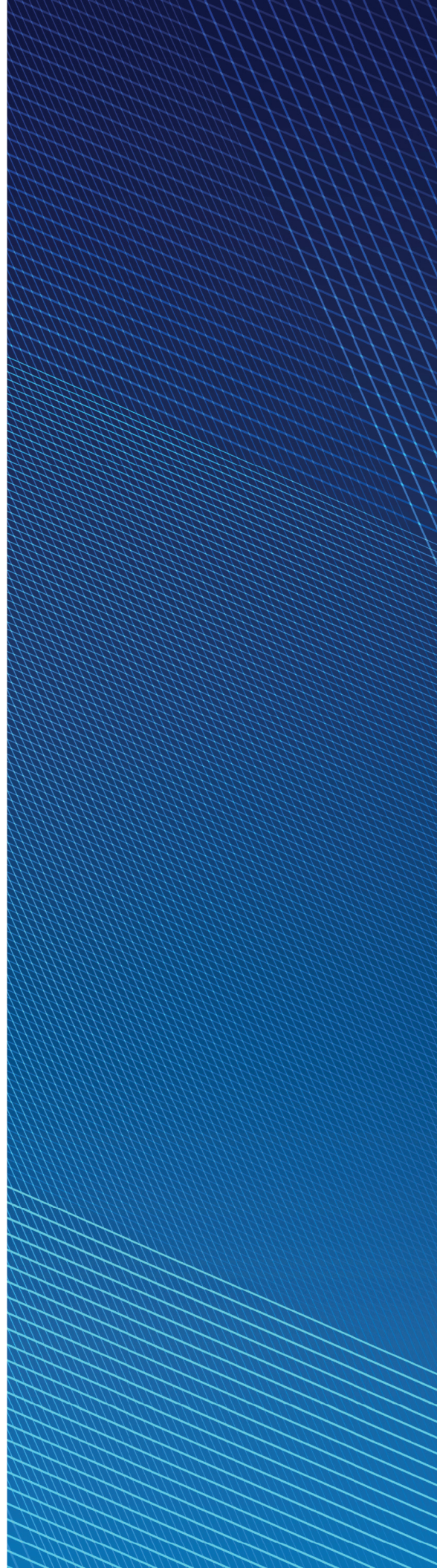


ENREACH RECEIVES THE 2023 ENABLING TECHNOLOGY LEADERSHIP AWARD

*Identified as best in class in the European
conversational artificial intelligence industry*



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Enreach excels in many of the criteria in the conversational AI space.

| AWARD CRITERIA | |
|---------------------------|-------------------------------|
| Technology Leverage | Customer Impact |
| Commitment to Innovation | Price/Performance Value |
| Commitment to Creativity | Customer Purchase Experience |
| Stage Gate Efficiency | Customer Ownership Experience |
| Commercialization Success | Customer Service Experience |
| Application Diversity | Brand Equity |

Solid European Brand

Headquartered in Almere, near Amsterdam, and with a significant presence across Europe, Enreach is a unified communications as a service (UCaaS), contact center as a service (CCaaS), connectivity, mobility and productivity provider that has become a solid European brand since its formation through the 2018 merger of its three predecessor companies: Swyx (Germany), Voiceworks (Netherlands), and Centile (France). The company articulates a compelling European identity more eloquently than other competitors and follows a unified brand strategy across Europe.

“While many competitors explore front-end conversational AI benefits, the Enreach application of conversational AI to back-office workflows and integration into its core UCaaS-CCaaS offerings is a powerful proposition that delivers unique productivity, quality, and employee satisfaction benefits to organizations.”

**– Alexander Michael,
Vice President**

Enreach has coined “converged contact” as a term to describe the way people collaborate today, which it describe as stretching beyond traditional UCaaS and CCaaS services to incorporate fixed voice, mobile, video, chat, email and SMS services. Converged Contact is the umbrella term for Enreach’s diverse offerings, which the company has made an integral quality of its brand equity.

From its vision of Converged Contact and allowing users to communicate and collaborate from any channel and device, Enreach has pursued the strategy of integrating the best available technology into its services. AI-powered

innovations are a top Enreach research and development priority. Frost & Sullivan notes that adding a conversational AI platform through the acquisition of Botsquad two years ago was an important step to complement the product portfolio, consistent with its strategy to favor proprietary technology to manage innovation and guarantee its fast roll-out.

Numerous European conversational AI vendors exist, but Frost & Sullivan points out that end-user organizations increasingly prefer single-vendor technology stacks to reduce complexity. Many bot deployments are unpopular with end users, because they fail to complete interactions and provide meaningful answers. Frost & Sullivan's own research confirms that Enreach is particularly well-placed to address these bot underperformance problems. Its development efforts focus on maintaining awareness and context of previous conversations and the ongoing conversation and on integration with the contact center and back office. Moreover, the Enreach platform is suitable for deployment across numerous chat channels, including WhatsApp, enhancing use case versatility.

Strong Commitment to Integrated Cloud Communications Offerings

Frost & Sullivan believes that Enreach displays the strongest commitment to integrated offerings compared to all other European solution providers in this space. UCaaS and CCaaS offerings are quite attractive to small and medium-sized companies that make up the majority of European businesses, giving Enreach excellent growth prospects.

While many competitors explore front-end conversational AI benefits, the Enreach application of conversational AI to back-office workflows and integration into its core solutions is a powerful proposition that delivers unique productivity, quality, and employee satisfaction benefits to organizations.

Frost & Sullivan's research indicates a significant correlation between the number of solution components an organization procures from a single UCaaS and CCaaS vendor and the solidity of the relationship with the vendor. Conversational AI is an obvious smart interactive voice response (IVR) evolution. As Enreach looks after a large installed base of IVRs, it has a significant opportunity to increase the loyalty of existing customers and facilitate a substantially better customer and employee experience.

While conversational AI is traditionally a technology available to enterprises, Enreach makes it easily available for SMBs.

Commercialization Success

Enreach delivers its versatile, converged contact portfolio through telecom service providers, resellers, and directly to customers. With over 2.5 million users on its platforms, Enreach ranks among the leading cloud technology providers for European service providers. Owing to long-standing relationships and trust built with business customers over the years, service providers are an effective channel to market in Europe, which Enreach is better placed to exploit than any of its competitors.

The skillful partner delivery and hosting model is a significant commercial strength. Enreach can harness the vertical specialization of partners to develop use cases that create specific benefits for organizations through an in-depth understanding of individual challenges and workflows. Narrow conversations within a well-defined context are the best candidates for automation, and the contribution of partners to the appreciation of these conversations is quite invaluable.

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Most organizations deploy unified communications, contact center applications, and bots in silos without automation between separate systems. Frost & Sullivan commends Enreach for its ability to pull the wider organization into the resolution flows, linking queries that need escalation to inward-facing chat channels and platforms, including Slack, Microsoft Teams, and the native Enreach chat function. Any employee can be assigned roles in resolving customer queries and receive notifications of pending queries. The conversational AI platform effectively becomes a smart internal IVR, which automates the

internal follow-up process, increases query resolution quality and speed, and saves back-office employees countless hours of tedious, manual work.

Conversational AI Improves Customer Experience at Taxi TCA

The highly successful WhatsApp use case deployed for Taxi TCA is an excellent example of a partner-developed functionality that draws on all the strengths of Enreach and its ecosystem. Taxi TCA is the major taxi company in Amsterdam, which operates in a competitive market increasingly characterized by a digital customer experience.

Taxi TCA receives only a few calls late at night; however, it is not allowed to staff its call center with a single agent because of health and safety requirements. To cover the night shift without requiring the call center to remain open all hours, Enreach and its partner DenCom developed an innovative, yet simple use case that allows travelers to book taxis via WhatsApp. Night-time callers receive an automated prompt to continue in WhatsApp and complete the entire interaction, including location pins and payment, inside WhatsApp. Travelers do not have to install a Taxi TCA-specific app, which is a particular advantage when serving visitors to Amsterdam, who would not have a local taxi app installed. The Enreach conversational AI platform can understand 94% of travelers' input.

At its launch, Taxi TCA only intended the WhatsApp use case to be available at night. However, the use case uptake has been so high that it now offers the service around the clock. This simple use case has helped Taxi TCA transform its business model to compete more effectively with the likes of Uber and has reduced the night-time cost-to-serve by 50%.

Frost & Sullivan recognizes Enreach for its commitment to creativity by using conversational AI to develop new and relevant services that enable a positive customer ownership experience.

Conclusion

While many competitors obsess over ownership of the customer relationship, Frost & Sullivan is impressed by the laser-sharp focus that Enreach maintains on customer outcomes in creative collaboration with partners. In the context of its integrated UCaaS and CCaaS offerings, the Enreach conversational AI platform is better at dealing with complexity and scale and, ultimately, more likely to provide a satisfactory outcome for end users than other competing platforms. With its strong overall performance, Enreach earns the 2022 Frost & Sullivan Enabling Technology Leadership Award in the European conversational artificial intelligence (AI) industry.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company harnesses technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Effect

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

