

Customer Conversations for Mobile

Bringing App Capabilities to Mobile Assistants

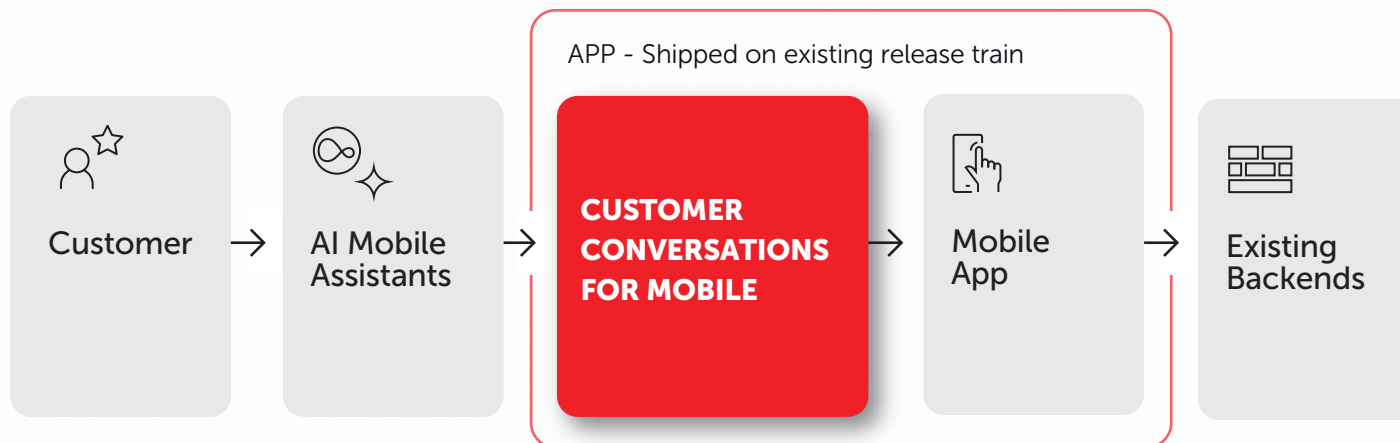
CHALLENGE

- Customer engagement in web and mobile channels is **dropping** as customers turn to OS-level assistants **outside direct control**; Gartner expects **70% of journeys** to be resolved through third-party assistants **by 2028**.
- Selfcare is packed with functionality but hard to navigate, and only **14% of journeys are fully resolved** without help.
- Owned chatbots need time to mature; **Customers are asking assistants today**.

SOLUTION

Customer Conversations for Mobile puts **mobile app journeys inside the AI assistants customers already use**. Ask Siri or Gemini why a bill went up or whether a better plan exists - and get an answer **without opening the app or calling in**.

- **A native library** that runs inside the app, using the existing logic. **No new backend or hosting required**.
- **An industry-specific intent library** that exposes existing app and backend capabilities to mobile AI assistants.
- **Safe by design** - existing authentication is maintained, while sensitive actions are confirmed in the app.



BENEFITS



Meeting customers where they are

Brands can engage directly through Siri and Gemini, remaining part of the conversation.



A first-mover position

Gain visibility on assistant platforms while competitors are still defining their approach.



Higher self-service completion

Customers get an answer in one exchange instead of navigating menus.



Lower cost to serve

High-volume, low-complexity contacts resolved in the assistant, before reaching a higher-cost channel.



Improved Customer Experience

Assist customers throughout the journey and reduce customer effort.