



Rakuten Viber
for business

Viber Business Solutions for Financial Industry

Technobank

29 - 30 March 2023 | Crowne Plaza, Belgrade



The World's Most Connected
Cloud Communication Platform

Founding Principles



Element of Trust



Technology Shifts



By the Numbers:

700+ Global MNO Connections | 40+ Data Centers
24Bn Monthly Transactions | 3500+ Employees | 70+ Offices

- Gartner Market Guide for CPaaS 2022 - Representative Vendor
- Juniper Research 2022 - CCaaS Leader
- Omdia Universe 2022 - CPaaS Leader
- IDC Marketscape 2021 - CPaaS Leader
- Rocco - Best Customer Engagement Platform 2020
- Rocco - Best A2P SMS Vendor 2018, 2019, 2020

Uber



STRAVA

Blockchain.com



L'OCCITANE
EN PROVENCE

10K customers and counting

Craft End-to-End Customer Journeys with Viber

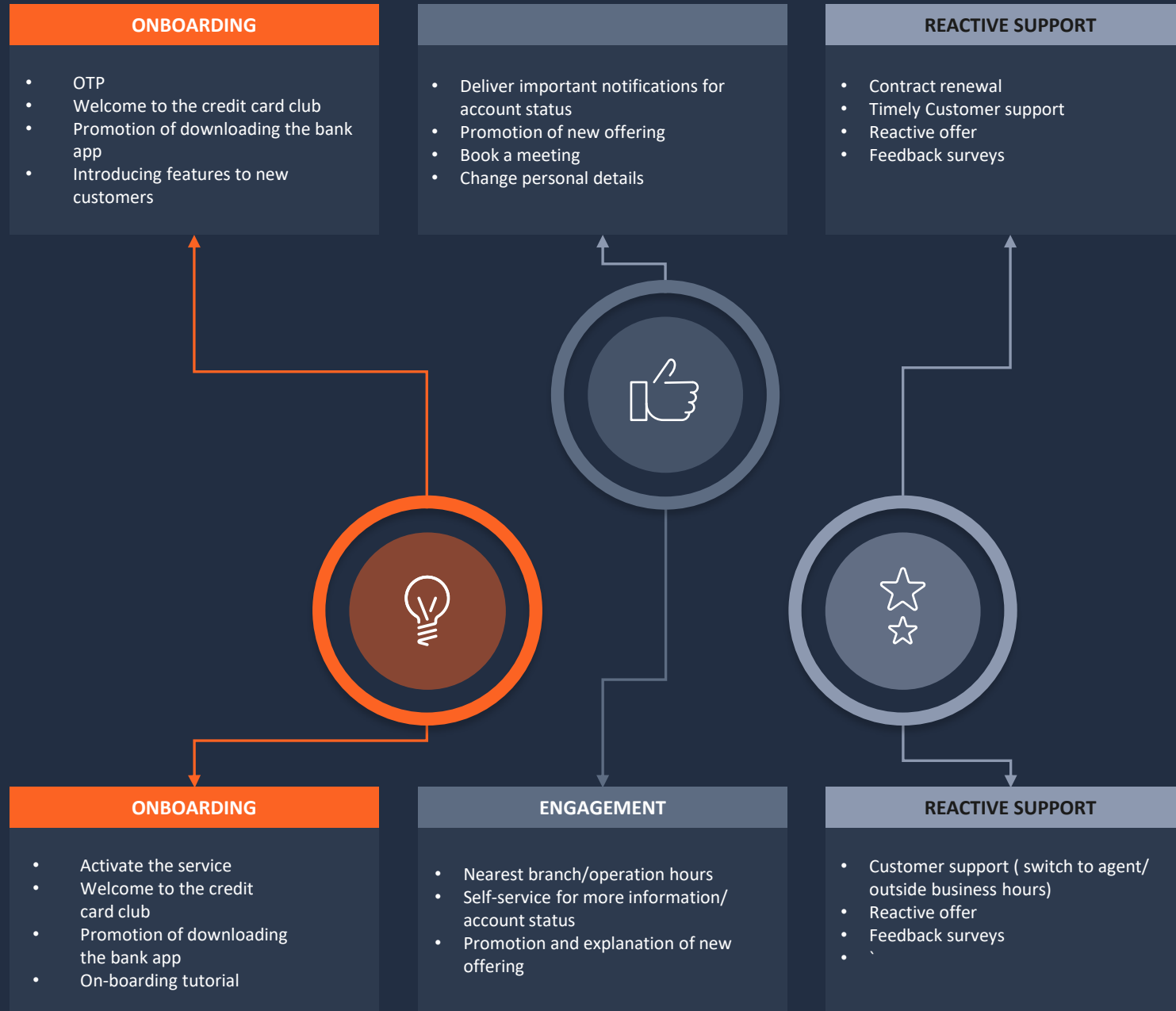


VIBER
BUSINESS MESSAGES

BANKING /
FINANCIAL
INSTITUTION

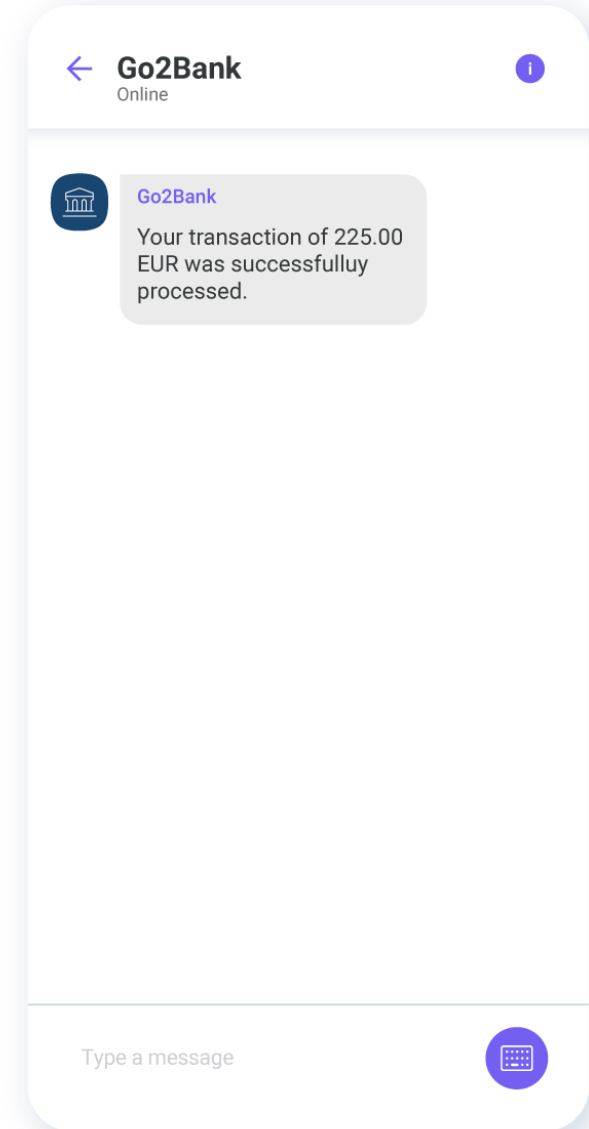
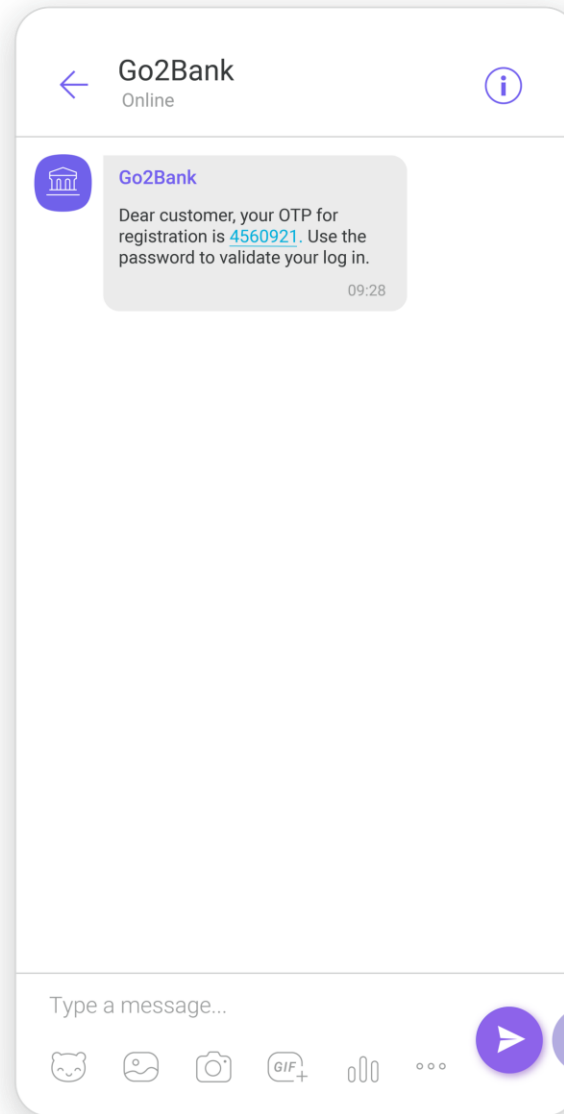


VIBER
BOTS



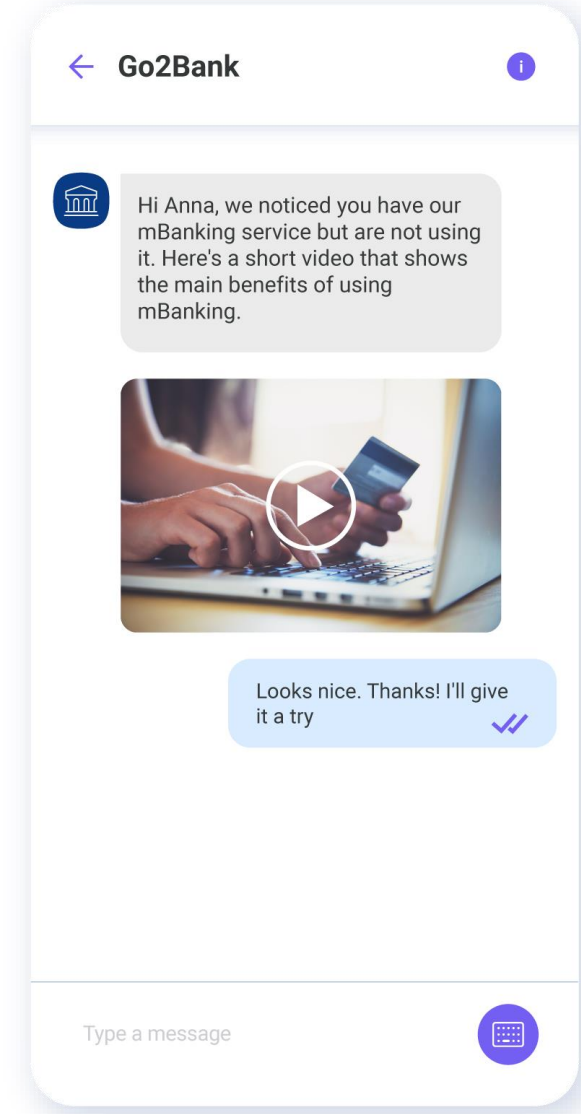
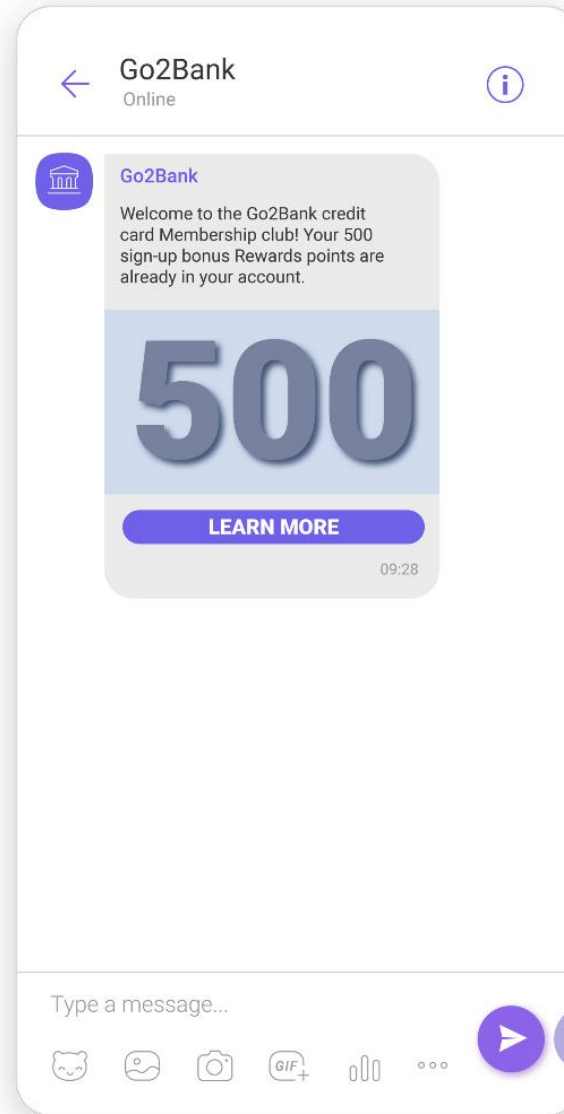
Keep Customers Updated

- Deliver direct notifications and reminders and provide useful information in a timely manner.
- Send plain text alerts, notifications or reminders.
- The option of failover.



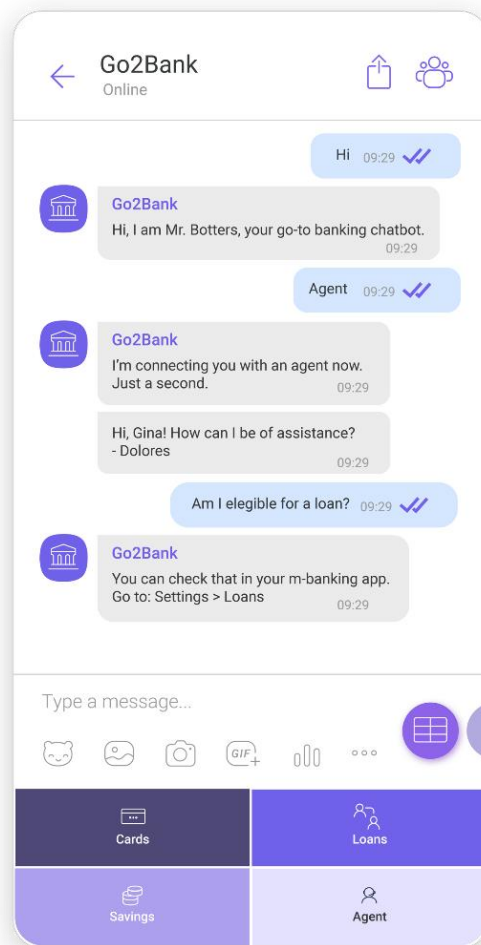
Increase Engagement and Boost Sales

- Use rich media messages, to stand out.
- Send messages with 1,000 characters, interactive buttons, links and videos.
- The option of failover.

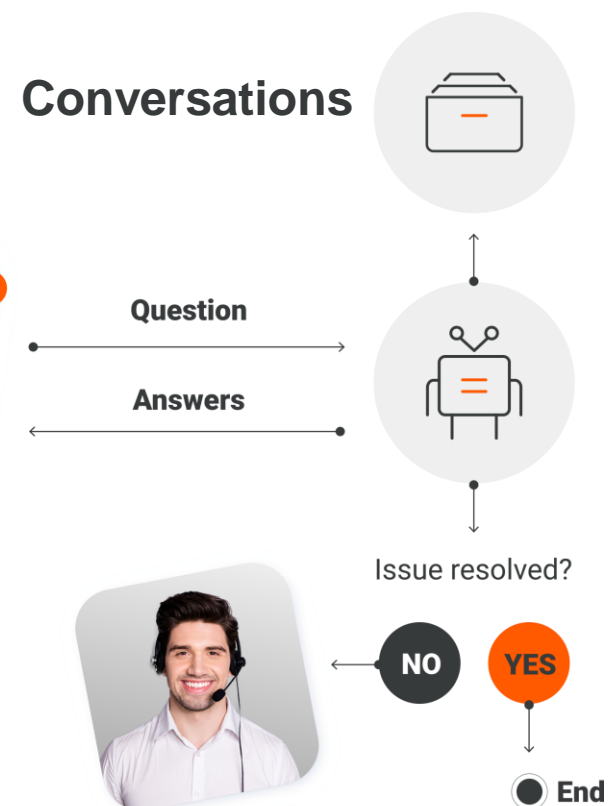


Viber Bots Solution

- Tight integration with chatbots provides seamless transfer of conversations from the chatbots to live agents, without compromising customer experience
- Bring a new level of automation, speed, and availability to customer support

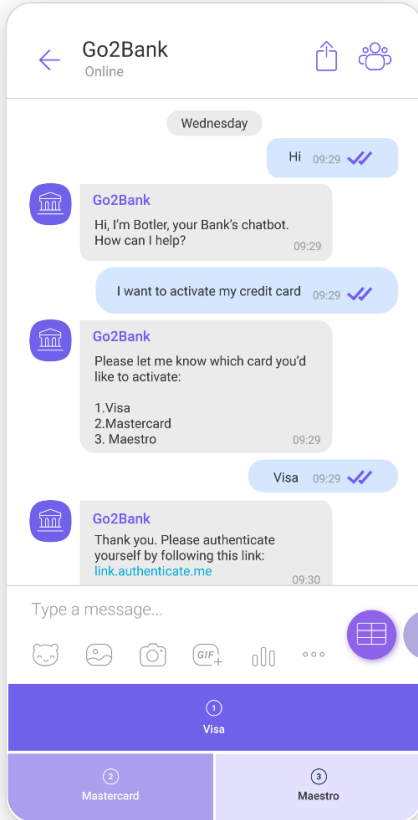


Conversations

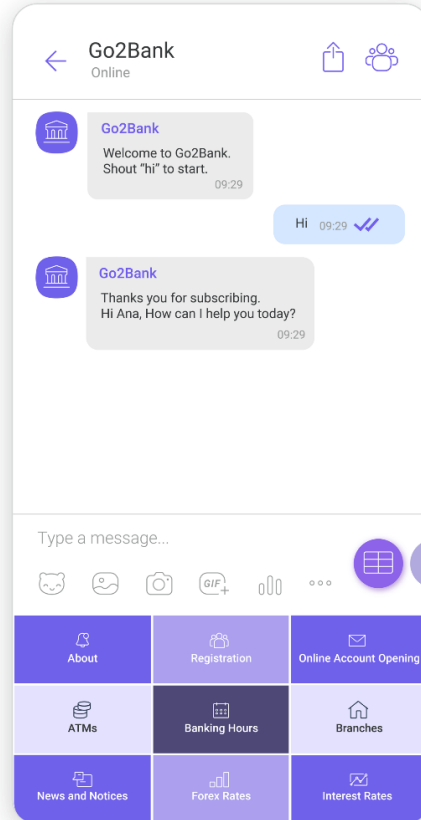




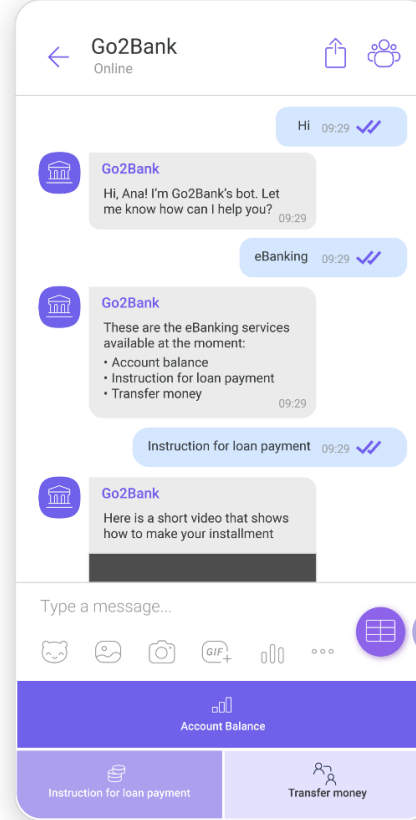
Viber Bots customer journey



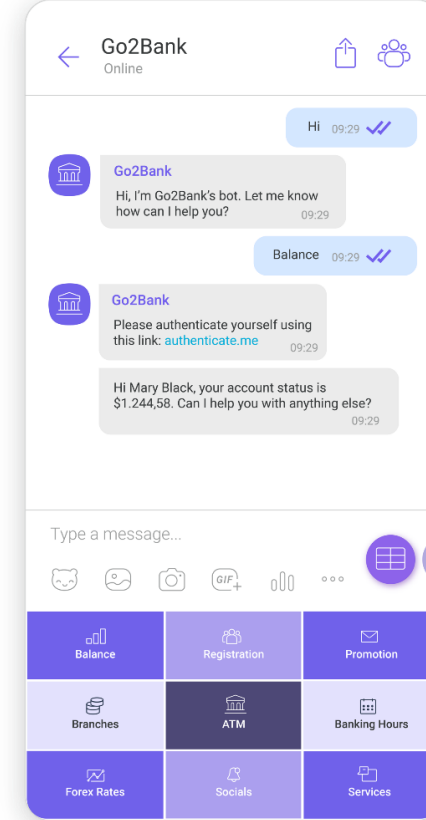
Activate the Service



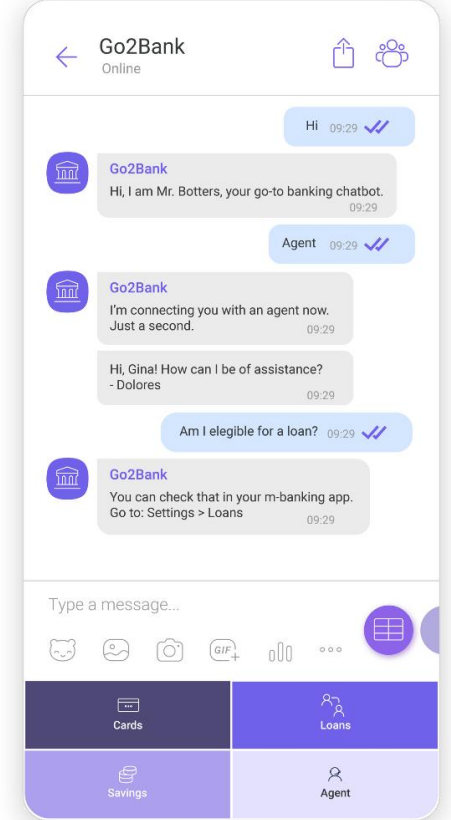
On-boarding Tutorial



Self-service for
More Information



Self-service on
Account Status



Customer Support
– Switch to Agent

Successful Case Studies with **Infobip**

Reduced cost while providing better communication
with



LOVČEN BANKA^{AD}



LOVĆEN BANKA^{AD}



Serbia
Montenegro
N. Macedonia



CHALLENGE

- Follow customer behaviors and customer needs
- The trend of Viber being a popular and primary chat app in the market
- Business wants to be part of customers' daily routines and adapt to Viber
- Looking for an alternative to SMS for its limitations.



SOLUTION

- Introduction of Viber with Infobip
- For transactional messages, they've focused on migrating payment transaction notifications from SMS to Viber.
- For promotional messages, with rich media capabilities, they can now provide in-depth information for clients to gain acquaintance and familiarity with products.
- More insights and statistics via delivery reports and seen reports are available for future planning.

RESULTS



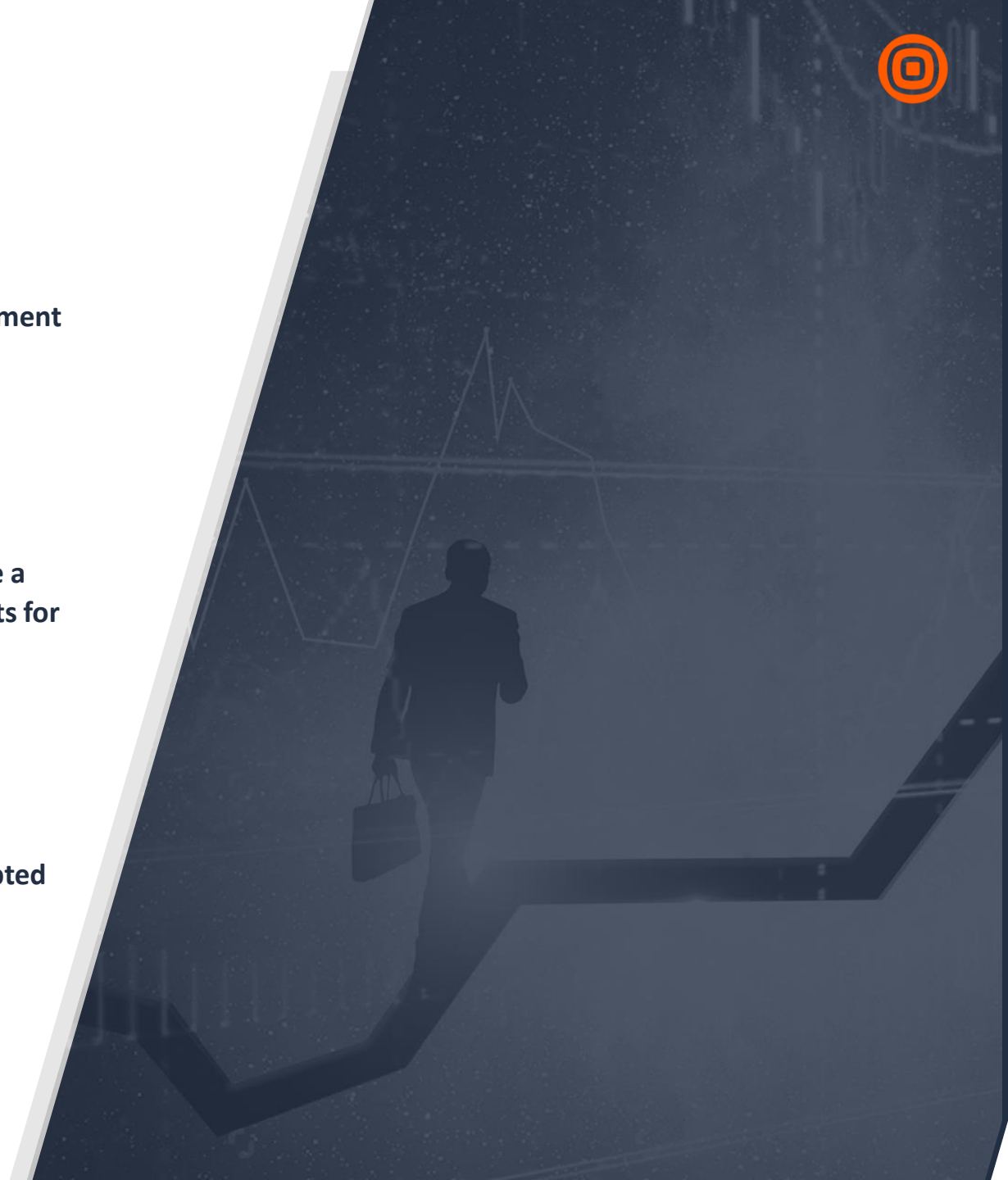
70% to 80% of the clients have successfully received payment transaction information on the Viber channel.



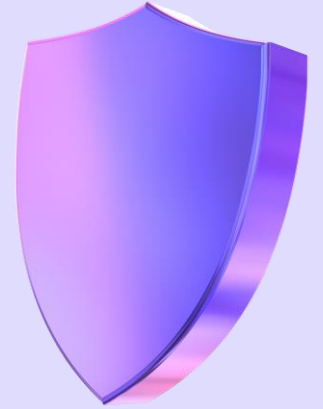
Reduced costs of SMS for transactional messages; while a better opportunity for sales and further display of the products for marketing purposes towards clients.



For customers, rich media messages provide more information for better communication, and can easily be adapted as part of daily activities.



Viber for Business: Security you and your clients can trust



Konstantin Kostadinov

Senior Sales Director CEE & CIS



More than

250

banks & financial companies
around the world use Viber for
Business



The reason:

Viber is graded among
top-3 messaging and calling apps
based on security

Viber Business Messages: private and secure—as a standard



Servers use AWS cloud infrastructure



Public server connections over HTTPS only



IPs, not domains, whitelisted for each business



Customers' messages aren't stored on Viber servers after delivery



Compliant with GDPR, CCPA & CPRA



Encryption in transit for Viber Business Messages



Viber doesn't sell customer information — to anyone, ever



Communication between partner or customer servers and Viber servers is SSL-encrypted

There are three types of Viber Business Messages:

Transactional

Notify users about **important updates**
& **improve customer experience**

COMING SOON:

Enhanced-protection mess

Promotional

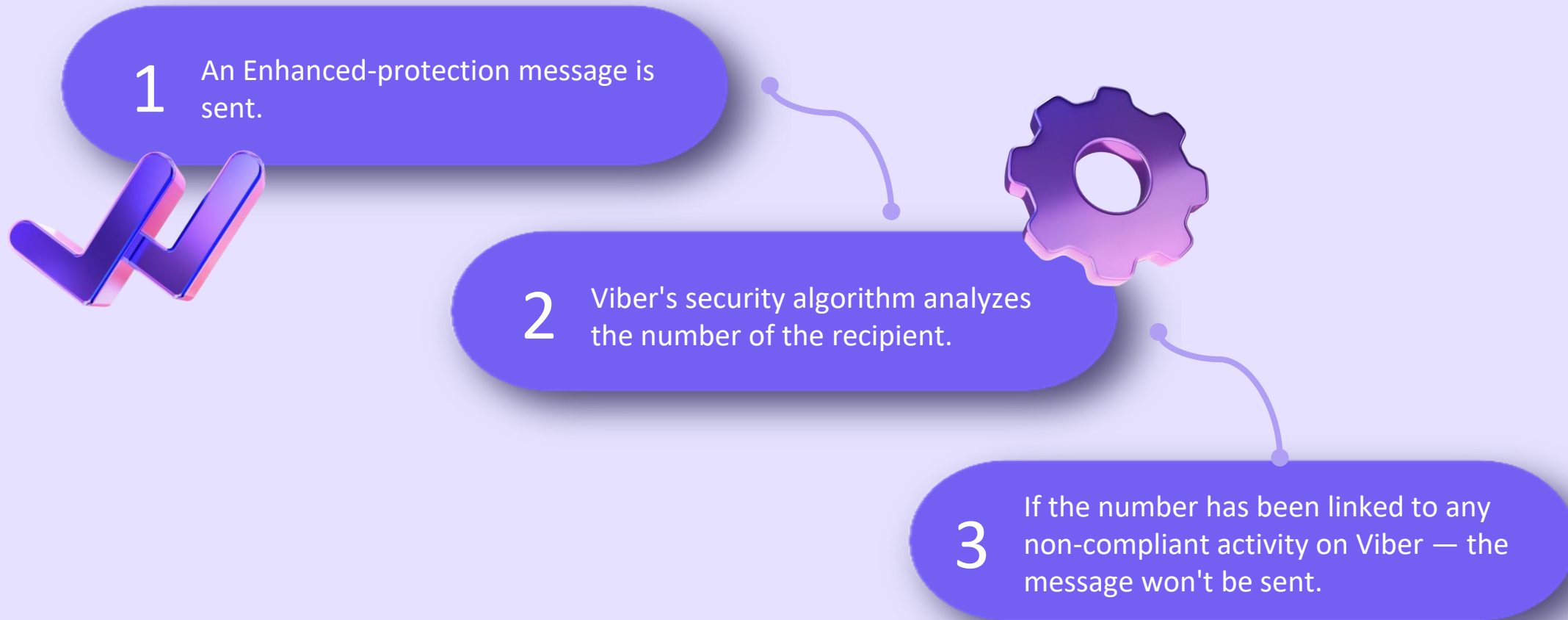
Ideal for product **awareness, service**
promotion, driving
sales

Conversational

2-way messages for **engaging users**
in dialogue & building
trust



How do Enhanced-protection messages work?





Thank You!

www.infobip.com
<https://www.forbusiness.viber.com/>



Nedeljko Milošević

Country Manager - South East Europe

nedeljko.milosevic@infobip.com
+ 381603383915



Konstantin Kostadinov

Senior Sales Director CEE & CIS

konstantink@viber.com
+ 359884541241