

Unlocking the full **power** of
conversational commerce.

charles



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Why we believe into Conversation Commerce

Retail

Experience driven

cCom

Relationship driven

eCom

Conversion driven



Conversational Commerce closes the gap
between consumers & brands.

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CEOs LIKE:

"We need to build **personalized** relationships with our customers"



CHARLES LIKE:

"Reach your customers where their **friends** are."



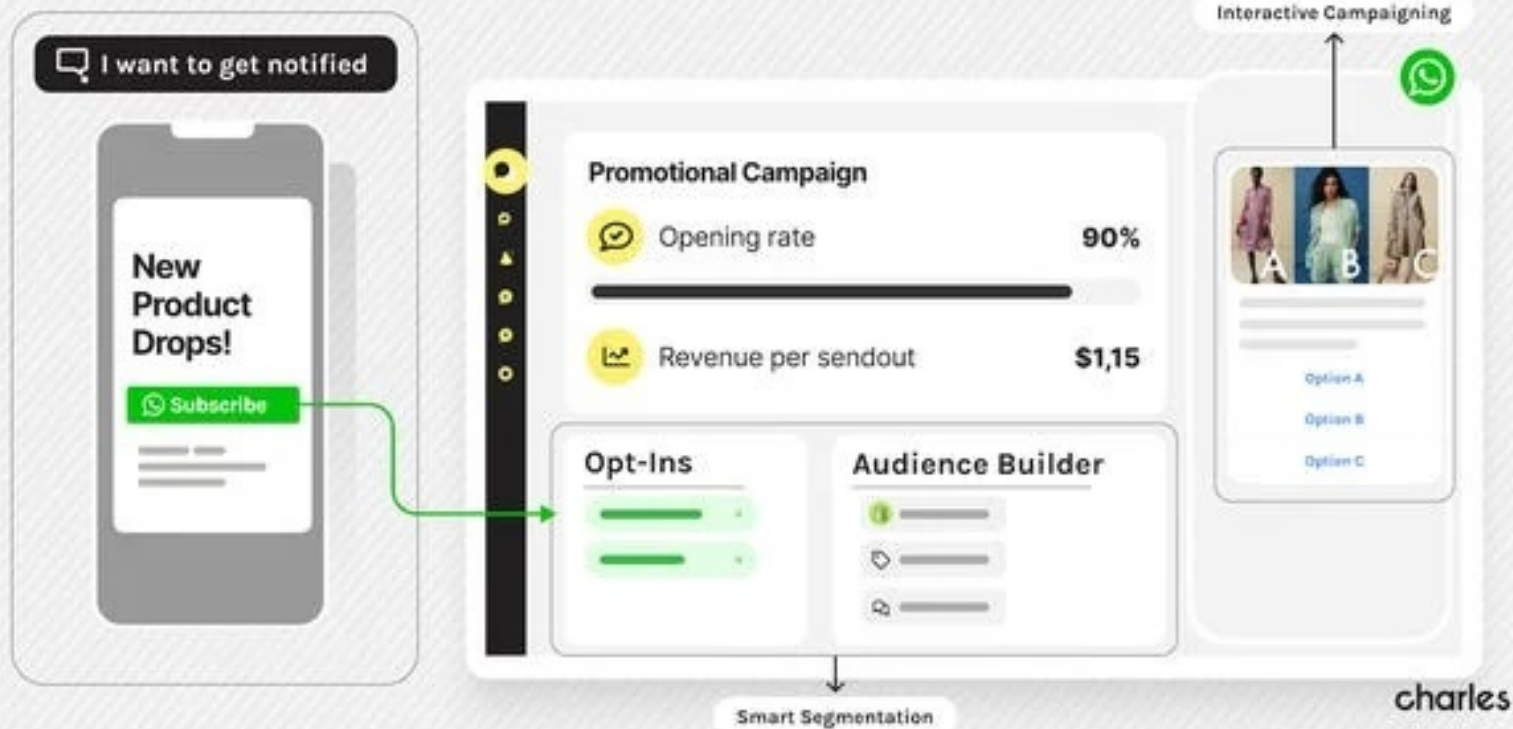
eCom best of breed: mastering a use case

cCom best of breed: mastering conversational experiences across use cases

		cCOM	VS	eCOM		
		charles		 Newsletter Software	 Helpdesk Software	 Shop Systems
Marketing	1-way I want to get notified	✓		✓	×	×
Service	2-way I have a question	✓		×	✓	×
Sales	Checkout I want to buy	✓		×	×	✓

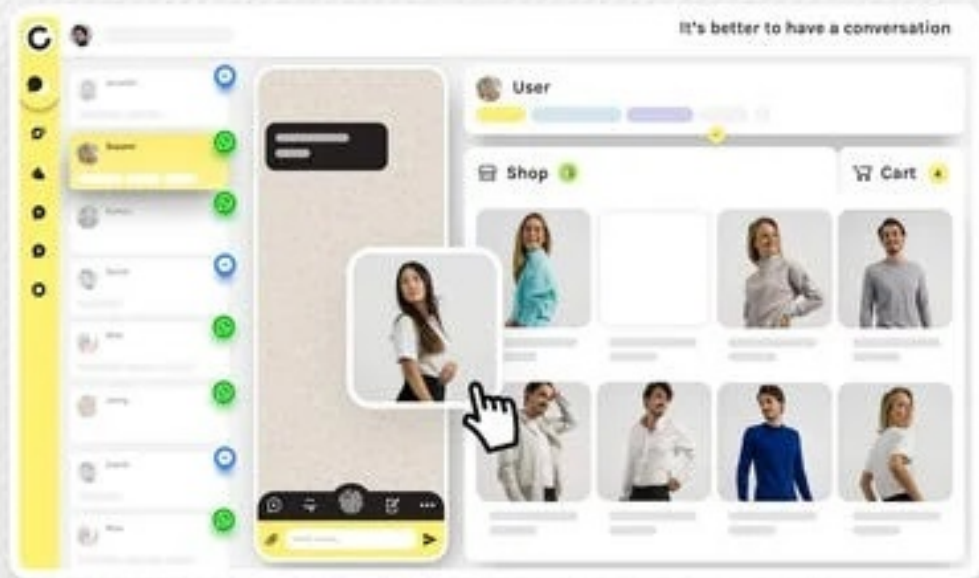
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Send segmented and interactive **newsletter campaigns** with unseen opening rates



Expand to **service** and **sales** powered by **deep commerce integrations**

MESSENGER INTEGRATIONS



DEEP SHOP & CRM INTEGRATIONS



Scale interactions across use cases via **automated workflows**.

🗨️ I want to get notified

+

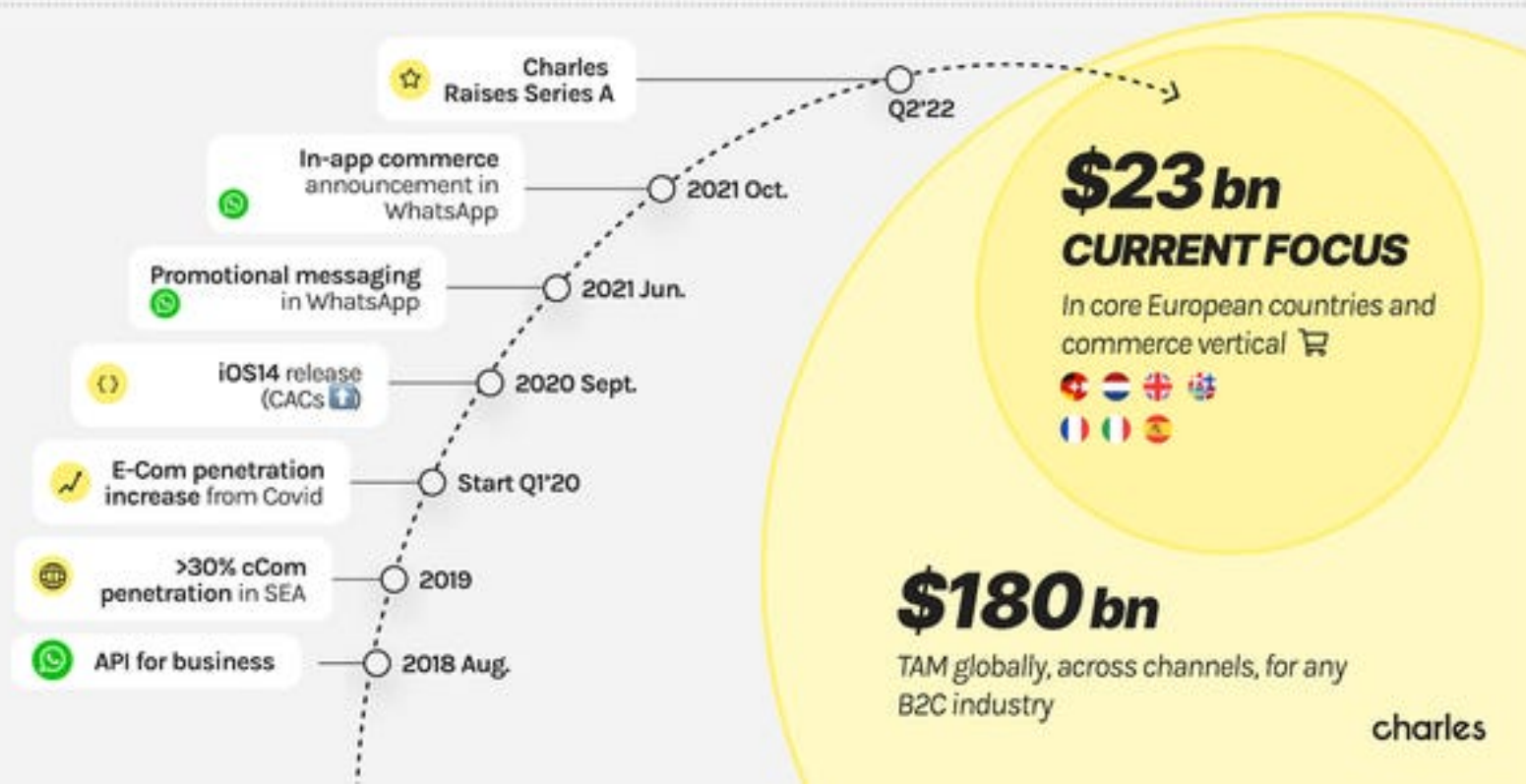
💬 I have a question

+

🛒 I want to buy



Now is the perfect moment to build the leader for conversational commerce



**IT'S BETTER TO HAVE A
CONVERSATION.**

IN LIFE, AS IN COMMERCE