



Beesender

Robotized Chats for the Creatio Platform

July 2021

About Us

2005 - started as Creatio implementation partner

2016 - beginning of Beesender development

2017 - first place win in a startup contest held by IKEA and Global Venture Alliance

2018 - beginning of Beesender sales

2019 - Creatio Partner of the Year award

2020 - Creatio Partner of the Year award

#1

Beesender is the leading application on the Creatio marketplace

5 years
on the omnichannel
communications market

8 products
within the \$150 to \$150,000 range

21 communication channel
Live chats, portals, mobile apps,
social networks and messengers

100 customers
In 12 countries and 4 continents

Beesender **e-x-p-a-n-d-s**
out-of-the-box Creatio chat functionality.

We **bridge the gap** between
communications and business processes,
helping our customers **reach a brand-new
conversational marketing level.**

Oleg Chaevski

Brand Father & CEO





What Beesender Does

Creates conversational robots for interaction with clients and employees

Chatbots for interaction with customers

- Welcome clients 24/7. Answer FAQs, show an interactive chat menu, and transfer chats to contact center agents.
- Create service cases and orders, take feedback and conduct surveys.
- Sign in to loyalty programs. Register for on-site visits or meetings with specialists.

Chatbots for interaction with employees

- Help candidates pass screening interviews and schedule meetings with recruiters.
 - Train and test employees based on micro-learning methodology.
 - Simplify interaction with service desk, corporate security and office maintenance teams.
- 

Popular Chatbot Scenarios

- 1. Welcome Bot:** helps your clients contact the right group of agents.
- 2. Waiting Bot:** interacts with your clients when your agents can't.

- 3. Service Bot:** creates service cases without contact with a human agent.
- 4. Notification Bot:** informs your client whenever the service case status changes.

- 5. Feedback Bot:** asks clients to evaluate the quality of your service or consultation.
- 6. Survey Bot:** conducts NPS and CSI surveys through WhatsApp, Twitter, Telegram, etc.

- 7. Recruitment Bot:** helps choose candidates and schedule a meeting with the recruiter.
- 8. Training Bot:** makes daily training and knowledge tests.

2.

What Beesender Does

Connects Creatio to 21 communication channels

New!

- OK
- VK (wall + messenger)
- Facebook
- Facebook Workplace
- Microsoft Teams
- **Live chat for websites**
- **WhatsApp Business API**
- **Instagram**
- **Facebook Messenger**
- **Telegram**
- **Viber (+ Viber Sessions)**
- Customer portals
- Creatio Customer Portals
- Mobile apps
- WeChat
- Twitter
- Skype
- Line
- SMS

3



What Beesender Does

Provides outbound messaging services for instant messengers, websites, and apps

- Individual service notifications and group marketing messaging.
- Outbound chats for websites.** 
- Messages, files, pictures, links, and chatbots.
- Chat transfer to an agent after a customer responds.
- Start chat delivery on schedule, by marketing campaign event, or by a business process.

As a Result

Clients like the way your company interacts with them.

Giving you a competitive edge.



Your agents are happy



Your CSI and NPS go up



The number of calls goes down



Who is Beesender For?

Our product is designed for b2c companies, that use the Creatio platform and have intensive interaction with their customers

We focus on the following industries:



Retail



Banking



Insurance



Manufacturing

100+

JOIN THE BEESENDER FAMILY



Beesender is an add-on for the Creatio platform. It:

- Is available through Creatio global partner network
- Can be installed at on-cloud or on-premise Creatio instances
- Has 24/7 technical support (in English)

Some Tech Info



NET Core



ORACLE





Beesender Products

.....● Smart . Fast . Friendly .

#1.

Omnichannel

Omnichannel connector for native Creatio chats

Characteristics:

1. Connects Creatio with additional communication channels
2. Creatio users (agents) interact with clients via out-of-the-box Creatio chat functionality
3. No-code channel connection
4. **No-code live chat widget builder for websites**

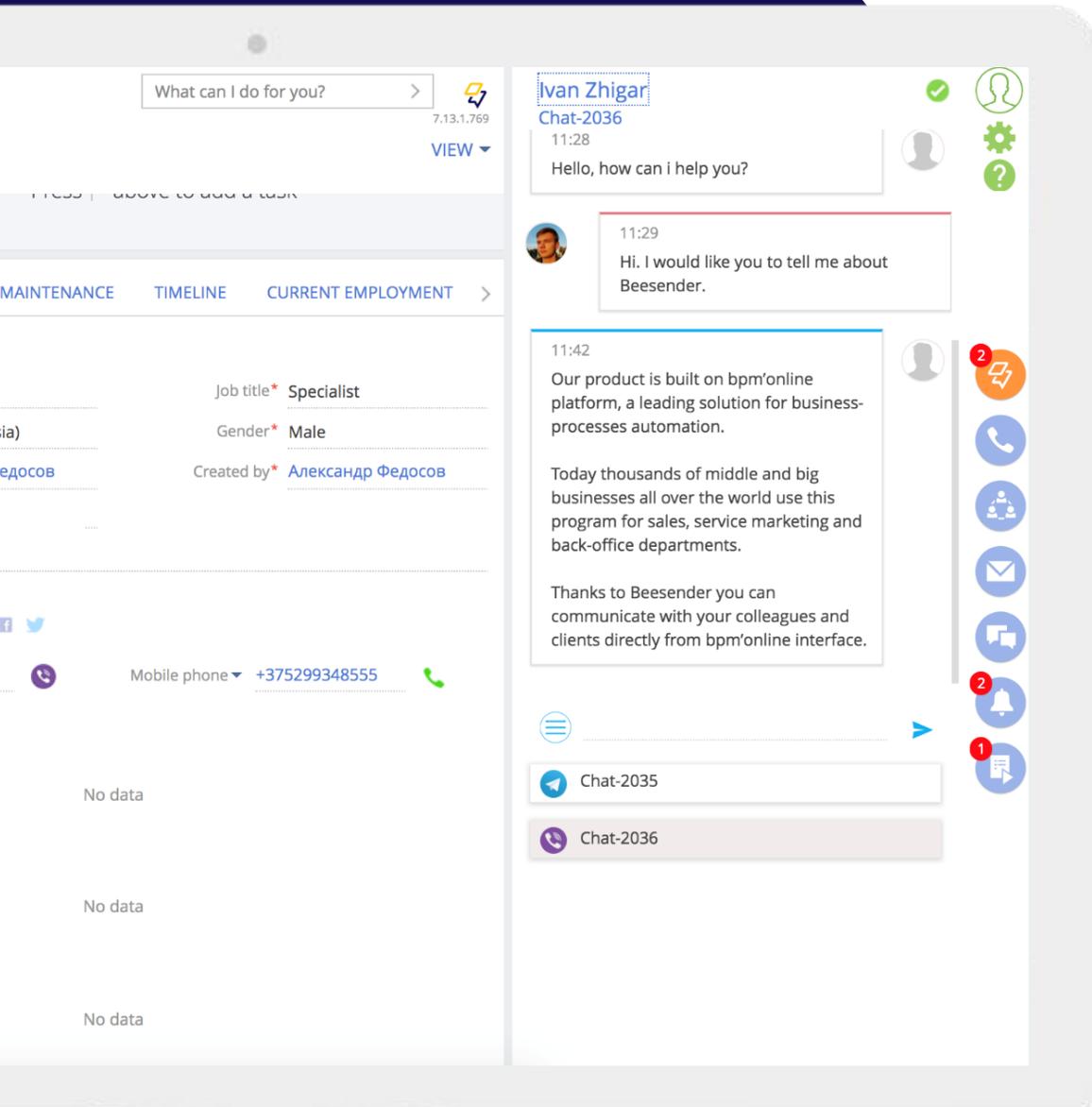
Price: \$150/user/year

* Creatio user license should be bought separately

- OK
- VK (wall + messenger)
- Facebook
- Facebook Workplace
- Microsoft Teams

- Live chat for websites
- WhatsApp Business API
- Instagram
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- Viber (+ Viber Sessions)

- Customer portals
- Creatio Customer Portals
- Mobile apps
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- Line



Chat Master #2.

formerly known as Beesender Operator

Non-voice contact center agent's workplace

Characteristics:

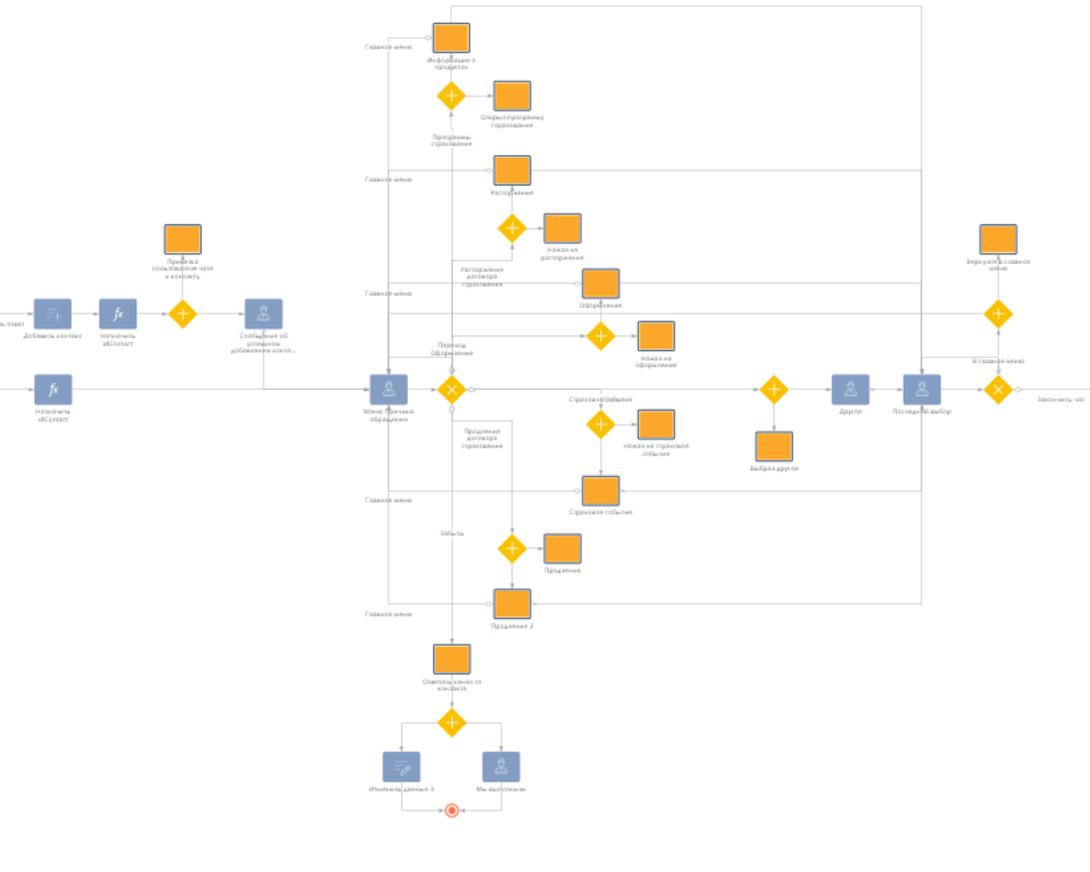
1. Multitasking agent toolbar
2. Chat distribution rules configuration based on agent's skills, brand, workload, etc.
3. Chat transfer from agent to agent or from agent to chatbot and back
4. Business-process launch during a chat
5. New chat initiation from a contact card
6. HSM-templates to start WhatsApp chats

Price: \$300/agent/year

* Creatio user license must be bought separately

Bot Master

Rule-based chatbot builder



Characteristics:

1. No-code omnichannel virtual assistant construction
2. Excellent tool to automate the first line for contact centers, answer FAQs, register service cases, etc.
3. **Multilingual chatbots** (English, Spanish, Hebrew, Russian, Arabic, and many more)
4. Hybrid chats (bot – agent – bot)
5. Third-party NLP systems integration
6. Customer journey tracking analytics

Price: \$2,400/chatbot/year
 \$12,000 for 10 chatbots/year

#4.

Outbound

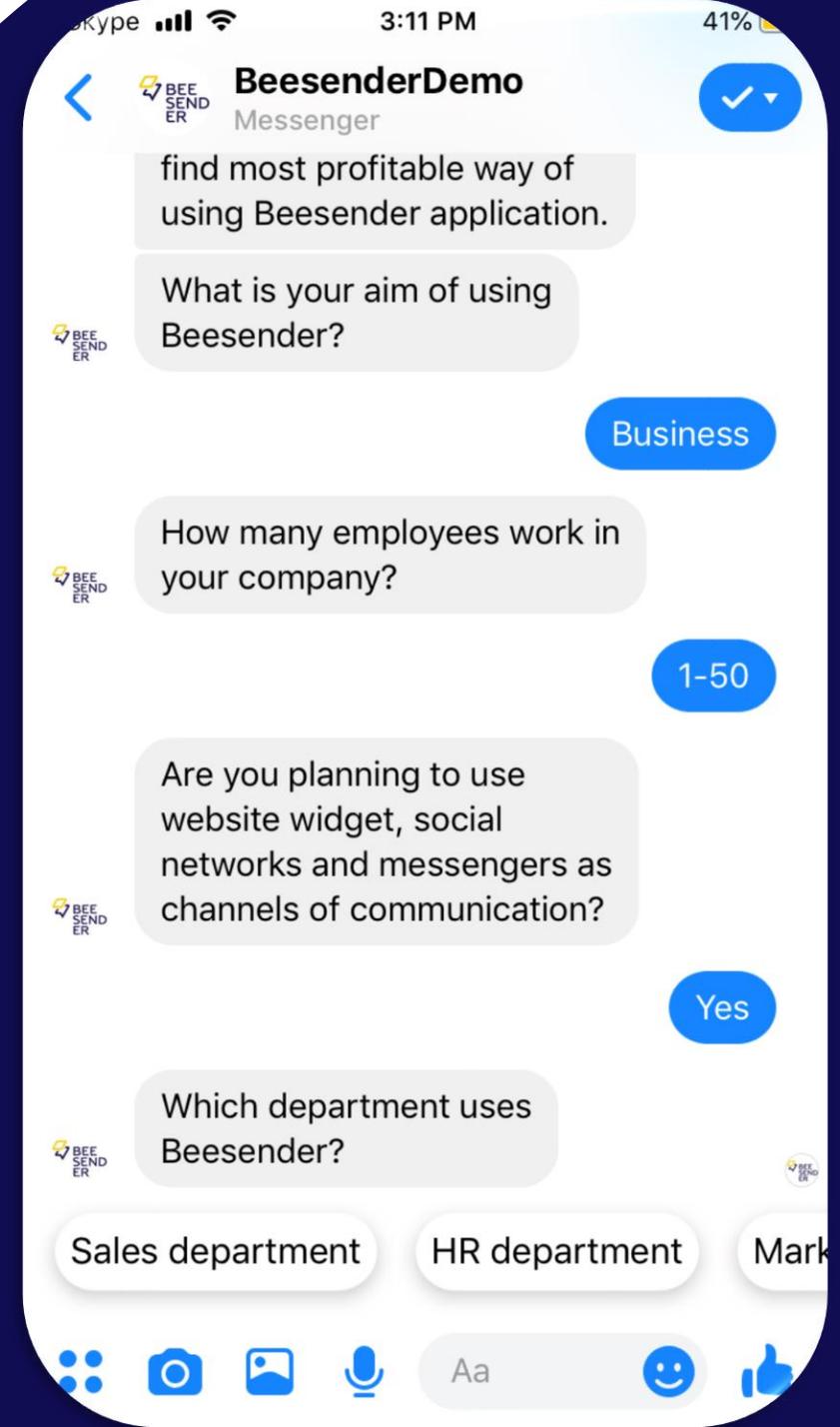
formerly known as Beesender Bot Sender

Sending messages via instant messengers

Characteristics:

1. Best choice for notifications and surveys
2. Text, images, and chatbot delivery
3. Individual and bulk messaging campaigns
4. Variety of starting signals (by command, by timer, by process, from marketing campaign)
5. Multiple messenger rotation
6. Dynamic recipients lists
7. No-code survey chatbots builder

Price: \$6,000/year



#5. Skill Scanner

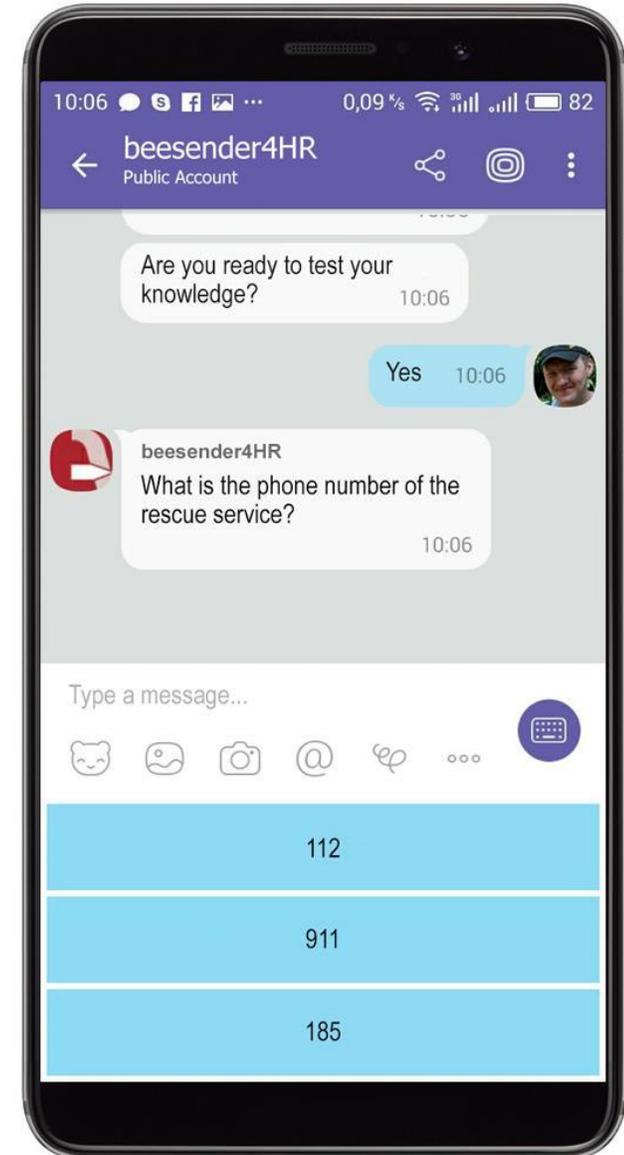
Testing and training
chatbot builder

Characteristics:

1. An intuitive user interface for chatbots that create courses and tests (no need to build business processes in Creatio).
2. Works perfectly in messengers, on corporate portals, and on websites.
3. Two scenarios: "first training, then a test" and "first a test, then training."
4. Dynamic groups of participants.
5. Analytics dashboards and reports.

Price: \$6,000/year

* Every course or test requires a Beesender Bot Master license (must be bought separately)



#6.

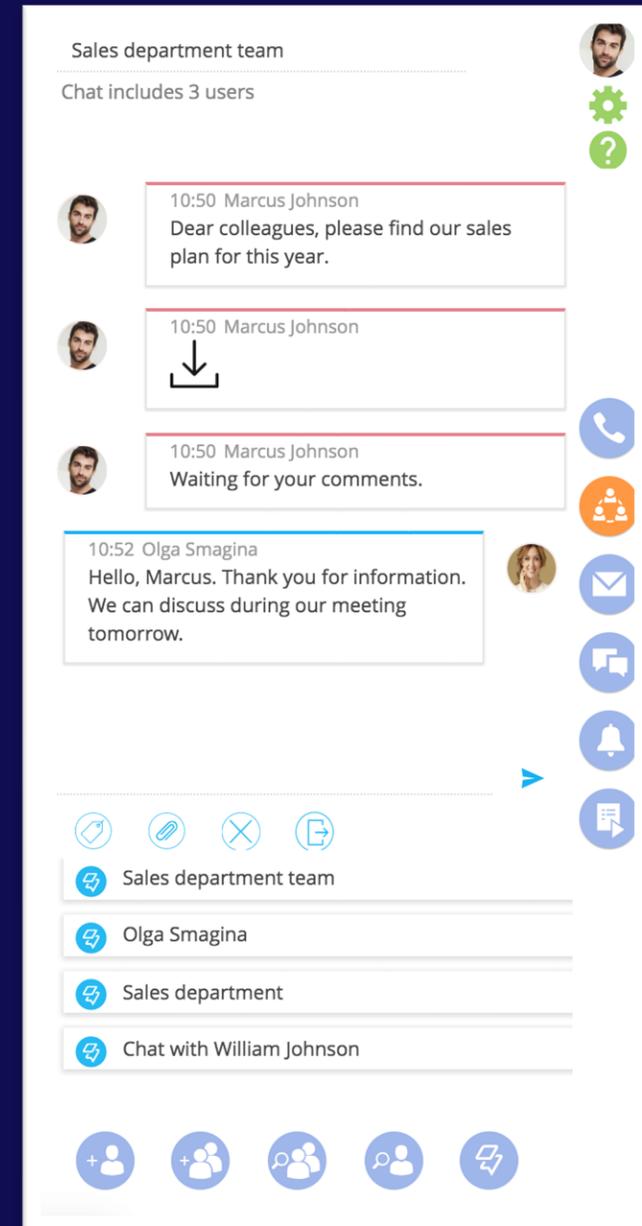
Portal Chat

Chats within Creatio and with customer portal users

Characteristics:

1. Chats between company employees and customers who visit the Creatio portal or between company employees who use Creatio
2. Individual and group chats
3. Chats with human employees and with virtual assistants
4. Function even if the recipient is offline
5. Chat history in contact card in Creatio

Price: \$12,000/portal/year



Server

#7.

formerly known as Operator Server ●●●●●

An individual version of Beesender cloud connector

Characteristics:

1. Directs chats straight to the company's server. Allows excluding chats transit through the universal Beesender cloud connector.
2. Increases system resiliency and chat speed in high-load contact centers.

Price:

- \$20,000/year

** The price includes services for connecting and configuring a server license for dev, pre-prod, and prod environments of one Creatio site.*

*** The server license requires the mandatory purchase of an annual Premium technical support plan (\$ 19,800/year).*

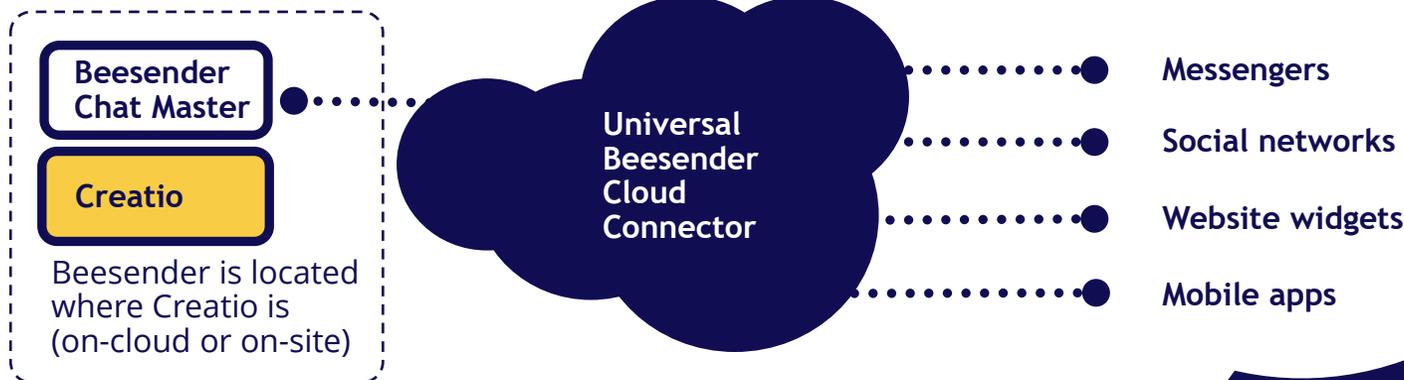
Two Ways to Connect Beesender Chats

Cloud Scheme

(universal connector)

Beesender Cloud Connector is responsible for message routing between Beesender customers' Creatio sites and the variety of communication channels they use.

All chat traffic is confidential. We do not keep records of or track analytics about your communication with clients.



Server Scheme

(exclusive connector)

Beesender Server license is installed on clients' servers. Thus, all traffic flows directly without transit through the Beesender Cloud Connector.

The exclusive connector is a paid option.



#8.

1. Chat Master
2. Bot Master
3. Outbound
4. Portal Chat
5. Skill Scanner
6. Server

Beesender

Unlim

Special offer for enterprise customers

Characteristics:

1. 6 products in one at a fixed price.
2. An unlimited number of agents and chatbots licenses connected to one Creatio site.
3. One server license.

Price:

- License: \$60,000/year
- Premium support plan: \$19,800/year

** The price includes services for connecting and configuring a server license for the dev, pre-prod, and prod environments of one Creatio site.*

*** The Beesender Unlim license requires the mandatory purchase of an annual Premium technical support plan (\$ 19.800 / year).*



Technical support

SLA and prices



Three Technical Support Plans



	Standard	Pro	Premium
Case registration channels	<ul style="list-style-type: none"> client portal website chatbot email 	<ul style="list-style-type: none"> client portal website chatbot email 	<ul style="list-style-type: none"> client portal website chatbot email
Communication channels with support team	<ul style="list-style-type: none"> client portal email 	<ul style="list-style-type: none"> client portal email cell phone 	<ul style="list-style-type: none"> client portal email cell phone Skype
Case registration time	24/7	24/7	24/7
Response time for incidents of I and II priority, hours	4	1	1
Response time for incidents of III and IV priority, hours	8	4	2
Resolution time for incidents of I and II priority, hours	48	24	12
Resolution time for incidents of III and IV priority, hours	96	48	24
Price, USD/year	5% of license price / year	\$9,900/year	\$19,800/year

* Beesender Server and Beesender Unlim licenses require the purchase of an annual Premium technical support plan.

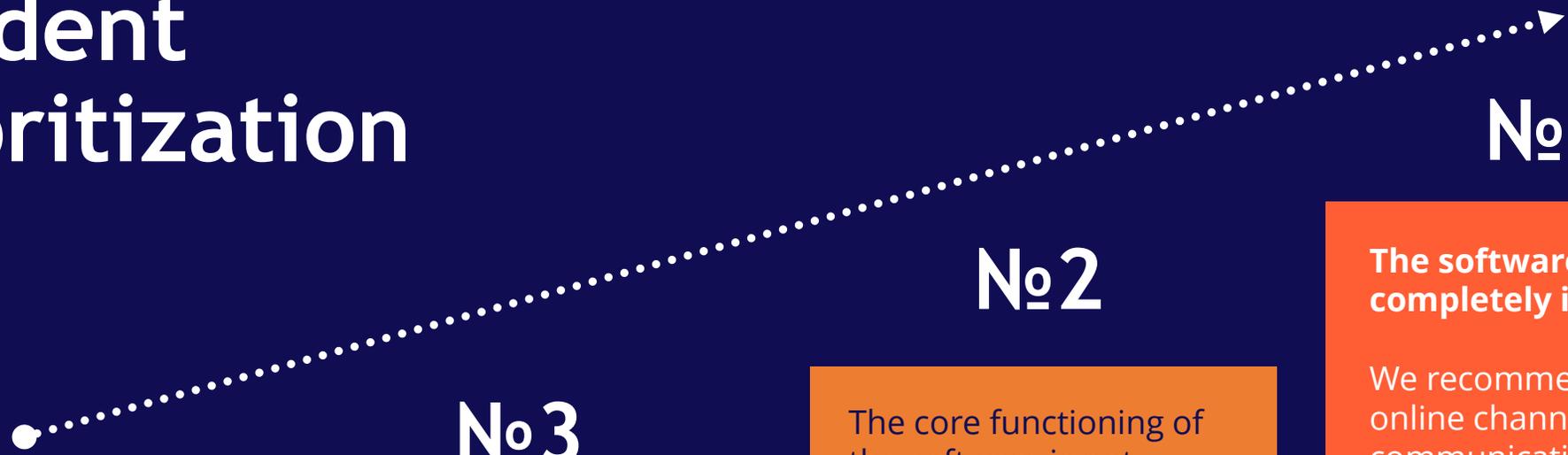
** When buying perpetual licenses, technical support is paid immediately for three years in advance.

Technical Support Plans Comparison



	Standard	Pro	Premium
Case processing	+	+	+
Answers to system administrator's questions	+	+	+
Answers to system users' questions	-	+	+
Introductory user training (online, one time)	+	+	+
New users training (online, once per month)	-	+	+
System update (with the reinstallation of the packages)	-	Up to 3 times per year	Up to 6 times per year
Personal Customer Success Manager	-	+	+
Pre-paid configuration & customization services	-	48 hours per year	96 hours per year
Hour rate, developers & consultants	65 USD/hour	60 USD/hour	55 USD/hour
Meetings with system developers	-	-	+
Beesender Server license support	-	-	+

Incident Prioritization



No.4

Consultations and software errors **which do not influence functioning**

No.3

Additional or main software functioning is not possible **but there are alternatives**

No.2

The core functioning of the software is not possible and there are **no alternatives**

No.1

The software is completely inoperable

We recommend using online channels for communication with the support team



Contacts



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