

The logo features the word "exotel" in a white, lowercase, sans-serif font. The letter "x" is stylized with a long, thin diagonal stroke extending downwards and to the left. Above the "x" are three curved lines, resembling a Wi-Fi signal icon. The text is centered within a circular graphic consisting of several concentric, semi-transparent dark blue rings. The entire logo is set against a solid black background.

exotel

COMMUNICATION

RE-DEFINING EFFICIENCY IN
E-COMMERCE AND LOGISTICS



Karthikeyan K
CRO, Exotel

CUSTOMER EXPECTATION



CONVENIENCE

BUYING, DELIVERY,
RETURNS



TRANSPARENCY

BUILDING TRUST
INVOLVES BEING IN
CONTROL



PRICE

OPERATIONAL
EFFICIENCY =>
BETTER PRICES

THE STORY OF AN ORDER



CUSTOMER
ORDER



ORDER
CONFIRMATION



PICKUP
WAREHOUSE /
SELLER



LAST MILE
LOGISTICS



CUSTOMER
SUPPORT



REVERSE
PICKUP



POTENTIAL AREAS OF IMPROVEMENT



CUSTOMER
INTERACTIONS



LOGISTICS
OPERATIONS

SCENARIOS

MOBILE NUMBER VERIFICATION



SMS BASED - OTP



MISSED CALL



REDUCTION IN COSTS

45%



FASTER
& IMPROVED EXPERIENCE

CONNECT CUSTOMERS WITH SELLERS

 PROBLEMS WITH TRACKING

 EFFICIENTLY CONNECT USING VIRTUAL NUMBERS

 RECORD CALLS - DISPUTE RESOLUTION



48%

 CONSUMERS WANT TO TALK TO SELLERS

ANONYMIZE & TRACK CONVERSATIONS

PRIVACY, POTENTIAL MISUSE

PROTECT CUSTOMER PRIVACY

IMPLEMENT S.O.P. -
REDUCE NO-SHOWS



65%

CONSUMERS NOT
COMFORTABLE WITH
SHARING NUMBERS

AUTOMATE RE-SCHEDULES

 MANUAL - INEFFICIENT

 LEANER OPERATIONS

 CONVENIENT



63%

 REDUCTION IN MANUAL EFFORT

OTHER POSSIBILITIES



AUTOMATE
PRE-CALLING



INTEGRATE
LOGISTICS APPS
WITH CLOUD
COMMUNICATION



REAL-TIME
UPDATES TO
SELLERS

Q&A



@exotel
@unbleep



+62-855-7467-0068



hello@exotel.io