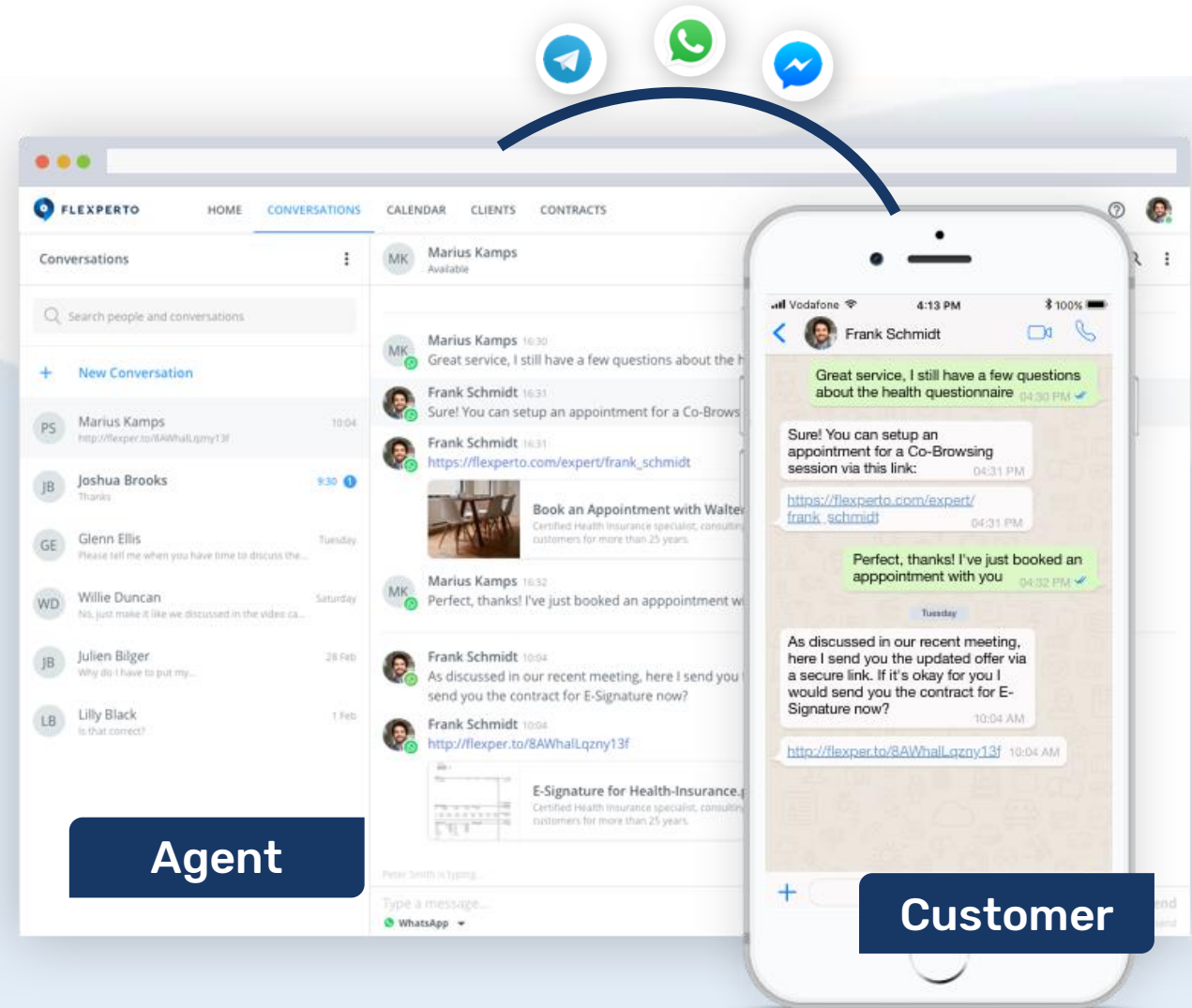
We offer a solution for agreement-management, securing and storing data inside the EU, as well as for a simple yet adjustable deletion process. Also, no WhatsApp app has to be downloaded.

Full control of data

Our users fully comply with regulations and can synchronize messages and files with their CRM or document management system.

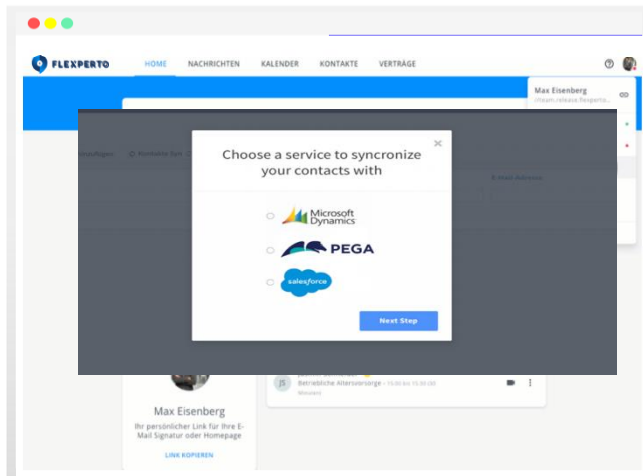
Integrations with powerful sales tools

Access all relevant sales tools from the Messenger. Gather standardized data through web-based checks, start E-Signatures or send an invitation for online-scheduling.



Thanks to an extensive well documented RestAPI, flexperto can **easily be integrated into CRM-systems** and hence provides an all-encompassing overview of the customer.

Synchronisation of contacts



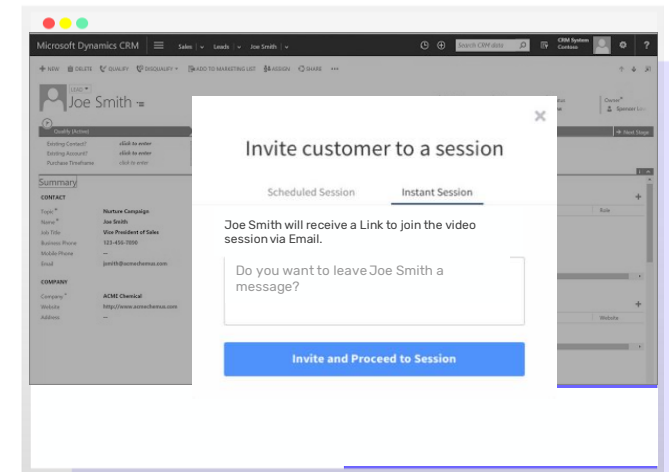
- No data silos since all contacts are always synced between the CRM and flexperto.
- Flexperto serves as the frontend for faster communication workflows on top of CRM systems.

Logging of activities



- Tracking of sales activities has never been so easy – meetings, requests, messages, contracts, files, etc. can be automatically stored within customers' CRM system.

Start activities from CRM



- Seamless user experience through Single-Sign-On and many options to start flexperto interactions right from your CRM system.

Leading financial services player MLP rolls out flexperto to 2000 brokers within 6 months



- MLP has been a leader in financial services since 1971, helping nearly one million clients manage their personal finances
- More than 4.000 remote sales meetings conducted via flexperto in February 2020
- 900 monthly active users only 6 months after start
- Operation within highly complex Citrix IT environment
- Mifid 2 conform recording



"Once again, thank you very much for your dedication, combined with the introduction of flexperto. I've never had so much great feedback on an "IT topic" from the team."

Alexander Hofmann, Head of department – agent workplace



Our Service Package includes a world class customer success, custom configuration and enterprise grade security.



CUSTOM CONFIGURATION & WHITE LABELING

The Platform will be customized with your own branding and your specific needs.

CUSTOMER SUCCESS & TRAININGS

Continuous monitoring and guidance from our experienced customer success team.

SECURITY

Hosting in ISO 27001 certified datacenters on dedicated servers with multiple security layers and data encryption.

CUSTOM AGREEMENTS

Depending on your necessities we are able to suit your contractual requirements such as DPA's, SLA's etc.

With flexperto, agent networks can reduce cost, improve the customer experience and increase revenue thanks to a higher sales efficiency

Per Sales Agent (based on current customer projects)



Inbound Sales for New Customers

Twice as many website visitor completions due to better activation.



Infrastructure / Petrol Costs

30% of on-site consultations can be saved.
Approximately 260 km of trips per month.

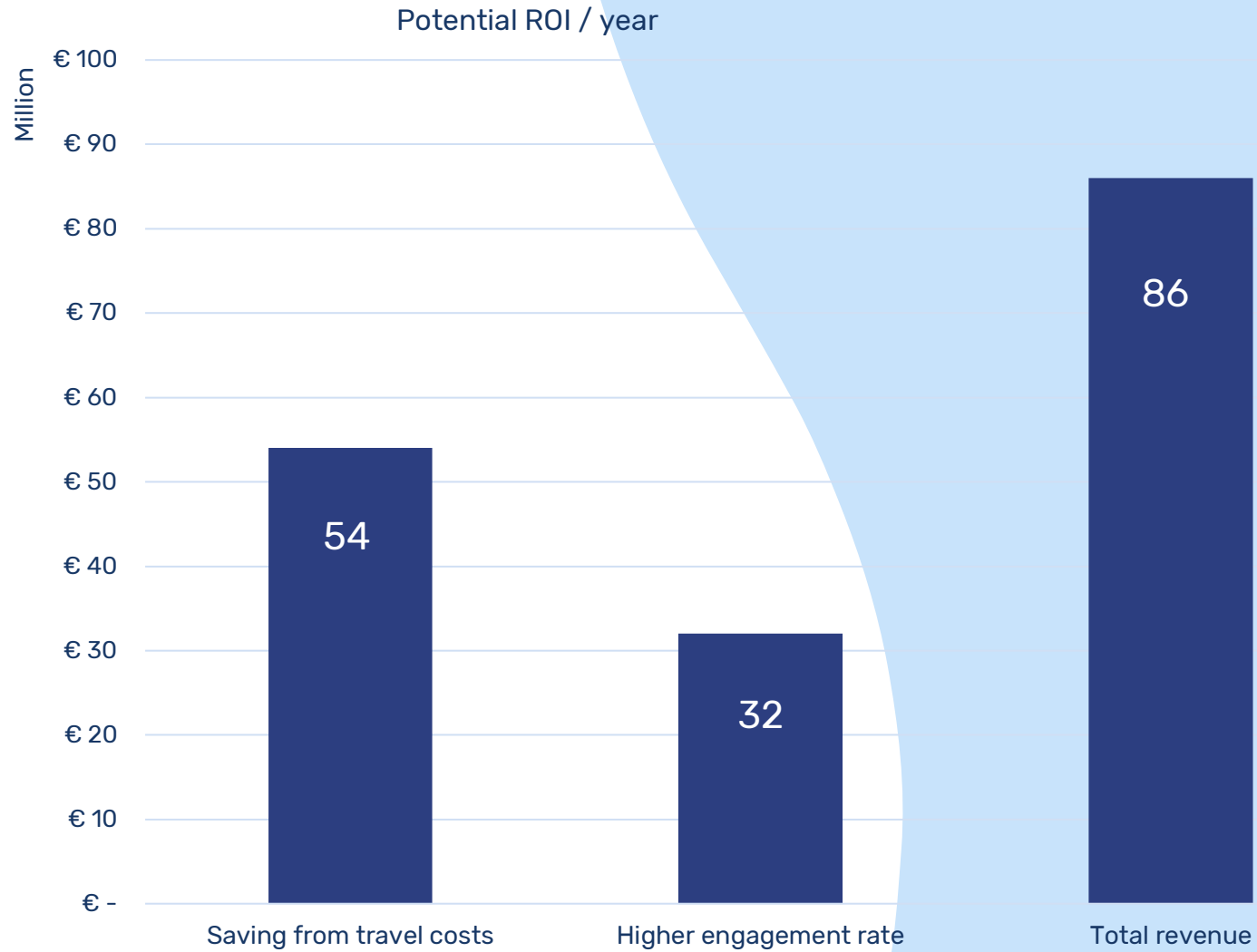


Outbound for New and Existing Customers

29 instead of 22 Sales conversions / Month (+30%)
with the same conversion rate and approximately 300 Euro turnover / closing.



Cost savings and revenue potential. Example #2



Current KPIs

Total number of agents	10.000
∅ Travel time to an appointment	30 min
∅ Distance travelled to an appointment	30 km
∅ Consulting time	45 min
∅ Online consultations/month/agent	10
∅ Revenue / Consulting	€ 40
∅ Vehicle expenses	0.75€/km

Assumptions monthly savings

∅ Saving travel cost	€ 450
∅ Saving travel time	600 min

Assumptions engagement rate

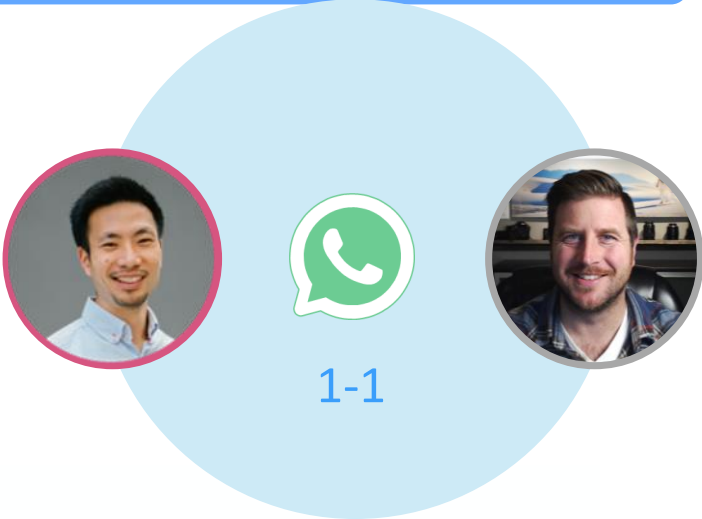
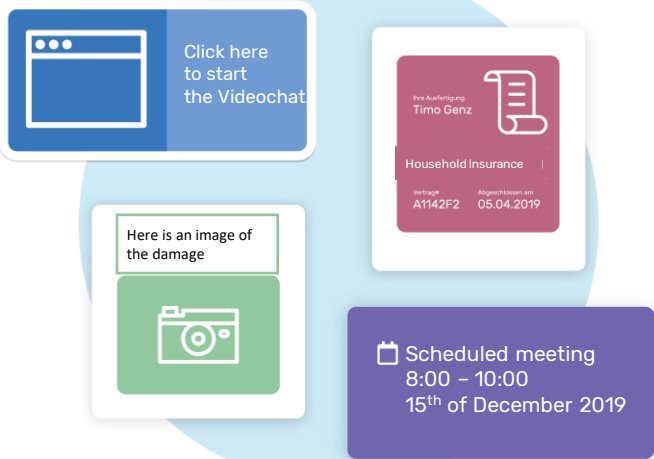
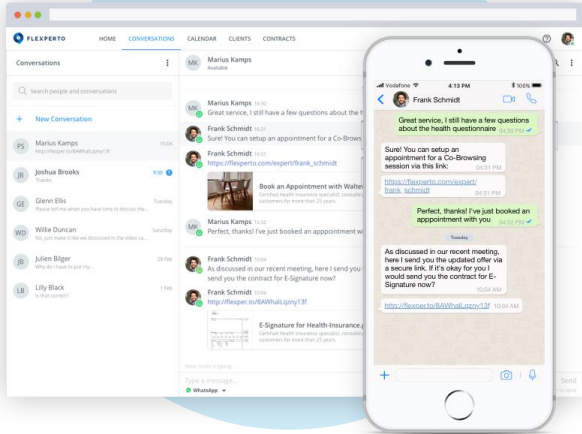
∅ Additional appointments	7
∅ Additional sales	€ 267

Flexperto is the only product on the market, which has specifically been **designed for the sales workplace** and is truly **omnichannel**.

Omnichannel

Integrations of 3rd party collaboration services

Made for 1-1 sales use cases



Voice, Video & Messaging in one solution - Our Messaging service integrates all major Instant Messengers in one central solution.

Online-scheduling, e-signatures or co-browsing - we have integrated the most powerful collaboration solutions for sales in one software.

Unlike contact center solutions such as Genesys, Twilio flex or Internal Collaboration Platforms, such as Microsoft Teams, flexperto is made for sales: opt-ins, personalized profiles, sales tools and super easy to use.

Flexperto vs. Skype for Business

Comparison

	All-In-One platform for external communication	Internal communication tool
100% web-based	✓	X
No download required	✓	X
White-labelled Integration in Website	✓	X
Communication Channels		
Chat and Audio / Video-Call	✓	✓
Multiconference	✓	✓
Instant Messaging	✓	✓
Omnichannel Messaging (Facebook Messenger, SMS, WhatsApp, Telegram, etc.)	✓	X
WhatsApp Business - GDPR compliant	✓	X
Smart Routing	✓	X
Collaboration Tools		
Online booking and scheduling	✓	X (only via outlook)
Screen-sharing	✓	✓ (only whole screen)
Co-Browsing	✓	X
Whiteboard	✓	X
Presentation mode with pdf, word, PPT, and images	✓	✓ (only PPT)
Recording (Mifid 2 Compliant)	✓	X
E-Signature	✓	X
Checks	✓	X
Integration / Configurations		
White Label	✓	X
Web-based integrations	✓	X
Mifid 2 Compliance	✓	X
CRM API	✓	X



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Digital Consulting

Facts and Figures



Online consulting is popular – with both, customers and consultants.



Customers are open to online consulting ...

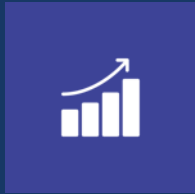
- Although only about 15% of customers have had had online consulting experience, 42% are open to the use of online consulting worldwide.



Consultants love online consulting ...

- 77% have greater sales success through online consulting.
- 75% of consultants rated the results as positive or better than expected.

Success factors for insurance sales – more deals and higher brand identity through online consulting.



+5 contracts

Sales agents, who use digital communication tools such as Video Consulting regularly, achieve on average 5 more deals with regards to life and pension insurances.



+ 40% sales

By using Video Consulting and Screensharing, a more personalized consultation can take place, leading to an up to 40% increase in sales.



Brand Identity²

The use of online consultancy not only makes sales organizations more successful, but also delivers an important contribution to brand identity.

Modern ways of communication and new technological solutions present challenges for many insurers with large agent-networks.

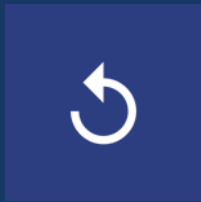
In the company with the highest online consulting rate, one third of the agents (29%) already use digital tools for customer consulting regularly.

For four out of the 22 distributors surveyed, the proportion of sales agents with frequent online consulting is five percent or lower.

Only 30% of insurance sales agents in Germany feel supported by their insurance company in this matter.

Whether online consulting is used is thus determined less by age effects, but rather by the **willingness for innovation** of the **sales management board**.

Positive Results – Customers are convinced.



85%

of the customers who have previously tried online consulting want to participate in further online consulting.



95%

rate online consulting as good or very good.

Positive Results – Increased Sales Efficiency.



30

Video Consulting Sessions

are being performed by an active consultant per month



24

Minutes

is the average duration of a consulting session.



60

Minutes

of labour time are being saved per consulting session.