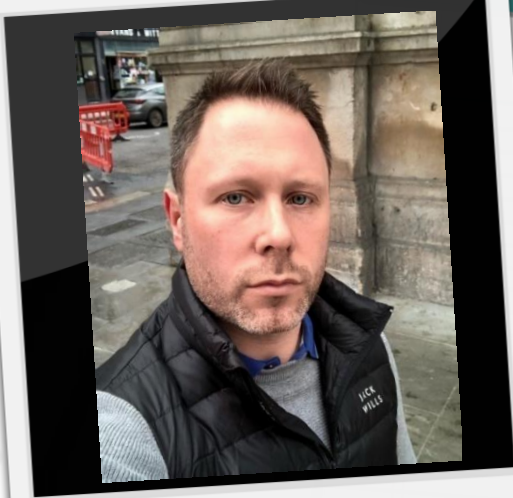




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SPOTLIGHT

IMImobile 



IMImobile 

www.imimobile.com

Interview with: *Oliver Cooke*

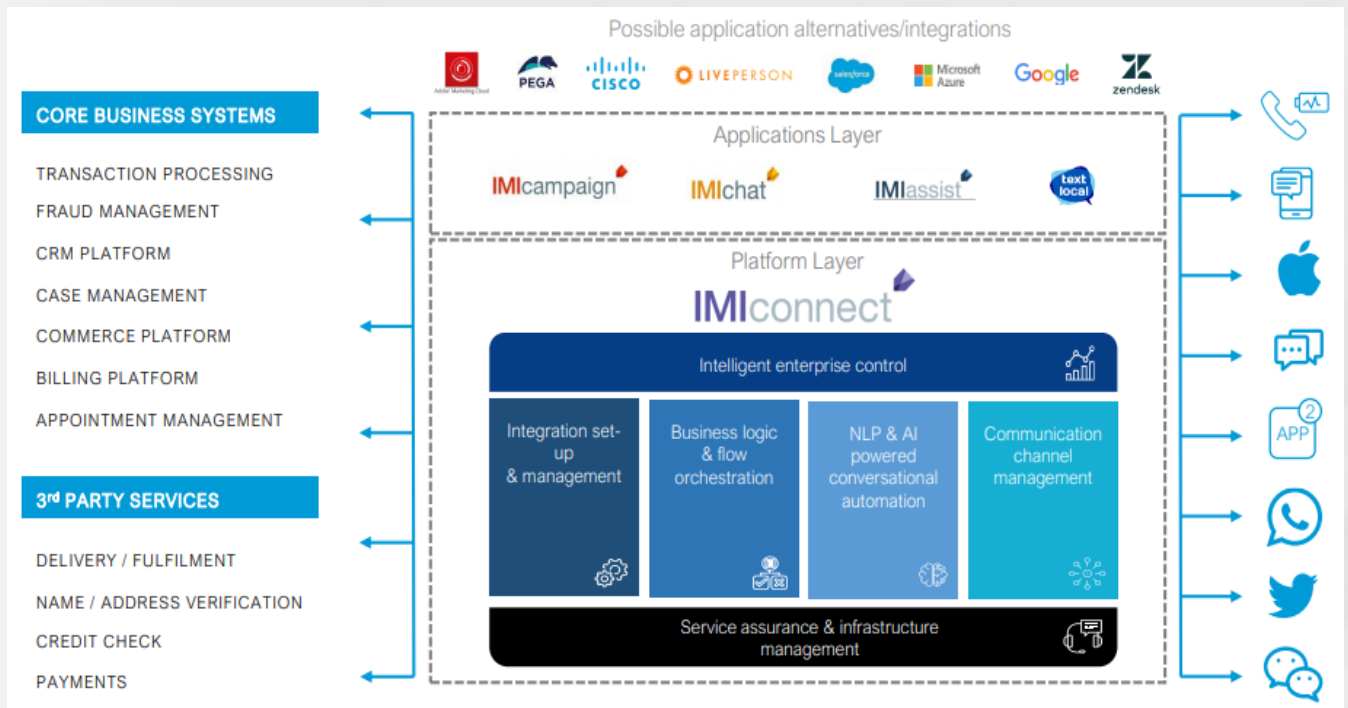
Position at Company:

Head of Payments

Tell us a bit more about IMImobile, what does it do?

IMImobile is a cloud-based communications software provider. We believe that technology has and will continue to fundamentally change how businesses engage with their customers. New communications channels, broad third-party API connectivity, and the possibilities of intelligent automation will allow businesses to improve customer experience and reduce costs.







Our CX automation product suite helps our clients do this.



What can you tell us about the sort of clients IMImobile has?

Organisations that trust us to deliver smarter digital customer engagement include Hermes, Centrica, AA, O2, EE, BT, Vauxhall, Vodafone, MTN, three of the major retail banks in the UK and public-sector organisations globally.

Our products broadly work across three core business areas:

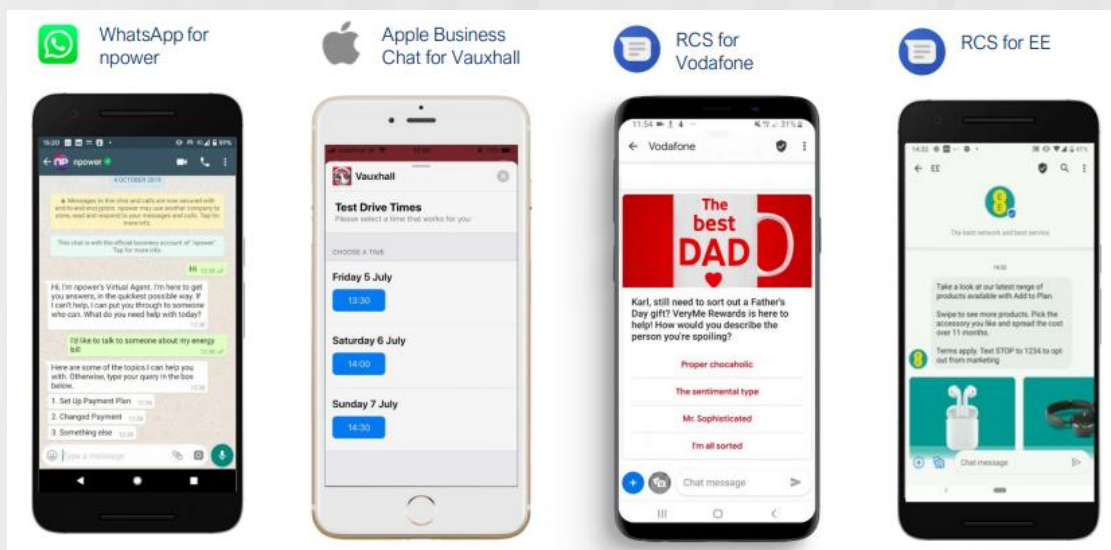
 <p>Customer Service & Support</p> 	<p>My boiler has stopped working – I need an engineer</p> <p>I have a suspect transaction on my credit card</p>	<p>Achieving an overall CSAT score of over 90% after deployment for British Gas.</p>
 <p>Customer Operations</p> 	<p>Reminder that your appointment with Dr. Smith is at 2pm today</p> <p>Your parcel will be delivered between 11:00-13:00 today</p>	<p>Saving £2 million for the NHS in postal costs by taking a digital-first approach to patient letters.</p>
 <p>Marketing Automation</p> 	<p>Would you like to upgrade your data plan?</p> <p>The iPhone 11 is out now – click here to reserve...</p>	<p>Generating £250 million revenue for O2 per year through marketing comms.</p>

Our global client list is varied, and includes:



Are there any new products or services that IMI mobile are working on at the moment you would like to tell us about? If someone needs that service or product why should they come to you?

We have recently incorporated new communications channels such as Apple Business Chat, RCS and WhatsApp Business into many of our products and successfully launched live services for nPower, Vodafone, EE and Vauxhall.

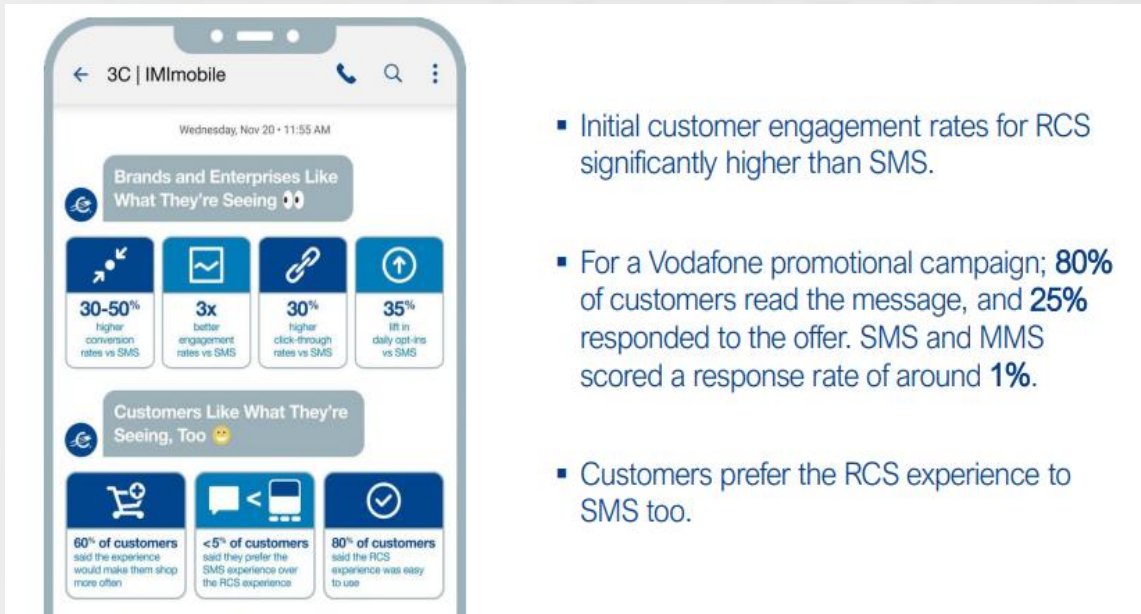


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We are seeing some incredible results from early RCS campaigns.

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We are seeing some incredible results from early RCS campaigns, and are already sending millions of RCS messages monthly. I can highlight some early learnings, and we will share more information on RCS and our approach at the upcoming AIMM AGM in May.



We have also recently launched our virtual clinic solution (branded eClinic) for the NHS in the UK, which allows healthcare professionals to conduct video consultations with patients as an alternative to face-to-face appointments without the need to download any additional applications or technology. This has obviously been a timely delivery given the current Covid-19 crisis and fueled by that we expect to see this technology adopted in other sectors allowing face-to-face video communication between businesses and their customers.

Where can people find out more about IMImobile?

IMImobile  www.imimobile.com

but more importantly our Twitter and LinkedIn are probably the best place to find our latest news and updates.



<https://www.linkedin.com/company/imimobile/>



<https://twitter.com/imimobile/>

If anyone would like to learn more, or arrange a demo then my contact details are as follows:



+44 (0)7709 497725



Oliver.Cooke@IMImobile.com

We would like to thank Oliver Cooke for taking the time to talk to us. To find out more about our members, the work aimm does and how we can help your business please visit: www.aimm.co



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