



INTERCOM

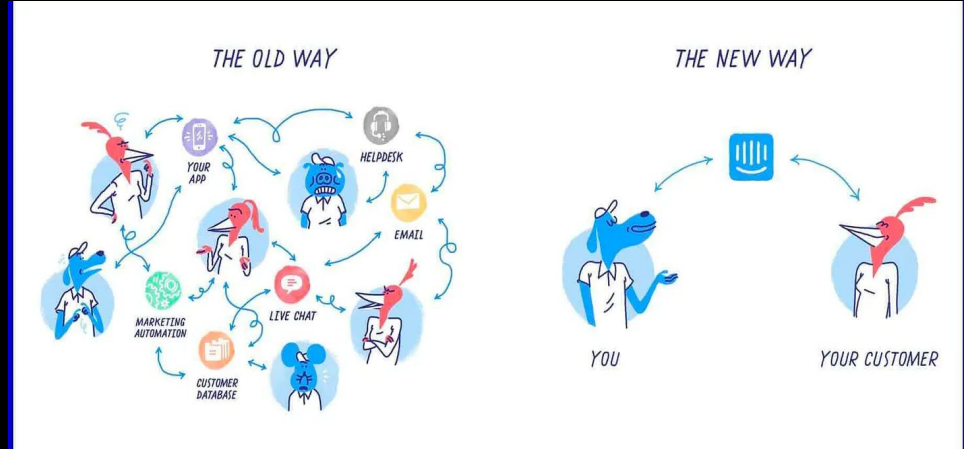
So automation and humans work together.

Who are we?

Intercom is the only complete AI-first customer service platform.

What are we chasing?

And we are determined to make Intercom the best, and the only customer service platform you will ever need.



**Revenue: \$250M

**Customers: ~25 to 30K

**Last Funding: \$240M

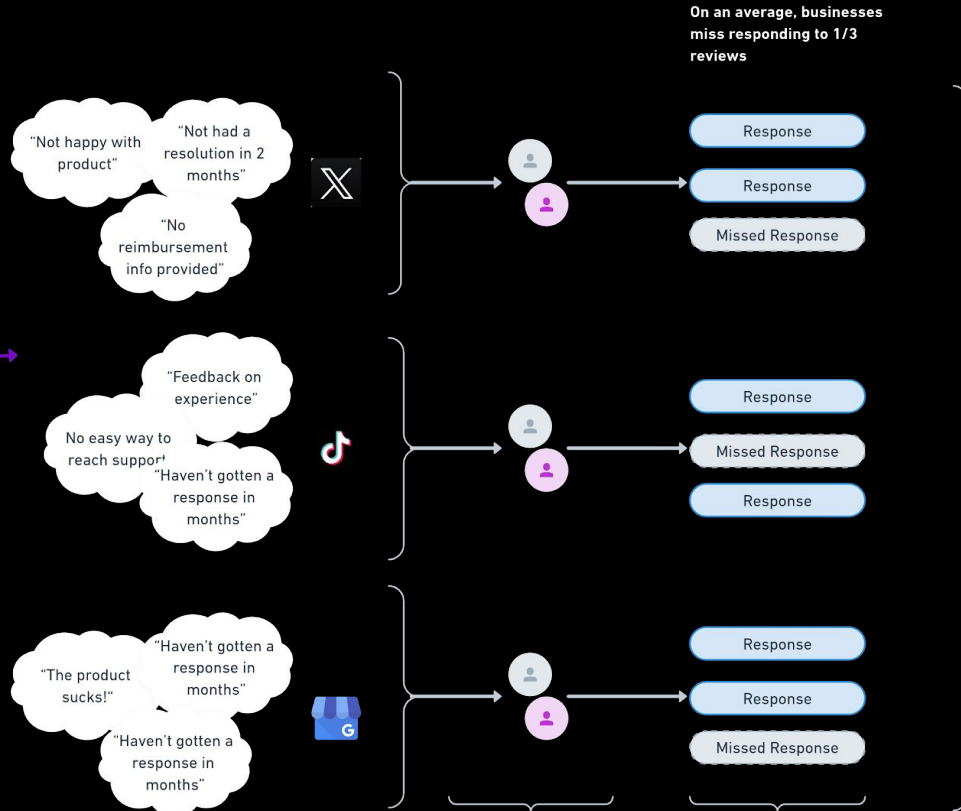
**Current Valuation: \$500M to \$1B

What's happening?

- SMBs have become omnichannel to meet customers where they are.
- Every customer interaction with these SMBs affect their likelihood to connect and transact later
- Every record of these customer interactions also reflects SMBs overall customer relationship and loyalty status for any new customers
- Every opportunity delayed to resolve any customer's bad experience proactively is an opportunity lost

The Present

Feedback, issues, Reviews that need to be responded to manually on every single active channel.



Impact on the Company

- Unhappy customers
- High risk of churn
- Brand reputation is hurt
- Direct hit on the revenue line

Impact on Support

- High TAT
- Unhappy customers
- High risk of churn
- CSAT scores get hurt
- Wasted time on repeat questions
- Too much context switching

- More manual effort
- Multiple tools to handle
- Multiple teams own different tools
- Team needs to scale as volume of issues & channel scales
- A lot of time spent to answer same questions
- Time & effort taken to understand context of issue
- Manual effort in digging up past issues
- Inconsistent comms across all channels by diff agents

What's next?

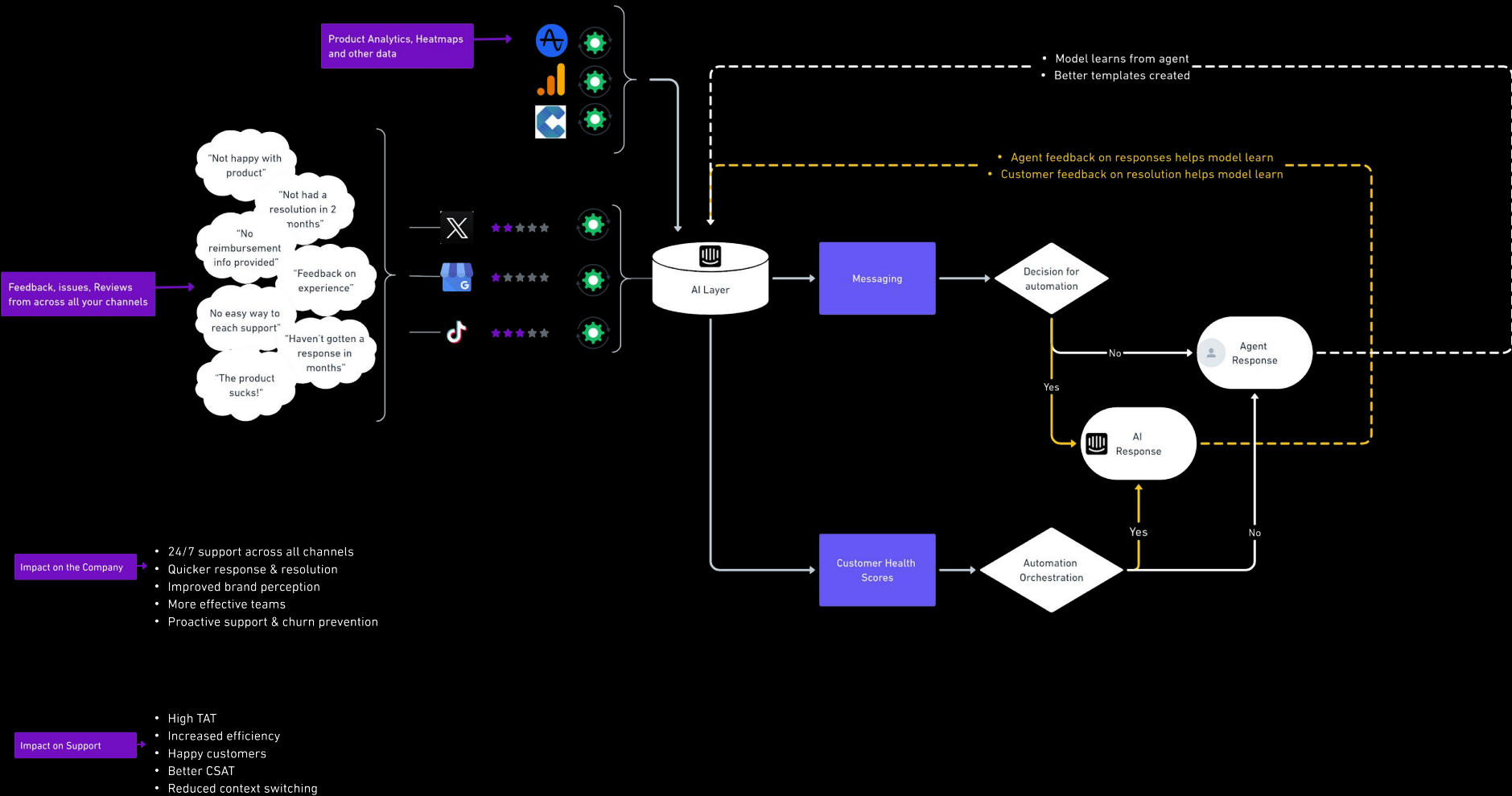
So, we move the bar higher. We provide the ability for our business partners to monitor, capture these opportunities, respond quickly with the right context, and maintain their Customer Satisfaction and Loyalty.

Voice of Customers

" Poor customer reviews, delayed response, and resolution show our customer's relationship and loyalty in a bad light. It also affects the likelihood of recommending our customer's product or services"

" So, we move the bar higher. We provide the ability for our SMB partners to monitor, capture these opportunities, respond quickly with the right context, and maintain their Customer Satisfaction and Loyalty. "

The Future



Why us?

Online reputation management will be the framework to provide omni-channel support and with our current AI capabilities, product manifesto and the budget around it, this will be our

- Entry to ingest data across channels
- Derive insights from there and
- Be the entire CX orchestration framework for all teams - support, sales, success, marketing and product

What sets us apart?

Positioning

- Industry agnostic
- Strong focus on SMBs
- AI-first with proven efficiency
- “Your central CX delivery tool”

Offerings

- High-value, low-effort set-up
- Suite of tools for PLG, high-touch CX delivery teams
- All your data in one tool

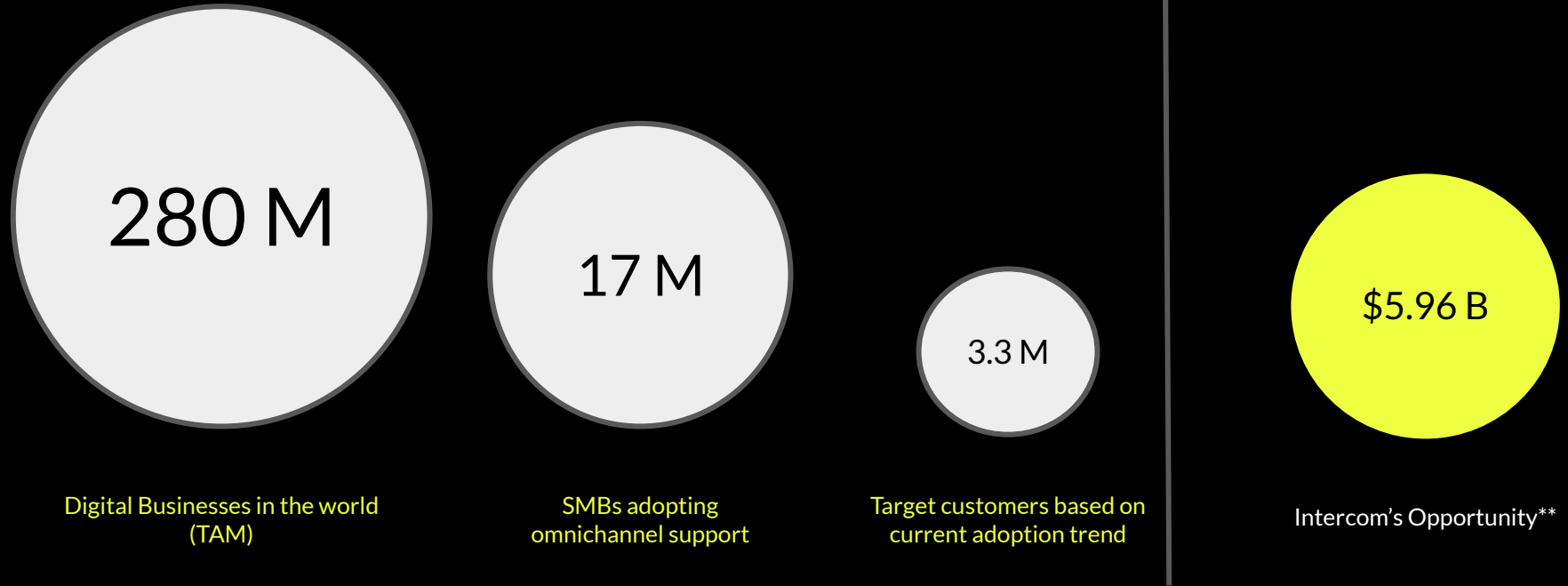
Competitive Advantages

- Brand & Funding
- Distribution
- Network Effects
- Tech & Team

Channels

- Self-Serve PLG
- Bundled Sales-Assisted Selling
- Content Marketing
- SEO

The Opportunity



MVP Snapshot

Help Desk

Your inbox3

Mentions0

Created by you3

All6

Unassigned0

Dashboard

TEAMS

Support2

Technical1

TEAMMATES

No teammates

VIEWS

Support Request1

Bug report1

Feature request0

Internal task1

Prakya Vasudevan

No channels installed yet

It only takes a few minutes with our examples and no-code integrations.

Set up channels

3 Open

Newest

Example: PDF export broken

#3 • Bug report

Looks like we have a bug ... 5m

Example User

#2 • Example: Unauthorized...

Could you please take a lo... 5m

Example - ProjectMap

Yes, I see it now. I've adde... 5m

Example: Unauthorized user license charge

#2

Example User

No company

Not shared with customer

This is an example of a Back-office ticket.

A back-office ticket can be assigned separately to a back-office team, letting you add your own internal notes. Use them to keep conversations and customer data accessible, so your teams never lose context.

You can see customer conversations that are linked to this ticket in the right-hand sidebar.

--

Customer reports an unauthorized user license charge on invoice #12345. The user account is "User123".

Ticket type

Internal task

Submission date

May 23, 2024

Feature

+ Add

Priority

High (needed in 24 hours)

Prakya Vasudevan • 5m

Interactions

Facebook4.5

Google3.9

Latest Timeline Activity

Atlanta Systems

Weekly Update

Jarrett Cawsey • 12/20/2020, 11:02 am

Last 5 Timeline Activities

Atlanta Systems

Weekly Update

Jarrett Cawsey • 12/20/2020, 11:02 am

Renewal Meeting

Martina Brito • 12/20/2020, 10:54 am

Customer Sentiment for the current issue

Customer Health

Overall Health Score

82

Score History (last 10 weeks)

Show a timeline of interactions across various channels

- Issues raised
- Reviews across channels

Text-based sentiment analysis of the current issue. Can be anything within:

Customer Sentiment for the current issue

A combination of:

- CSAT
- NPS
- Product usage (last 30 days)
- No. of sessions
- No of core actions taken
- No of transacting events

Features for Agent - Interactions, Customer Sentiment, Customer Health Score

Features for CS Leaders, Sales & Marketing - Brand Health Score, Brand & Listings Sentiment, NPS & Churn Insights

pmcurve

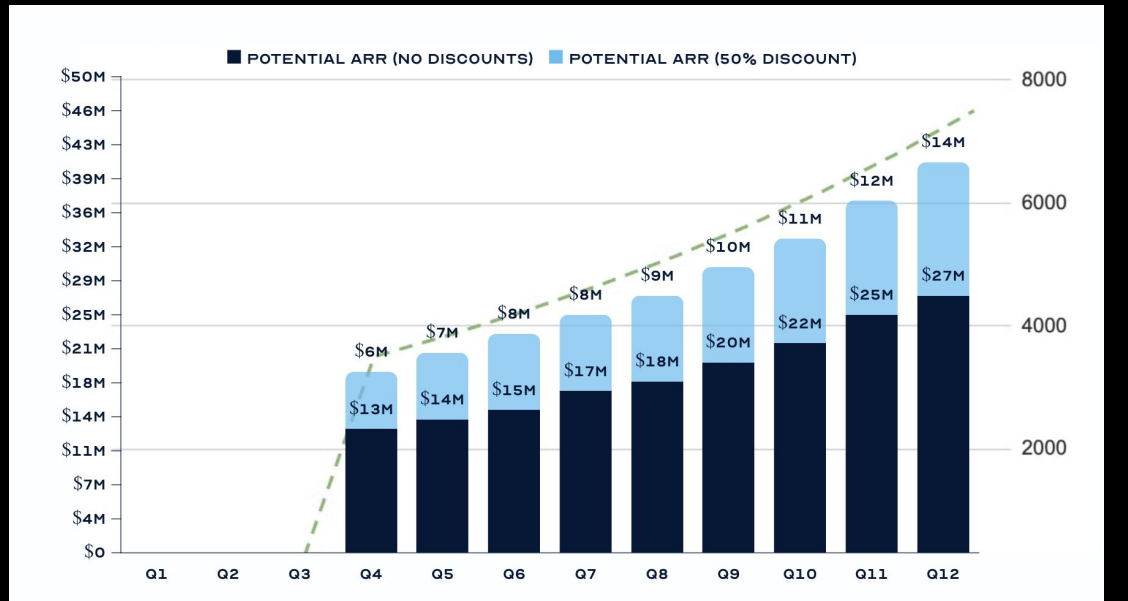
GTM

The First 1000

- Phased rollout for Intercom's current customer base
- 2 Qtr to Build
- 1 Qtr for Beta release and Adoption
- Reach first 1000 in 4th Qtr

Assumptions:

- Current Customer base - 25,000
- % of SMB Customers - 70%
- Post Beta Adoption % - 20%
- 1st pricing @ \$300/ Month - taking reference from Reputation.com



----- Indicates customer growth (on right axis)

Team



Prakya Vasudevan



Gaurav Dubey



Abhishek Puvvada



Thanks