

talla 

**Shortening the transfer
of knowledge from
months to minutes**



Problem

Too much time spent resolving customer problems = poor customer experience

\$62B

is lost each year due to poor customer service in the U.S. alone (Salesforce)

4x

Customers are 4x more likely to defect and buy from a competitor if a problem is service-related (Bain & Company)

6 Months

Takes six months for customer support reps to become fully proficient (Upwork)



90% of Americans use customer service as a factor in deciding whether or not to do business with a company.” – American Express



Solution

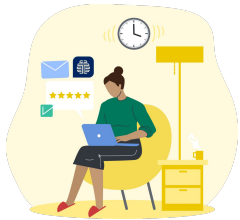
Using AI-enabled Cognitive Robotic Process Automation, the Talla platform is transforming the way businesses deliver customer support.

- Powers teams with insights, automated workflows and AI to help them scale to meet a growing workload
- Every customer request met with a rapidly delivered and accurate solution
- Automates 90% of customer questions
- Increases agent resolutions by 25%
- Reduces call support time by 10%



How Talla Works

Talla leverages existing documentation and processes, connects disjointed systems, and provides immediate support to accelerate customer resolutions.



For customers: Delivers 24/7 automated support with natural language processing to drive quick resolutions



For agents: Provides tools and insights to quickly resolve customer issues



For teams: Automates common sales and support workflows

Market Opportunity

Talla's total addressable market = \$20 billion



**Robotic Process
Automation**

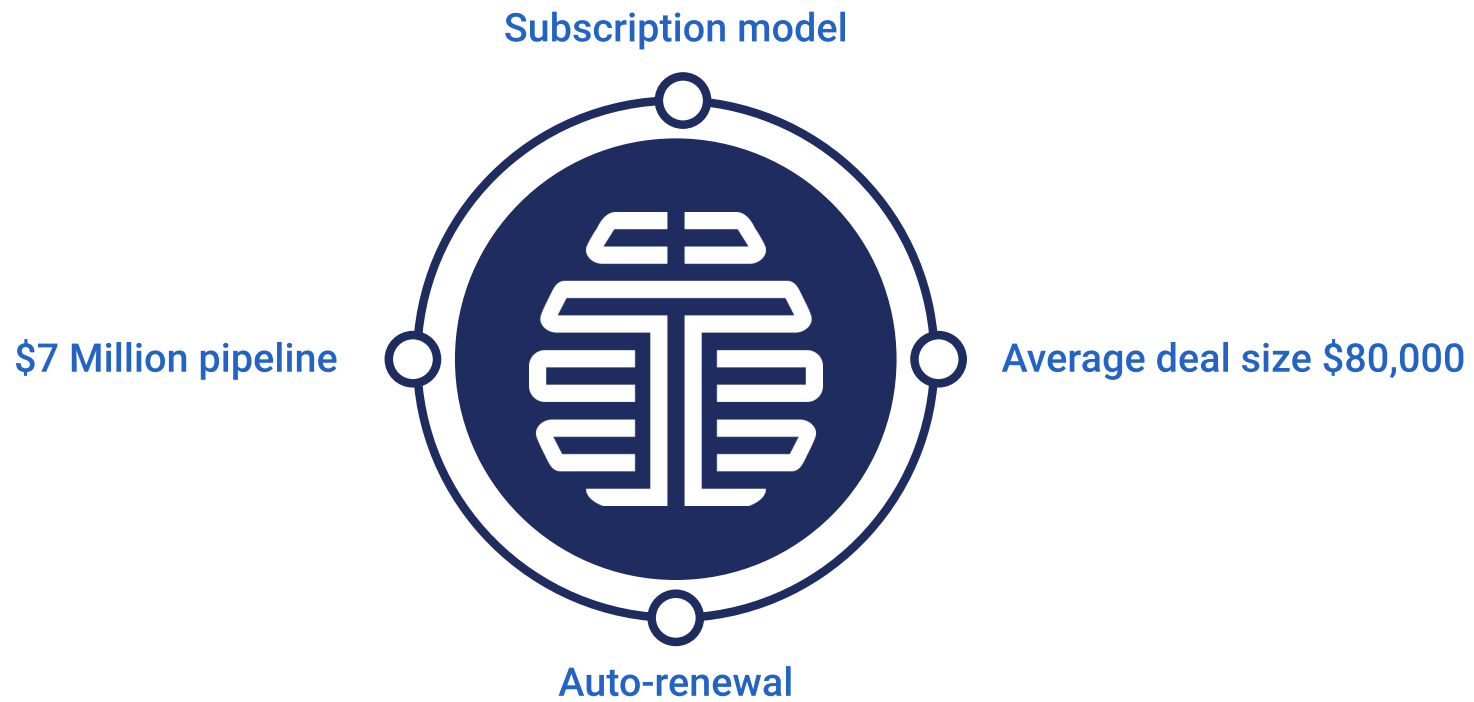
40%

**40% CAGR over next
seven years (Grandview)**

\$97B

**Worldwide spending on AI to
reach \$97 billion by 2023 (IDC)**

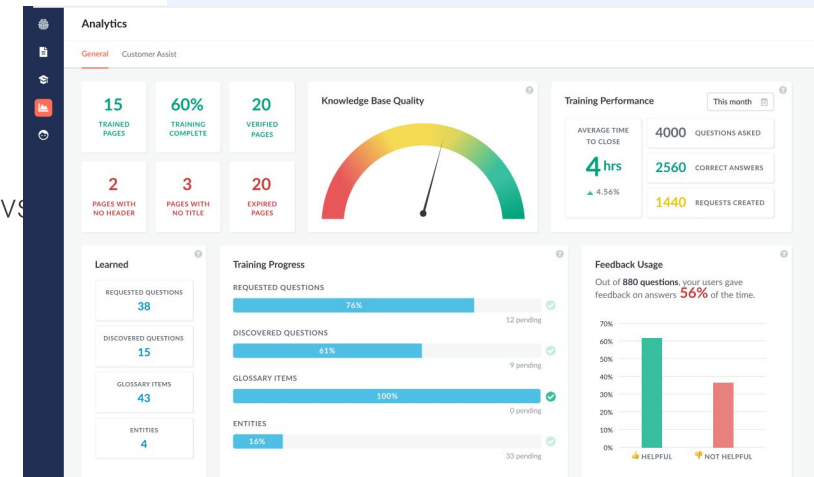
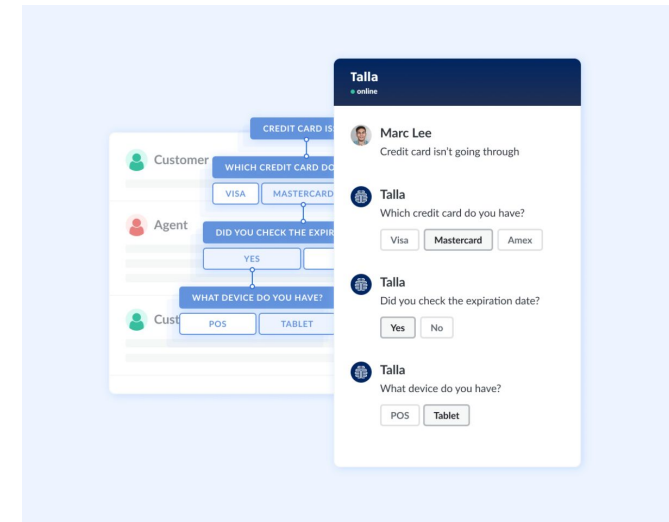
Business Model



Competitive Advantages

Talla's AI is easier to deploy, train, and retrain than other Chatbot platforms.

- **Speed of setup:** Up and running in one day
- **Platform agnostic:** Connects disjointed systems to streamline workflows
- **Ease of deployment:** Simple, out of the box solution that does not require an engineering team
- **Superior machine learning:** Intuitive training portal discovers what it doesn't know
- **Superior response automation:** 90% of questions automated industry average of 50%
- **Classifies conversational types and linguistic cues:** Distinguishes between standard customer service cases, revenue opportunities, and churn risk



Competitive Landscape - Off the Shelf

zendesk

Zendesk suite (CRM, KM)

Fewer capabilities

ada

Ada (CRM)

Cumbersome training and not suited for agent-focused automation

BoostCRM

Boost (CRM)

Focused on European market

DRIFT™

Drift (Revenue & Sales)

For sales use only, no customer experience features

Competitive Landscape - Build in House Solutions

Build a solution in-house with NLP tools (Salesforce Einstein, Google, Dialogflow, IBM Watson)

- Hidden cost of training and retraining AI/machine learning models
- Business stakeholders dependent on IT/Engineering to update models

Build a solution with AaaS - Automation as a Service platforms (Automation Anywhere, Blue Prism, UiPath)

- Hidden cost of building base processes and interfaces from scratch
- Business stakeholders dependent on consultants to add new capabilities



Success to Date

Established Customer Base



High Profile VC Backing



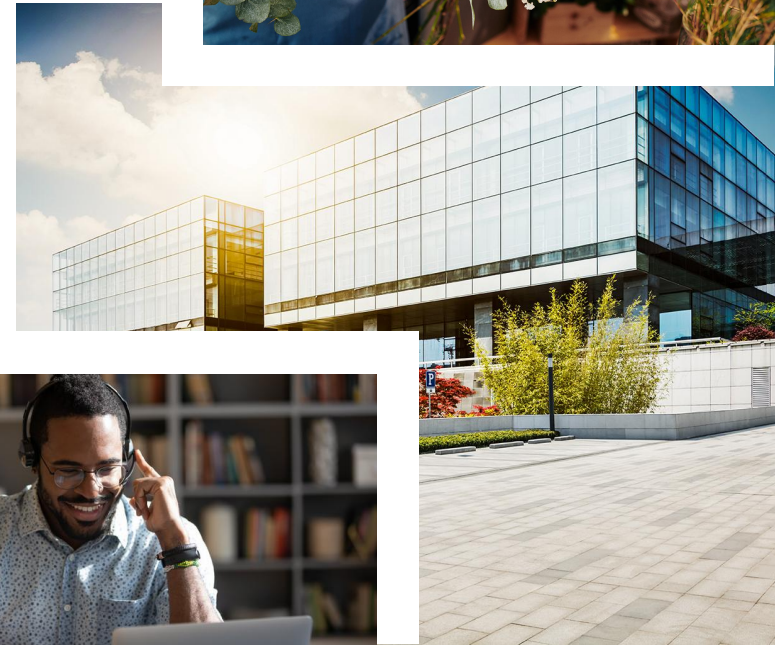
Revenue Generating

\$400,000+

in revenues last year

Typical Customer Profile

- Clients that deal with traditional customers and need a large workforce (such as insurance companies)
- Customers who have trouble scaling up and scaling down customer service seasonally (such as 1-800-Flowers)
- Verticals that play into Talla's strengths: Logistics, insurance, telecom, and companies with distributed teams such as agencies and consultancies





Case Study:

Toast Estimates
Savings of
\$2M a year
with Talla

Toast is a point-of-sale and restaurant management system with 1,400 customers worldwide



Now, **Talla** can answer over **90 percent of questions**, which translated to a **10 percent reduction in handle time** and **25 percent more tickets answered per rep each week**.

— **David Snow**, Support Enablement Manager

Team



Frank Speiser, Chairman and CEO

- Co-Founder of SocialFlow, a leading social media optimization SaaS solution
- Member of Forbes Tech Council
- AI thought leader published in Forbes, The Guardian, and more



Byron Galbraith, Co-Founder and CTO

- PhD, Cognitive and Neural Systems, Boston University
- Former Software Developer at Table XI Partners
- Former Technical Consultant at Aon Risk Services



Gunnar Link, CFO

- Former CFO Consultant for Venture Growth Partners
- Former Consultant at Deloitte
- Former CFO at CAPA The Global Education Network



Yemi Adepetu, Vice President of Product

- Co-founder of max.ng
- Former Senior Systems Engineer at Carrier Corp.
- M.Sc. System Design and Management from MIT and M.Sc. Computer and Electrical Engineering from Purdue



David Enda, VP of Strategy and Innovation

- Former VP of Institutional Relations and Marketing at CAPA The Global Education Network
- B.A. Business from Concordia University



Robert Sherry, VP Strategic Accounts

- Former Head of Global Brand Entertainment at BroadbandTV
- Former SVP Brand Partnership Sales at Studio71
- B.A. English Literature from Georgetown

Board of Directors



Brady Bohrmann
Managing Director, Avalon
Ventures



Frank Speiser
Chairman and CEO,
Talla



Rudina Seseri
Founder and Managing Partner,
Glasswing Ventures



Byron Galbraith
Co-Founder and
CTO, Talla

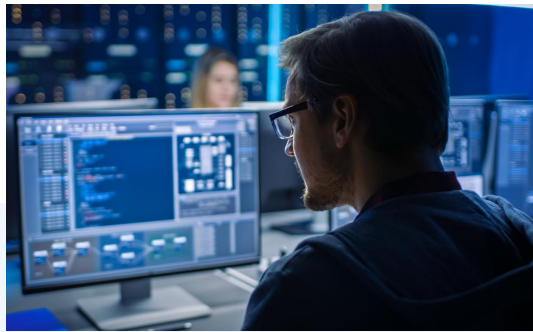


Rob May
General Partner, PJC

Use of Funds



Marketing
35%



Engineering
15%



Business Development
30%



Customer Success
20%



Talla has allowed us to offer better, faster, more accurate, and more consistent customer support at any time of the day. Talla automates many of our customer support inquiries by retrieving answers nearly immediately and providing accurate information to support staff and customers, 24/7.

— **Spencer Zimmerman**, VP of Operations, QTEGO