



A **Cloud solution** for every
Communication Need



Ozonetel is a Global, Multi-disciplined CaaS (Communications as a Service) provider.

CaaS

– outsourced enterprise communications solutions

(PSTN Cloud Telephony), Instant Messaging (IM), Collaboration and Videoconference)

CaaS

- Allows businesses to avail services on a **pay-as-you-go** basis
- **Eliminates** large capital **investment**
- **Offers flexibility and expandability** for small and medium-sized business
- **Allows a change** in network capacity on a daily basis
- Keeps pace with **functionality and demand** of resources
- Does **not require major upgrades**
- Does **not run the risk** of technology getting obsolete.

Ozonetel has two core business offerings:



BrandAgent

A Cloud based Marketing and Advertising Platform



CloudAgent

A Cloud based Communications Platform

Technology Edge



- **Modular platform** that is horizontally scalable
- Single platform that enables multiple channels – **USSD, Social media, Voice, Chat, SMS**
- **Home grown stack** which includes hardware

Customer Success (India)



- **3000** Intelligent Agents
- **75000** Phone numbers
- **20 million** API hits
- **4000** developers
- Single customer process scale at **1000 users**

International Operations



- Launched international operations 6 months ago
- Platform hosted out of **Singapore, UK, US, and Australia**
- Handling **10000** international calls to multiple locations/day
- Currently **500 users** across the globe

Acquisitions & Partnerships



- Maxis telecom
- Reliance Communications
- SMS Gupshup - Webaroo
- **Yantrasoft** (Acquisition)
- **Voicegain** (Acquisition)

Connecting the Next 3 Billion

Ozonetel today:



Managed by

serial entrepreneurs

with multiple exits



Multi Channel

PSTN Grade

platform



Reached

200 million

mobiles in India



Presence in over

150 countries



1000+

enterprise clients across

20+ verticals

Handled over

1.5 billion calls

utilizing 40,000 ports

Processes

12 million calls

per day

Has over

4,000 developers

using APIs on CloudAgent

Reached

200 million

unique callers per year



BrandAgent

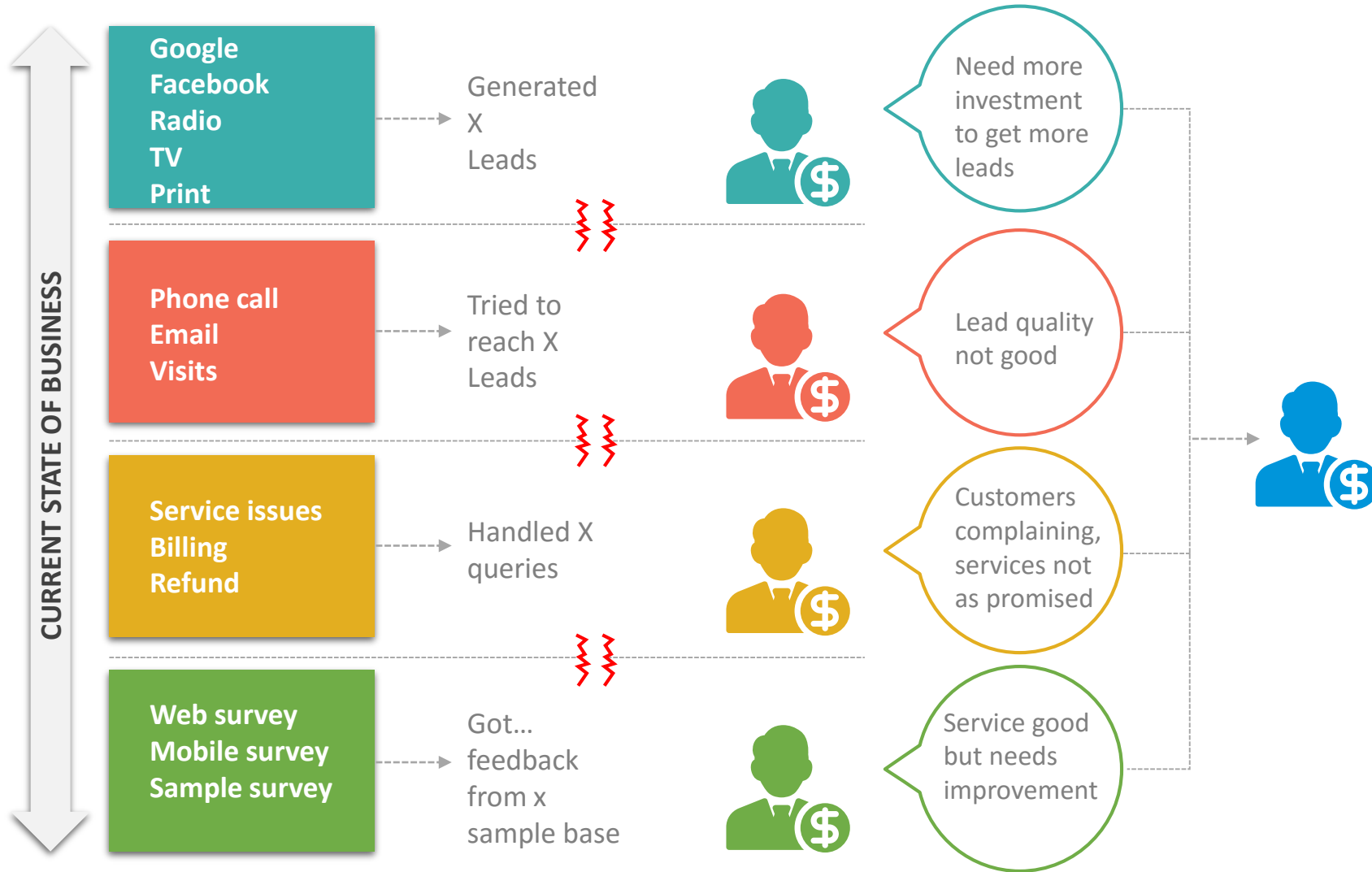
Reached

50+ million

unique consumers

The Challenge

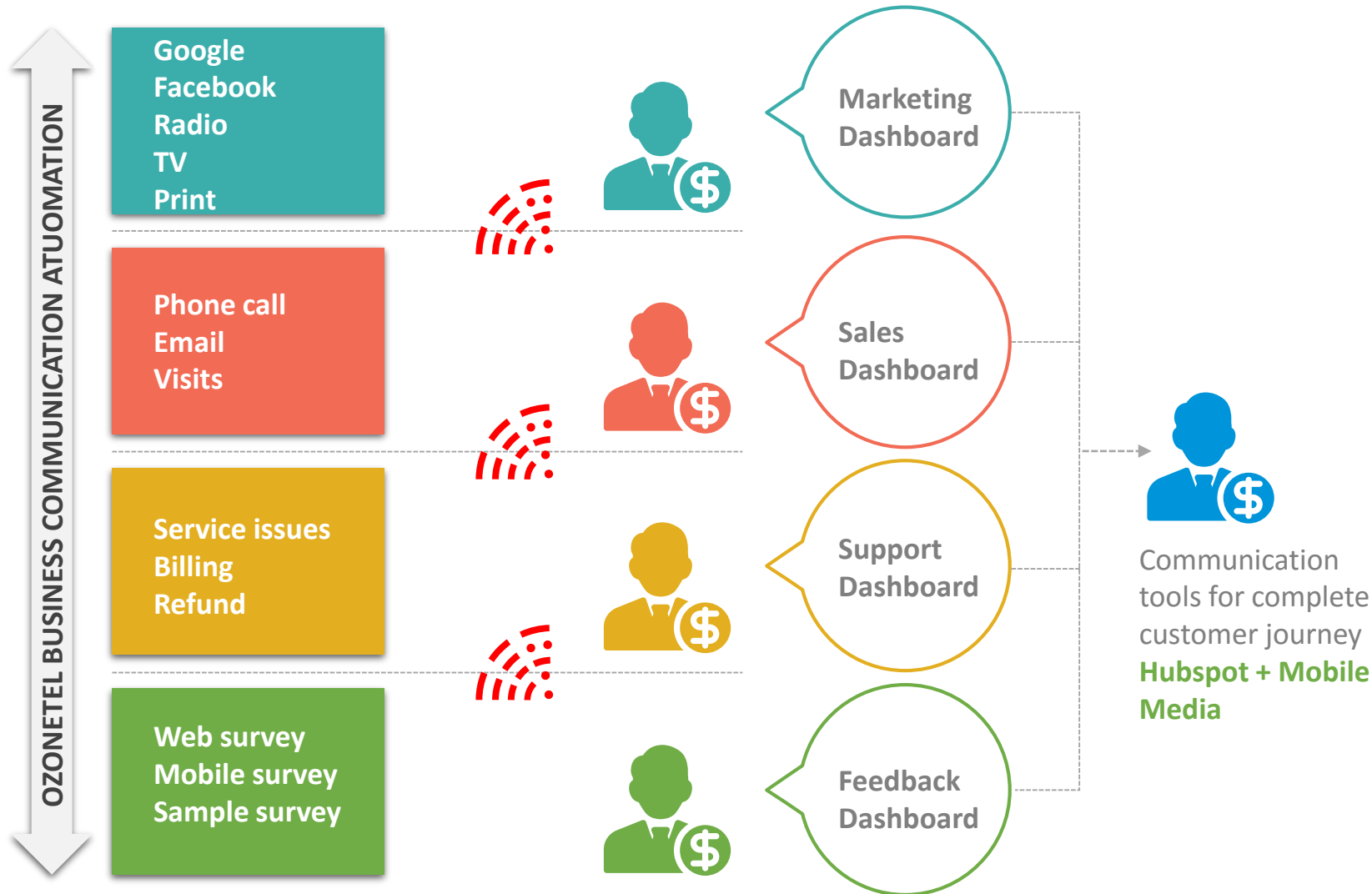
Business Communication is Fragmented



- X Manual tools are not automated**
Ad-hoc management uses Excel, PBX, Cold calling with no measurement
- X Customer LIFECYCLE is not tracked**
Links across sales, support and marketing are not available
- X No IMPACT measurement**
Multiple marketing campaigns are not effectively measured for impact and ROI
- X COMPLEX integration points/APIs**
Legacy-based systems are not capable of integrating with customer systems such as CRM, ERP, Helpdesk
- X No real time ANALYTICS**
Campaigns being run provide no live or real time view of progress

The Ozonetel Solution

Tools for a complete customer journey



- ✓ **Single platform**
Ozonetel delivers an integrated solution across Marketing, Sales, Support, and Retention.
- ✓ **Business KPI-led monitoring**
Ozonetel enables organizations to track business KPIs using marketing, sales, and service dashboards.
- ✓ **Real-time Data**
Ozonetel equips organizations to take real-time decisions by tracking and monitoring campaigns across the business lifecycle
- ✓ **Lesser roll-out time**
Ozonetel reduces the roll-out time of new processes, right from ideation to sampling.



Marketing

- Audio Content
- Referral
- **Missed call numbers**
- Couponing activations
- **ROI**
- Engagement models
- **Caller profiling**
- Feedbacks – speech based
- **Cross campaign analytics**
- Video



Sales

- Lead engine integrations
- Lead traction
- **CRM** – Salesforce, ZOHO
- COD – verification (speech biometrics)
- Scheduler
- Dialer
- **SMS**
- **IVR**



Support

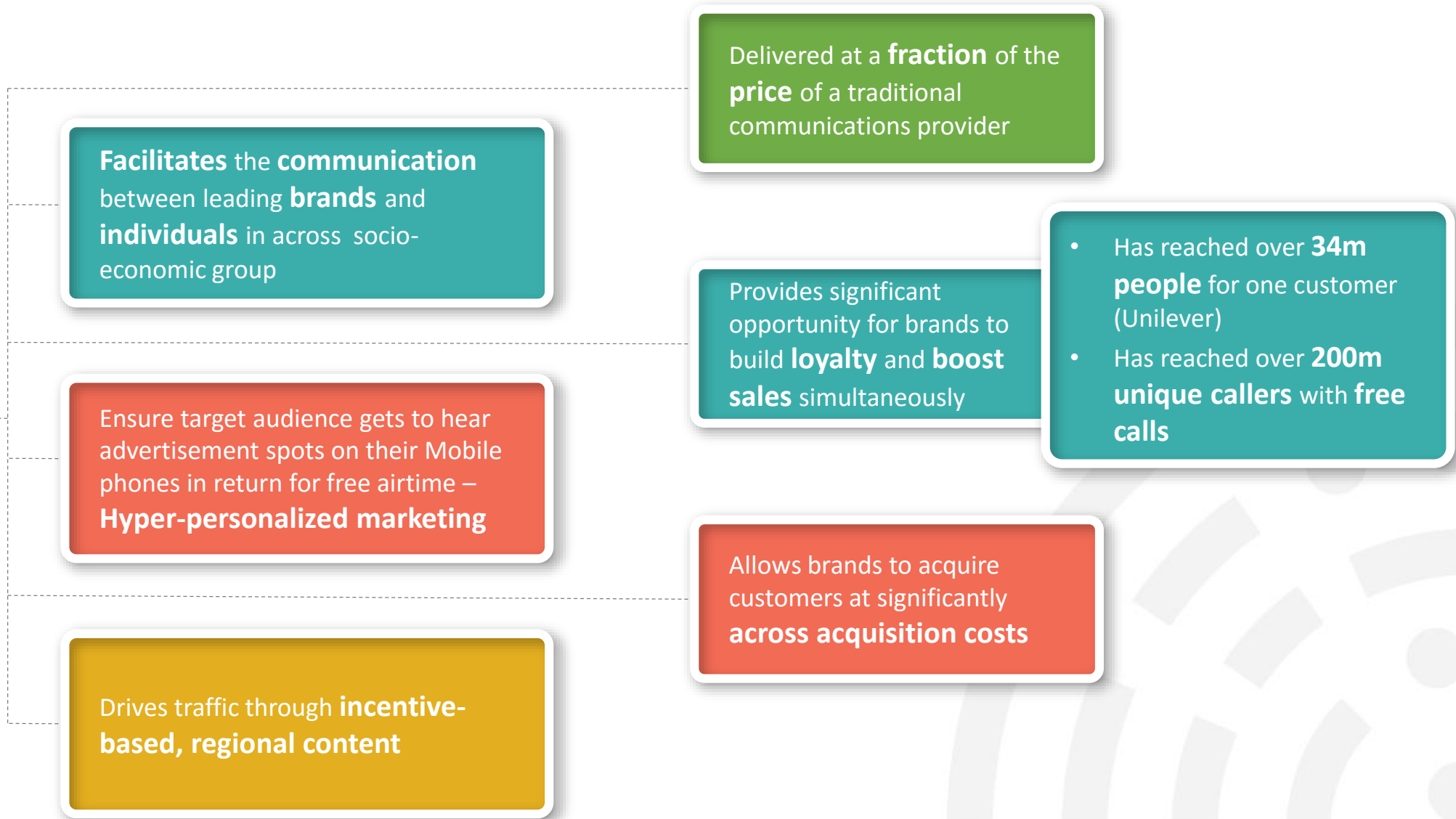
- Screen pop
- **CRM** – Zendesk, Freshdesk
- Call to ticket
- **Social media**
- Email agent
- **Quality control**
 - Speech analytics
 - Speech call steering
 - Sentiment analysis
- CA-android library



BrandAgent



CloudAgent





Enables SME's to deliver **multi-channel Customer Care** capability at highly optimised costs since we operate on an opex model

Boosts agent efficiency by **60%** through **single-window access** to all call center applications

Offers valuable insights into **calling patterns** and **provides reports** across all **dimensions**

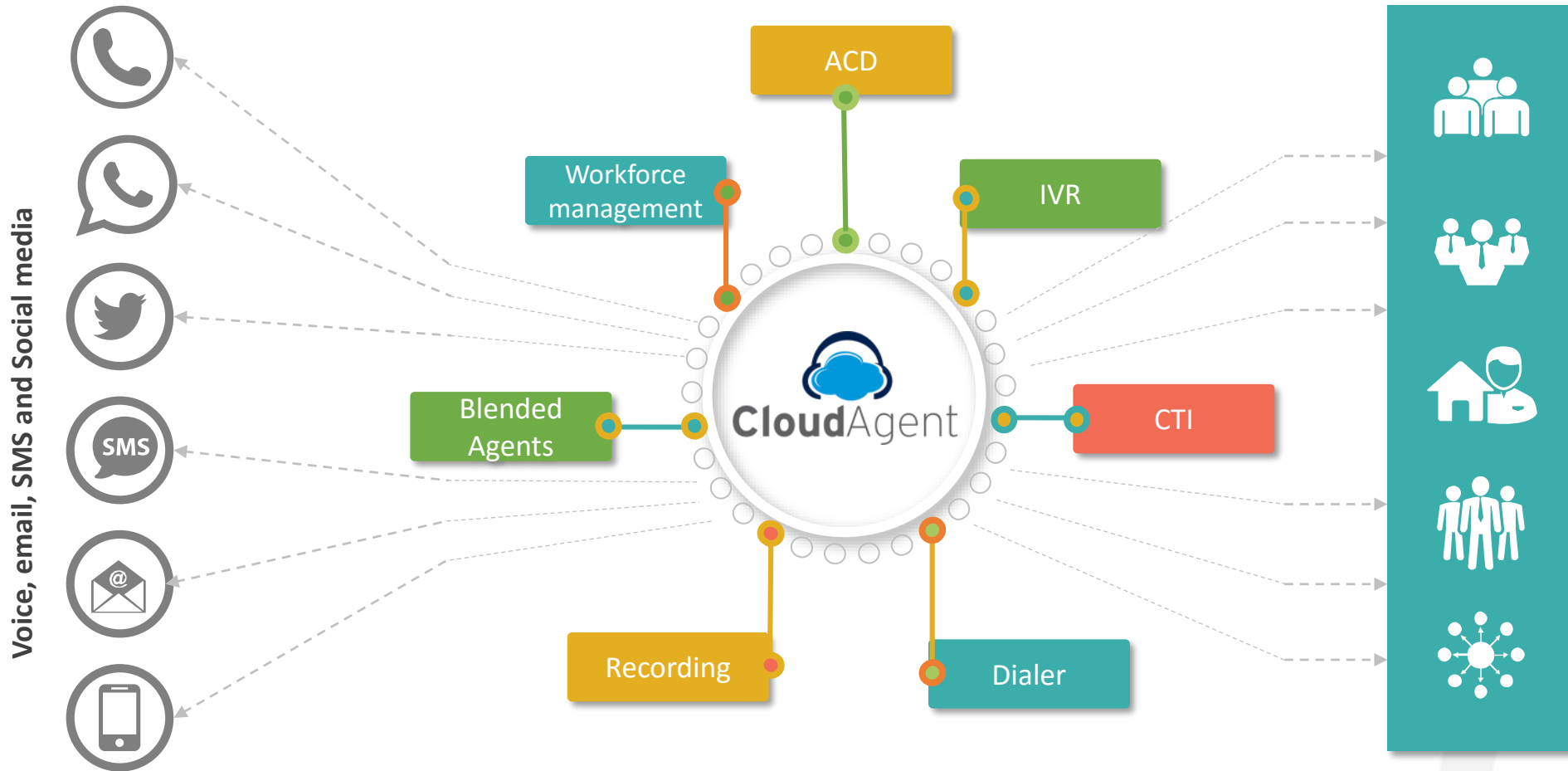
Reduces call handling time through **designed IVRs** that answer queries before they reach the agent

Selectively judges agent performance by **customizing** the **deciding parameters**

Allows **seamless integration** into your business systems through **open APIs**

Why CloudAgent

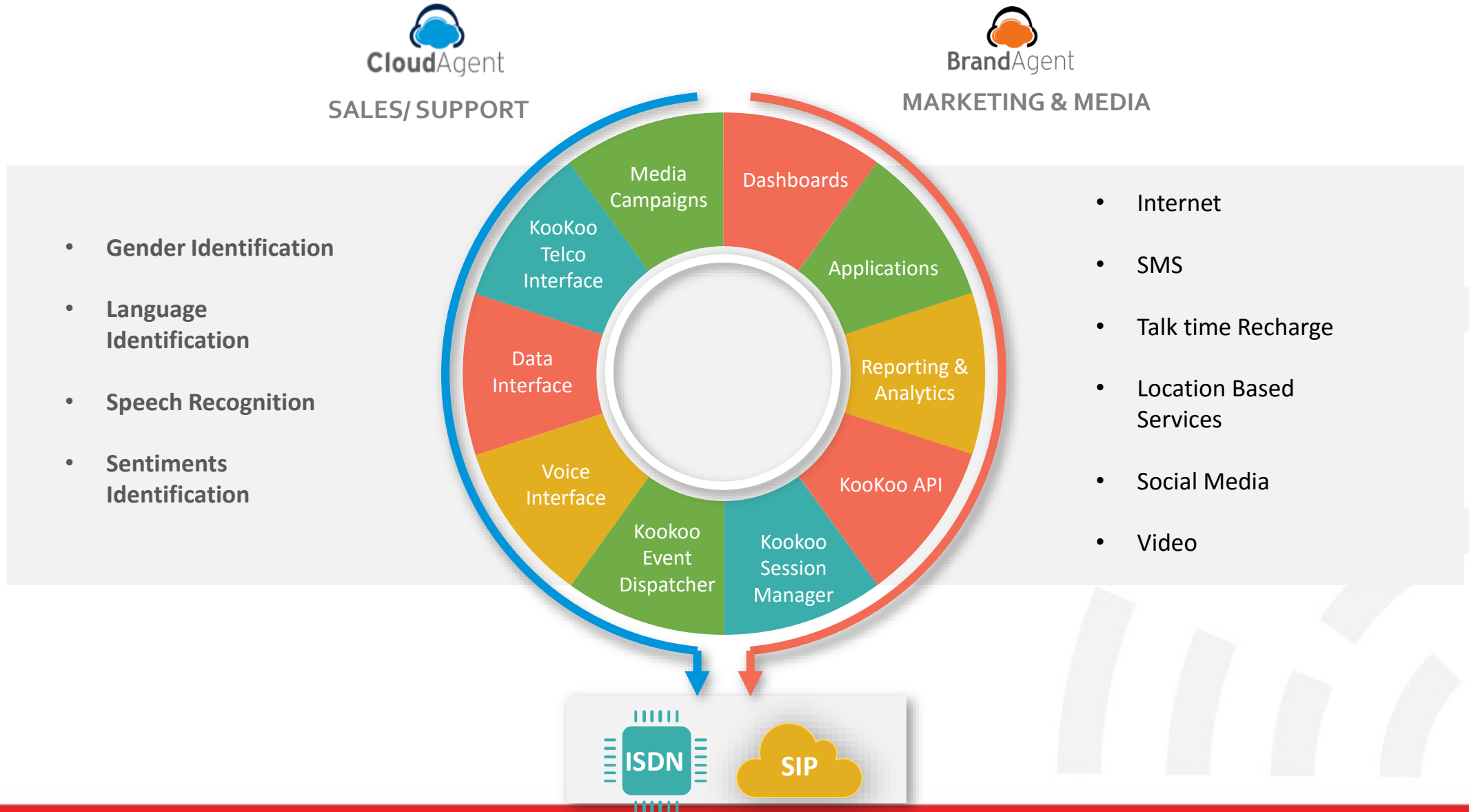
CloudAgent is a Cloud based Multi-channel Communications Solution



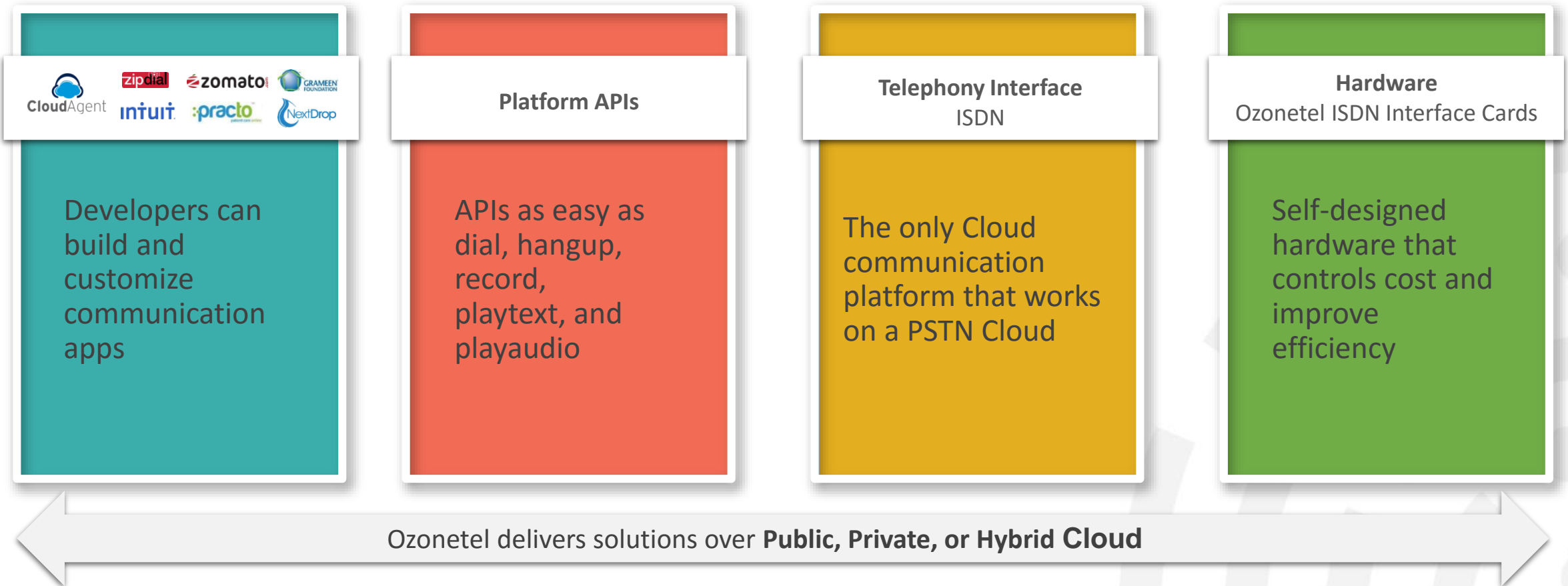
Offers a variety of unique advantages such as:

- Instant activation and absolute mobility
- No CAPEX, reduced operational cost
- Maximum uptime and multi-location call routing
- Dynamic capacity planning
- Call treatment in regional languages with regional context
- Improved customer satisfaction due to real time handling of sales and support calls

CloudAgent & BrandAgent – An Unparalleled Combination



Ozonetel Communications Stack for Marketing, Sales, Support & Retention



Real Time User Interface

Ozonetel Reports Dashboard c_demo ▾

👤 Subscribers: 112,931 📄 Bill: 288,536 📶 Total Impressions: 31,331 👤 Weekly Participants: 648 Search Caller 🔍


Total

Requests	341	↑ Dialed	245	↓
Answered	144	↓ CC	96	↑
Ans %	58.78%	↓ Avg Ads	3	

Calls / Hour



Simultaneous Callers



Type 1

Requests	1,975	MOU	1,090
Answered	989	Avg Ⓞ	1.09

% of Callers Dropped



Bottom 3

Menu	Level	Drops	Percent
Menu 1	Level 1	37168	51.33%
Menu 2	Level 1	16236	26.55%
Menu 1	Level 4	4073	22.91%

Type 2

Requests	982	MOU	597
Answered	758	Avg Ⓞ	0.79

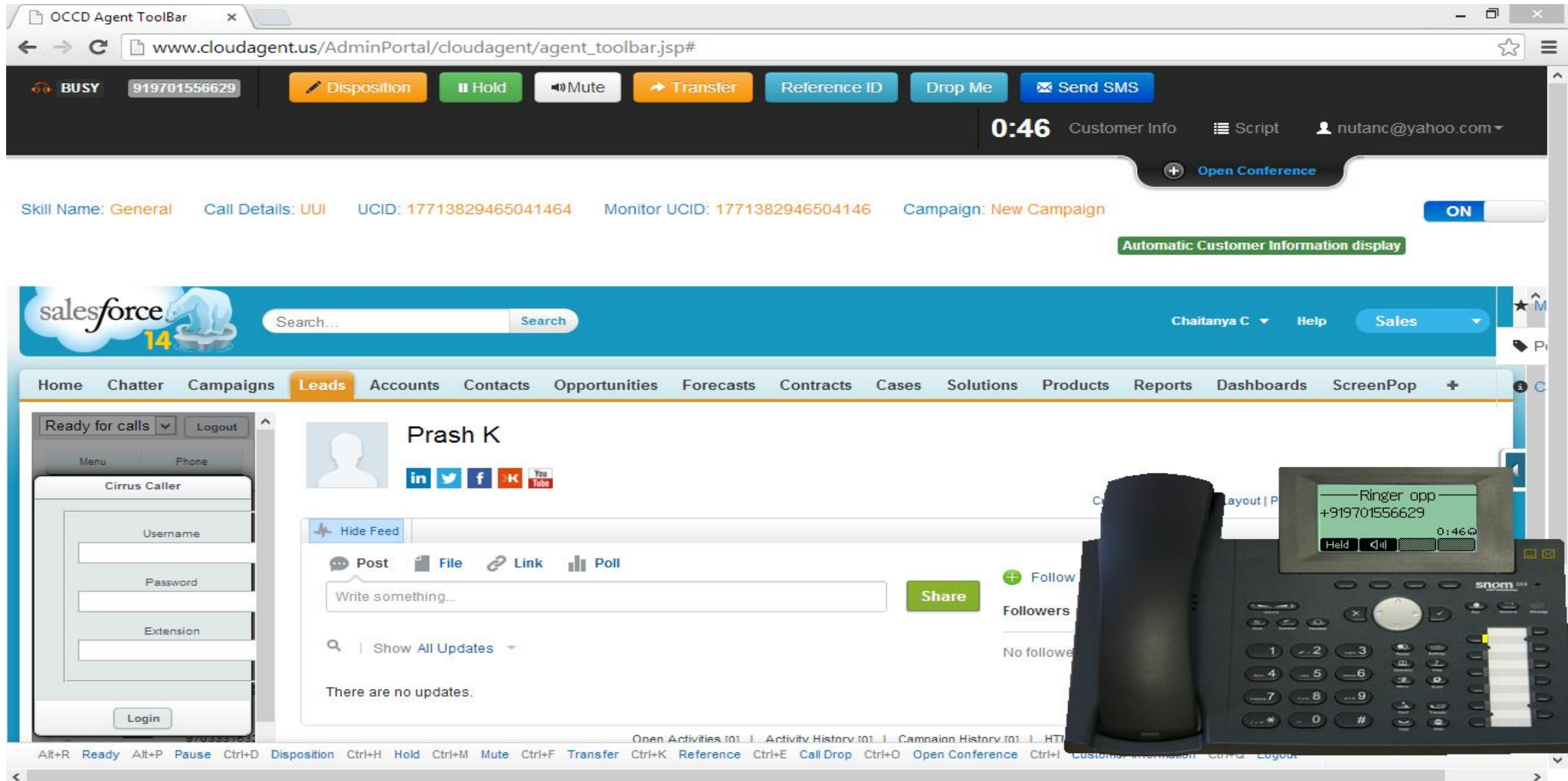
Top 3

Menu	Level	Drops	Percent
Menu 3	Level 2	1171	5.02%
Menu 3	Level 1	2341	7.26%

Type 3

Requests	418	MOU	388
Answered	115	Avg Ⓞ	3.37

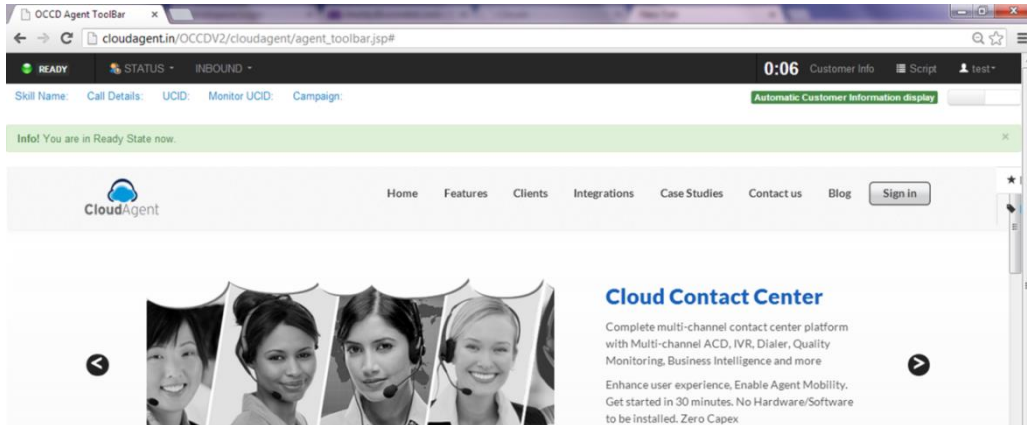
Unified Agent Desktop



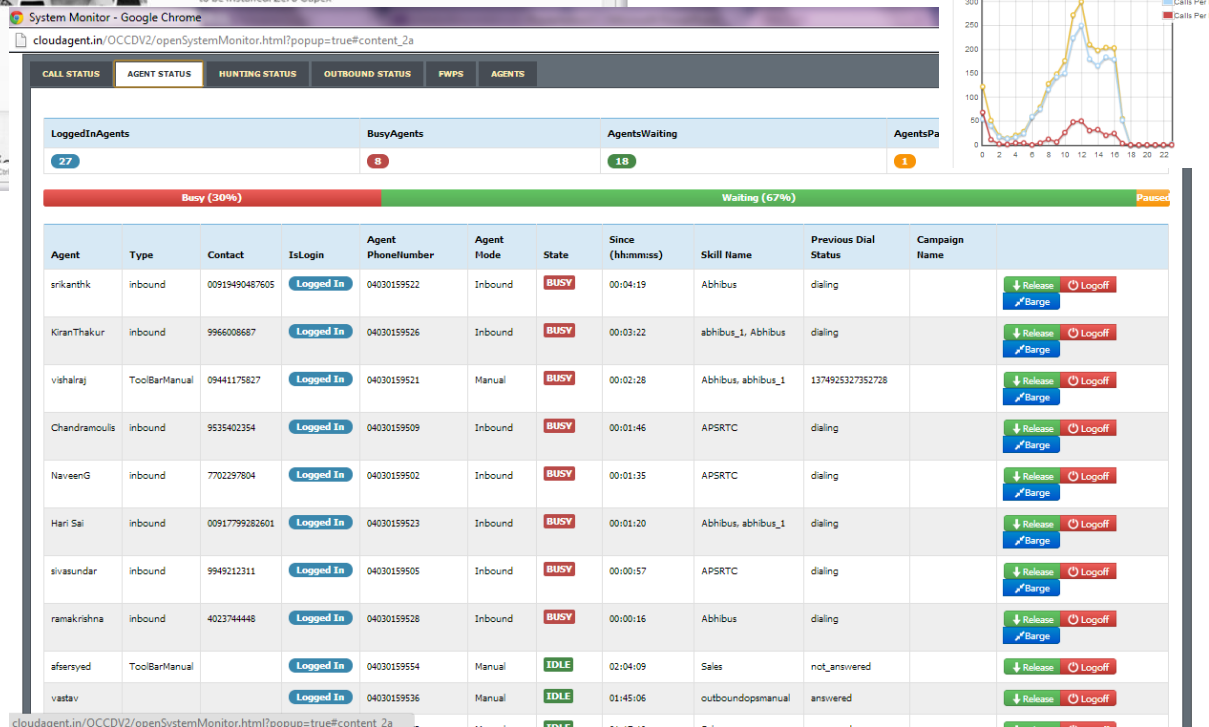
The screenshot displays a web browser window with the URL `www.cloudagent.us/AdminPortal/cloudagent/agent_toolbar.jsp#`. The interface is divided into several sections:

- Top Bar:** Includes a status indicator "BUSY" with a phone icon and the number "919701556629". A row of action buttons includes "Disposition", "Hold", "Mute", "Transfer", "Reference ID", "Drop Me", and "Send SMS". A timer shows "0:46".
- Customer Info:** Displays "Customer Info", "Script", and the user "nutanc@yahoo.com". An "Open Conference" button is visible.
- Call Details:** Shows "Skill Name: General", "Call Details: UUI", "UCID: 17713829465041464", "Monitor UCID: 1771382946504146", and "Campaign: New Campaign". An "ON" toggle switch is present.
- Automatic Customer Information display:** A green notification bar.
- Salesforce CRM:** The main interface features the Salesforce logo, a search bar, and a navigation menu with tabs for Home, Chatter, Campaigns, Leads, Accounts, Contacts, Opportunities, Forecasts, Contracts, Cases, Solutions, Products, Reports, Dashboards, and ScreenPop. The "Leads" tab is active, showing a profile for "Prash K" with social media links and a "Post" section.
- Integration:** A "Cirrus Caller" widget is visible on the left, and a "snom" IP phone is overlaid on the right side of the interface.
- Bottom Bar:** A row of keyboard shortcuts for various actions like "Ready", "Pause", "Disposition", "Hold", "Mute", "Transfer", "Reference", "Call Drop", "Open Conference", "Customer Information", and "Logout".

Intuitive Agent & Admin Interface

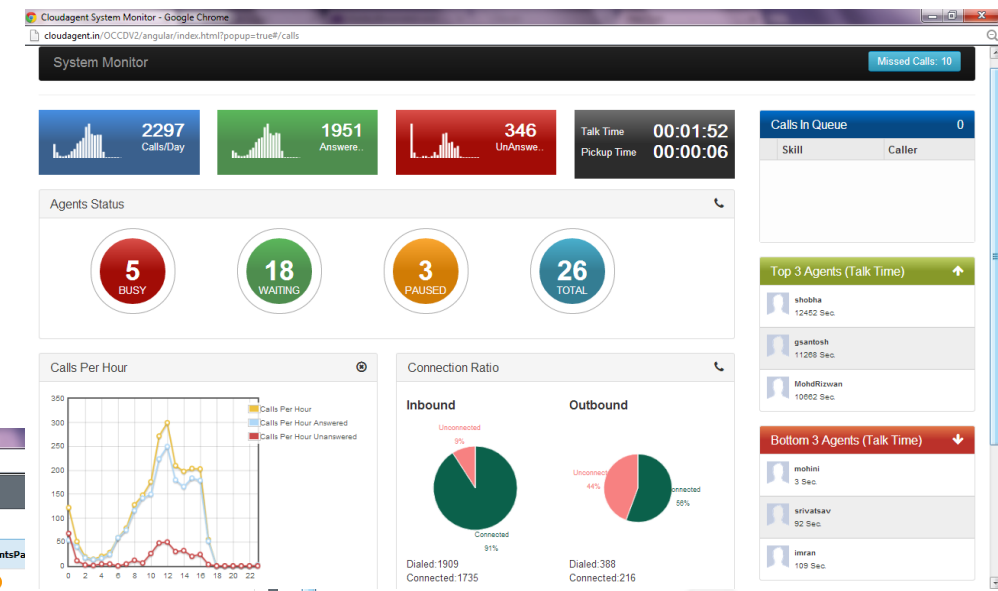


CloudAgent Admin Interface showing navigation menu (Home, Features, Clients, Integrations, Case Studies, Contact us, Blog, Sign in) and a 'Cloud Contact Center' banner with text: 'Complete multi-channel contact center platform with Multi-channel ACD, IVR, Dialer, Quality Monitoring, Business Intelligence and more. Enhance user experience. Enable Agent Mobility. Get started in 30 minutes. No Hardware/Software to be installed. Zero Capex.'



System Monitor Admin Interface showing agent status summary and a detailed agent list table.

Agent	Type	Contact	IsLogin	Agent PhoneNumber	Agent Mode	State	Since (hh:mm:ss)	Skill Name	Previous Dial Status	Campaign Name	Actions
srikanthk	inbound	00919490487605	Logged In	04030159522	Inbound	BUSY	00:04:19	Abhibus	dialing		Release, Logoff, Barge
KiranThakur	inbound	9966008687	Logged In	04030159526	Inbound	BUSY	00:03:22	abhibus_1, Abhibus	dialing		Release, Logoff, Barge
vishairaj	ToolBarManual	09441175827	Logged In	04030159521	Manual	BUSY	00:02:28	Abhibus, abhibus_1	1374925327352728		Release, Logoff, Barge
Chandramouli	inbound	9535402354	Logged In	04030159509	Inbound	BUSY	00:01:46	APSRTC	dialing		Release, Logoff, Barge
NaveenG	inbound	7702297804	Logged In	04030159502	Inbound	BUSY	00:01:35	APSRTC	dialing		Release, Logoff, Barge
Hari Sai	inbound	00917799282601	Logged In	04030159523	Inbound	BUSY	00:01:20	Abhibus, abhibus_1	dialing		Release, Logoff, Barge
sivasundar	inbound	9949212311	Logged In	04030159505	Inbound	BUSY	00:00:57	APSRTC	dialing		Release, Logoff, Barge
ramakrishna	inbound	4023744448	Logged In	04030159528	Inbound	BUSY	00:00:16	Abhibus	dialing		Release, Logoff, Barge
afersyed	ToolBarManual		Logged In	04030159554	Manual	IDLE	02:04:09	Sales	not_answered		Release, Logoff, Barge
vastav			Logged In	04030159536	Manual	IDLE	01:45:06	outboundopsmanual	answered		Release, Logoff, Barge



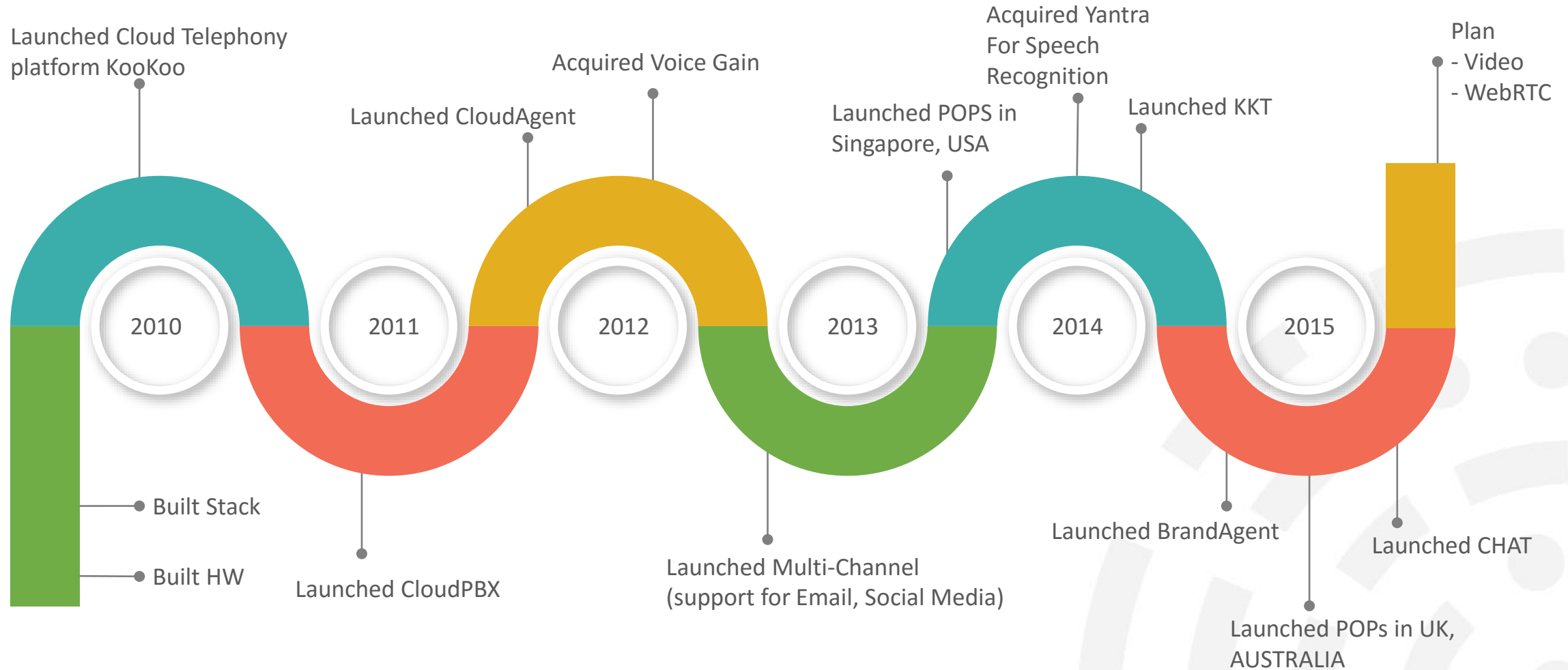
System Monitor Agent Interface showing real-time performance metrics and call queue information.

- 2297 Calls/Day
- 1951 Answered
- 346 UnAnswered
- Talk Time: 00:01:52
- Pickup Time: 00:00:06
- Missed Calls: 10
- Agents Status: 5 BUSY, 18 WAITING, 3 PAUSED, 26 TOTAL
- Calls Per Hour: Line graph showing call volume over 24 hours.
- Connection Ratio: Inbound (9% Unconnected, 91% Connected) and Outbound (44% Unconnected, 56% Connected).
- Top 3 Agents (Talk Time): shabha (12452 Sec), gsantosh (11288 Sec), MohdRizwan (10682 Sec).
- Bottom 3 Agents (Talk Time): mohini (3 Sec), srivatsav (92 Sec), Imran (109 Sec).

CRM & Ticketing Integrations



Product Road Map



Scalable Solution: You can start with 1 agent and scale to unlimited agents on the same platform

Flexible Staffing allowing to route calls anywhere across India

Instant ROI
with no upfront investment in hardware, software, or human resources.










BENEFITS

Intelligent IVR - which can be changed anytime

Instant Activation of call centers in 19 cities

Personalized experience to customer using advanced IVR integrations with Database

Competitive Edge

	Cloud Contact center	Robust PaaS (API Support)	PSTN + VOIP Cloud	Browser based contact center	India + SE Asia coverage
	✓	✓	✓	✓	✓
	✓	✗	✗	✗	✗
	✓	✗	✗	✗	✗
	✗	✗	✗	✗	✗
	✗	✗	✗	✗	✗
	✗	✓	✗	✗	✓
	✗	✗	✗	✗	✗
	✗	✗	✗	✗	✗
	✗	✗	✗	✗	✗

Based on publicly available information

Marquee Customers

Healthcare



Medi Assist

Logistics



Customize. Deliver. Delight.

Classifieds



Pharma & FMCG



IT & Education



Ozonetel has been able to gain trust of respected brands across diverse sectors

Marquee Customers

eCommerce



Travel & Leisure



Government & Social



BSFI



Others



Ozonetel has been able to gain trust of respected brands across diverse sectors

Clients Speak



Ozonetel has been a good partner in reaching out to the remote population. Integrating with Kookoo worked well for our mHealth solution as it allowed us provide services for improving healthcare and healthcare delivery. It also handled the voice and short messages delivery over mobile network. This flexibility is unique. Operational issues have been few; responses from Customer Care were prompt.

Kamalika Sen,
Senior Program Manager,
Grameen Foundation



Ozonetel- FreshDesk integration is very flexible and we don't have to buy any hardware or software. Our agents can start dialing using a URL. We can design the calling pattern, whether outbound or inbound, using this solution. Aspiring Minds used Inbound calling largely for support and Outbound calling for marketing and sales for all registrations done on our website

RaviRaj Chauhan,
Aspiring Minds



We evaluated companies and found Ozonetel to be best suited for our needs. Due to the per agent pricing model, we have managed to keep the overall CS cost at just under 0.5% of the overall revenue when revenue has grown 10 fold over 2 years. Due to the stable & robust solution we are consistently managing AHT of 2.5 minutes and able to achieve industry leading FTR of 85%.

Hari Menon,
Co-Founder & CEO, Big Basket



Agarwal Packers & Movers Ltd.'s core expertise is to help people move their goods. Our expertise does not lie in running a customer support center which requires technology experts and huge capital investments. Ozonetel has been managing our voice communication for the last 48 months. We find the platform stable which takes care of voice communications, thus allowing us to invest time in other areas of business

Navneet Agarwal,
Director IT, Agarwal Packers & Movers



We had a great experience working with Ozonetel as their customer. We are a rapidly growing company, and they have been a great partner with solid technology and a responsive team to help us tackle the market.

Valerie Wagoner,
CEO, Zipdial



Having evaluated different providers, we found Ozonetel to be extra-ordinarily reliable. Ozonetel plays an integral role in helping Zomato scale up.

Pankaj Chadha,
Founder, Zomato



We are seeing more and more demand from our clients for CRM integrated telephony solutions. CloudAgent for Zoho CRM offering makes our users more productive increasing and value of their deployment. We are very pleased to partner with Ozonetel.

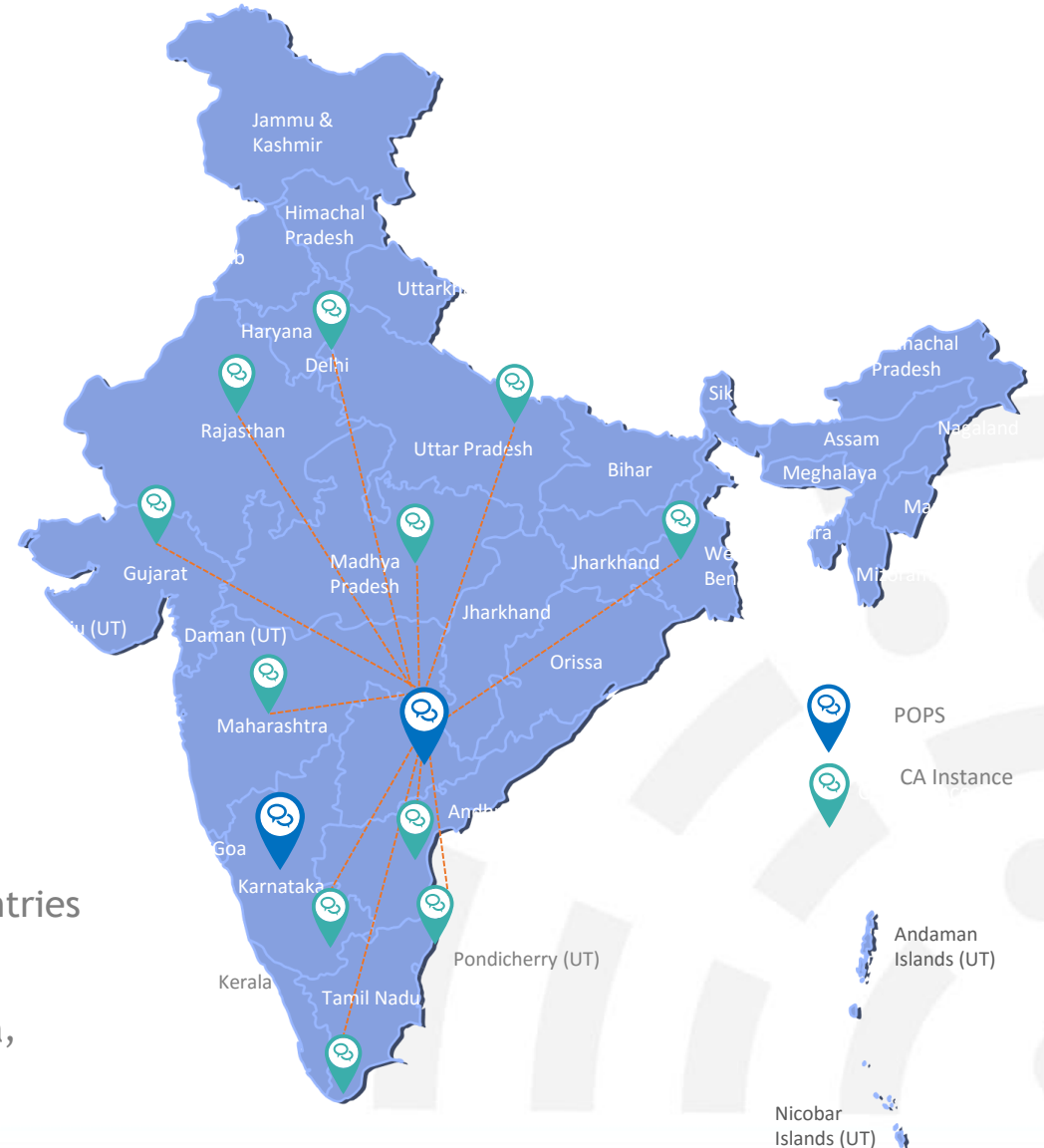
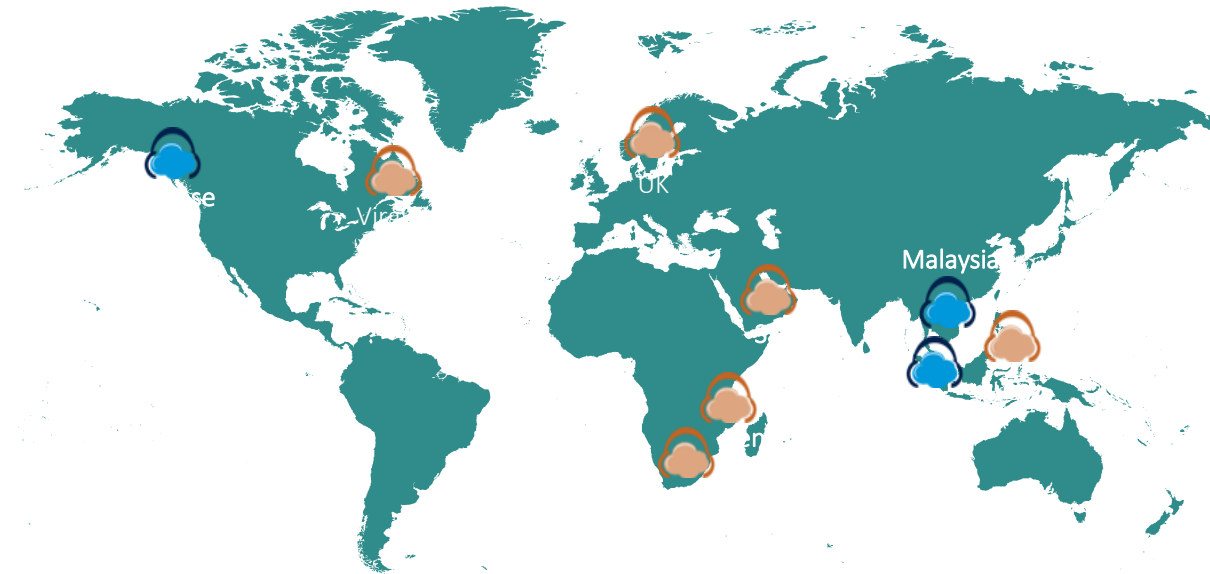
Ian Wening,
VP Business Development, Zoho Corporation Pvt. Ltd.

Growth & Presence

Current Points of Presence (PoPs):



2016 Planned Points of Presence (PoPs):



2015-16 expansion plans will deliver revenue and capability in over 150 countries

Hyderabad, Bangalore, Chennai, Kolkata, Cochin, Mumbai, Pune, Delhi, Noida, Chandigarh, Jaipur, Indore, Dehradun, Ahmedabad, Lucknow

Awards & Recognitions

FROST & SULLIVAN

Excellence in Technology Award

Technology Innovation
Leadership in Cloud Telephony
Solutions



Ozonetel, the only Asian Startup
to Make it to Unilever Foundry
50 List



'Best Customer Relationship
Initiative of the Year'

Deloitte.

Technology Fast50
India 2014
Powerful Connections



Top 50 Marketing Startups in
the World

Key Management

The management team at Ozonetel is made up of innovative individuals who come with extensive experience within the telecom, IT and sales industries



Murthy Chintalapati
Founder and CEO

- Masters in Electric Engineering, Indian Institute of Technology (IIT)
- 25+ years of experience in architecting cloud solutions and developing embedded systems
- Successfully achieved an exit for a past venture (Intoto) which was acquired by Freescale Semiconductor in 2008
- Held previous roles at ECIL Hyderabad, AT&T (US), and NEC



Atul Sharma
Co-Founder and CTO

- Catalyst behind the KooKoo Enterprise platform
- 14+ years experience in building solutions in enterprise telecom space
- Played previous roles at Avaya, AT&T and Tellme (US)
- Deep domain knowledge of self-service applications and customer interaction management



Chaitanya Chokkareddy
Chief Innovation Officer

- Masters degree from the University of Florida
- Open source specialist focused on leveraging internet to deliver telecom solutions



Anurag Banerjee
Chief Revenue & Marketing Officer

- 20+ years experience in driving revenue across North America and Asia in large organizations (American Express) and start-ups (Jana & Mobilewalla)
- Previously managed large teams with complete P&L responsibility
- Multi transaction experience in equity raises, JV's, channel partnerships, and M&A deals
- Built previous global telco frameworks



Thank you!

Reeta Gangwani
reeta@ozonetel.com

