



# Federated Messaging Orchestration

Anychannel B2C Messaging Platform



# The corporate communication question

## HOW DO YOU



FB Messenger



WhatsApp



WeChat



Line

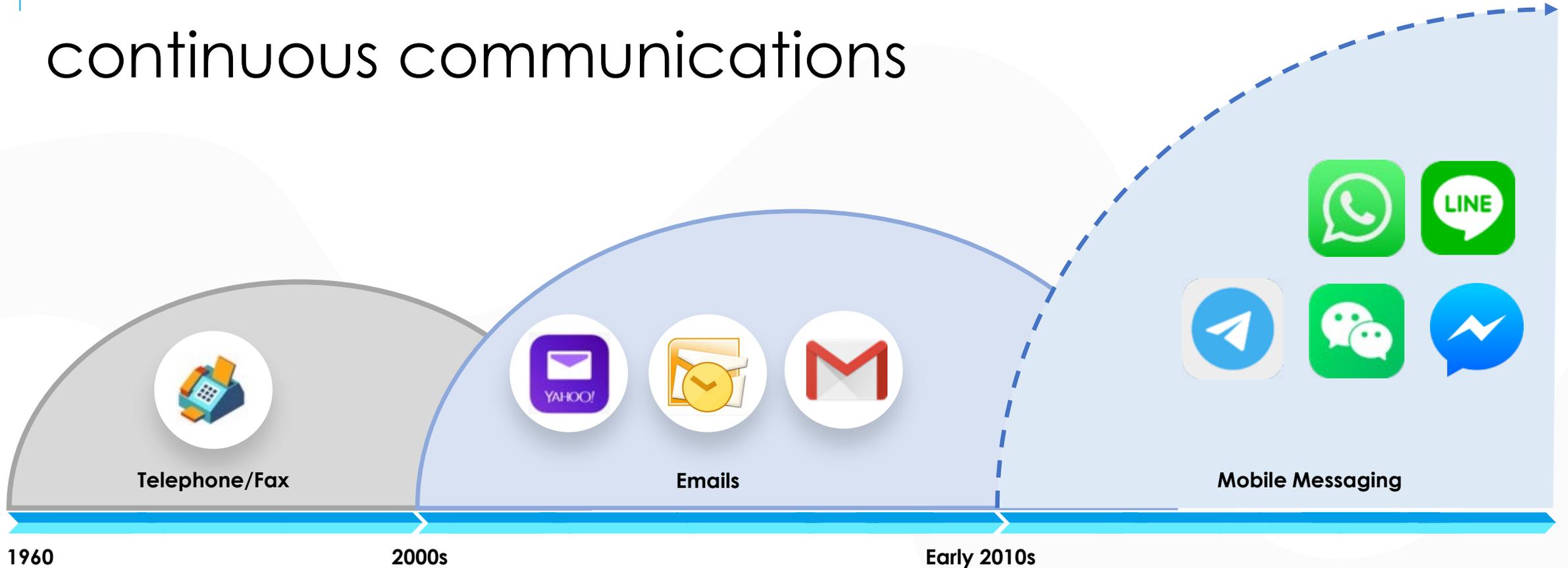


Telegram



## WITH YOUR CLIENTS?

# Evolution in business-to-client continuous communications



Applicable for  
Corporate  
Applications:



*"Highly mature"*



*"Highly developed, though subject to  
increased security risks"*



*"Relatively undeveloped for  
corporate applications"*

# Evolution in Remote Working



75% of the workforce could work remotely by 2025

## Pre-Covid

- **55%** of businesses globally offer some capacity for remote work
- **18%** of the workforce telecommute on a full-time basis
- **44%** of companies globally don't allow remote work
- In the U.S remote work has **risen by 173%** between **2005** and **2018** (Global Workplace Analytics)

## Covid

- **88%** of the organizations, worldwide, made it mandatory or encouraged their employees to work from home after COVID-19 was declared a pandemic (Gartner)
- **42%** of current remote workers plan to increase remote work in the next five years (Owl Labs)
- **>50%** of on-site workers want to work remotely (Owl Labs)
- Knowledge workers at a greater advantage than frontline/face-to-face workers

# Factors Driving Remote Working



# Explosion of messaging platforms today

For both personal and professional use over the last decade

Consumer platforms: over **~5B** MAU today



# Creating gaps in corporate applications...



**✗** No visibility on client communications

**✗** No data ownership

**✗** No compliance controls

**✗** No accountability



# LeapXpert bridges the gap

~1 billion  
business users  
connected to

~5 billion  
clients on consumer  
messaging apps



WebEx  
Teams



Slack



Microsoft  
Teams



WeChat  
Work



WeChat



Line



Telegram



WhatsApp



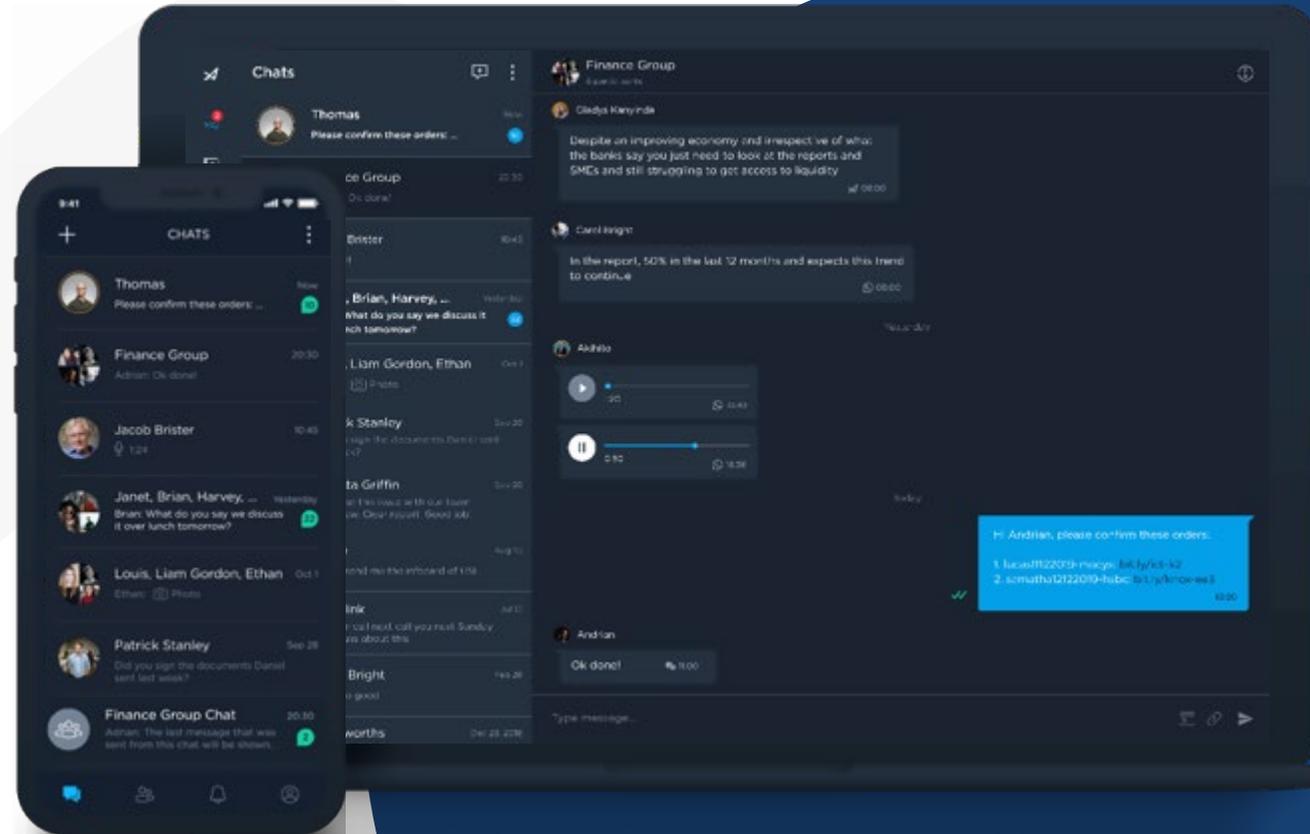
FB Messenger

Truly omnichannel platform giving Enterprises full control over all conversations and finally allowing interactions with clients

# Federated Messaging Orchestration Platform

An innovative solution that simplifies messaging between corporate **employees and clients**

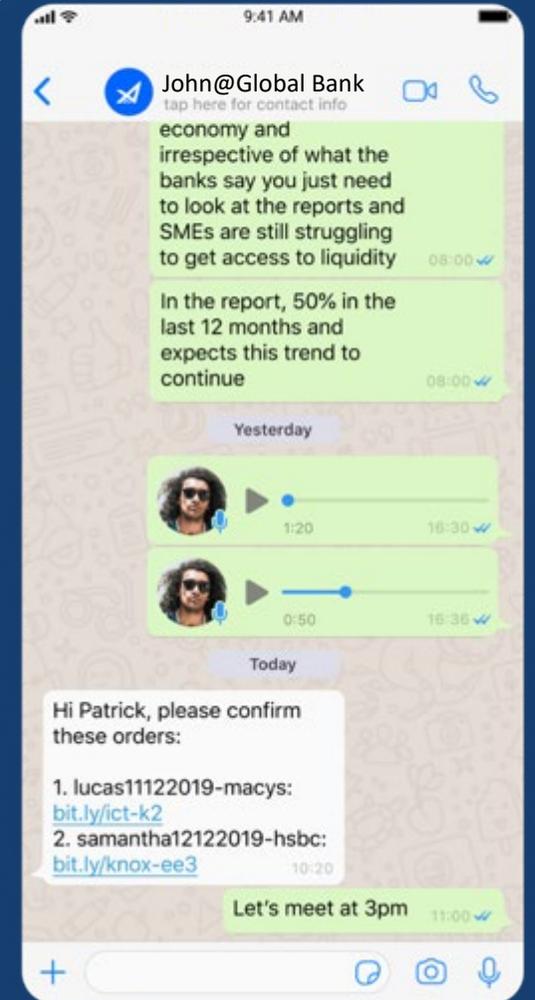
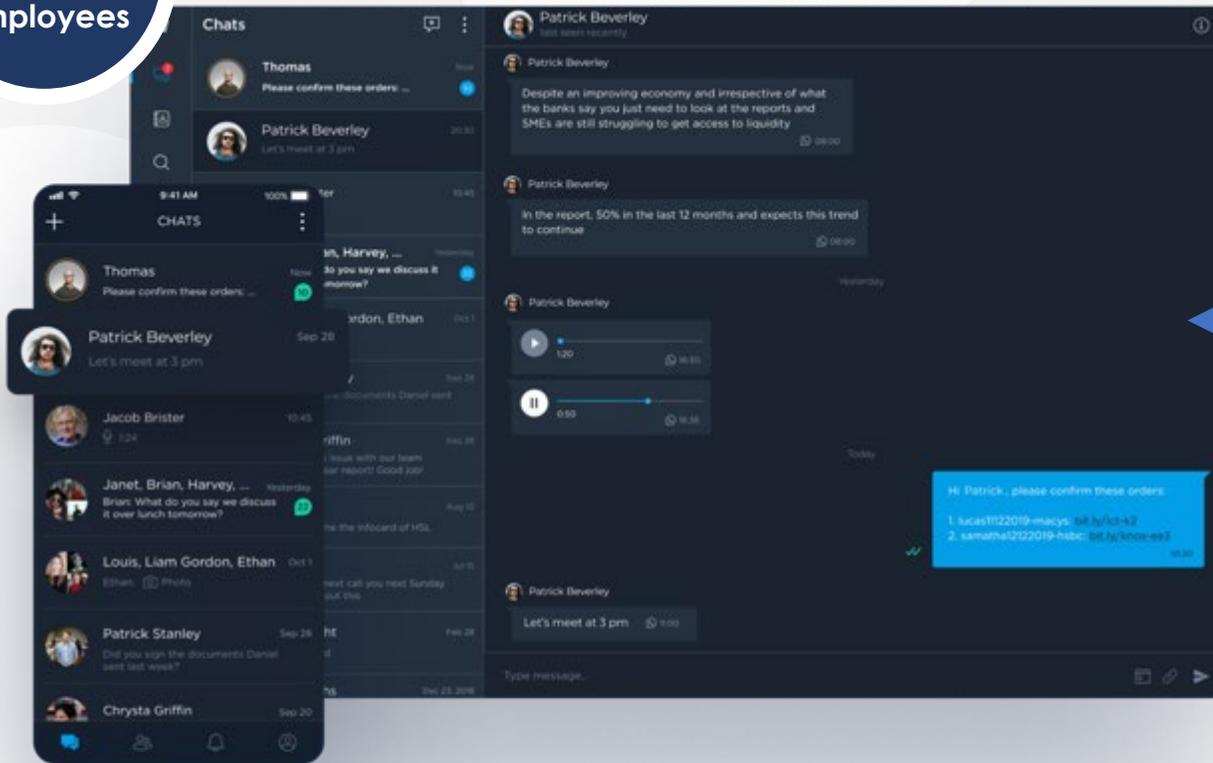
- Across **variety of messaging channels** and message types
- Between actors **inside and outside** of an enterprise
- Involving **single and multiple** parties



Messaging channel choice for each client

# LeapXpert **FMOP** in action

“Let’s meet at 3pm”



# Combined power of integrations

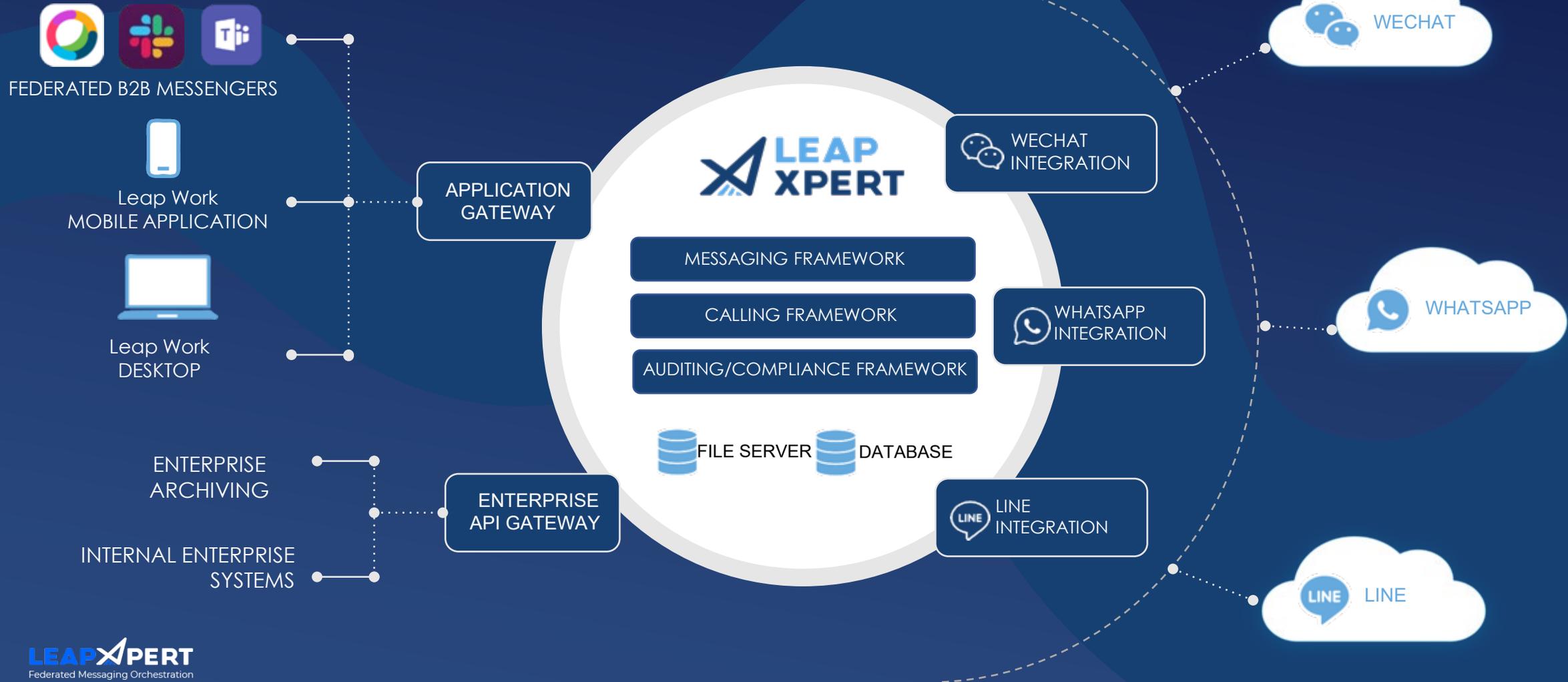
Easy to integrate into clients' existing systems and applications



Open architecture enables development of further **value-added** functionalities

Forms part of clients' **unified communication** and collaboration tools

# Patented FMOP framework



# Highly **secure** platform

## User facing functionality

- Device management with revocable keys
- Multi factor authentication
- Sensitive transactions verification
- Multi-tenancy

**Enterprise  
grade security**

## Under the hood

- RSA encryption key exchange mechanism, with optional FIPS 140-2 hardware crypto key security
- **Data in transit:** over encrypted channel with encrypted payloads
- **Data at rest:** encrypted on disk. Distinct encryption keys for different customers

**Regular penetration  
testing by external  
security firms**

# When company adopts the **FMOP** approach



## No more invisible conversations

All communications recorded and visible



## No more missing data

In case of a compliance probe information is available



## No more data loss

When employees leave, information stays with the company



## No more excuses from employees

Employees can stop saying that clients force them to use messengers

**Deficiencies** in your B2C communication are **solved**

# Potential **value-added** usage scenarios

## Scenario #1



### Law Firms

Potential value-added applications:

- Track billings for client interactions conducted over consumer messengers
- Automate logging of client interactions conducted over consumer messengers

## Scenario #2



### Insurance Companies

Potential value-added applications:

- Allow claim submission triage between client, agent and insurance company employee, over consumer messengers
- Remote servicing of clients for agents

## Scenario #3



### Wealth Management

Potential value-added applications:

- Enable wealth advisors to handle client instructions over consumer messengers
- Increase ease-of-use and seamless connectivity with the client

## Scenario #4



### Mobile Commerce

Potential value-added applications:

- Deliver personalized and innovative services that delight clients through consumer messengers.
- Conversation to Insights : Clients time to response and feedback in conversations helps retailers make smarter decisions for customer retention and growth.
- Enable staff to service customers remotely

## Scenario #5



### PropTech

Potential value-added applications:

- Continuous remote conversations between portfolio managers & tenants improve service quality and tenants satisfaction.
- Real time messaging facilitates digitization of leasing and contractual processes and provides timely response to tenants' estate service requests.



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