



*CM.com Recognized for*

**2021**

**Competitive Strategy Leadership**

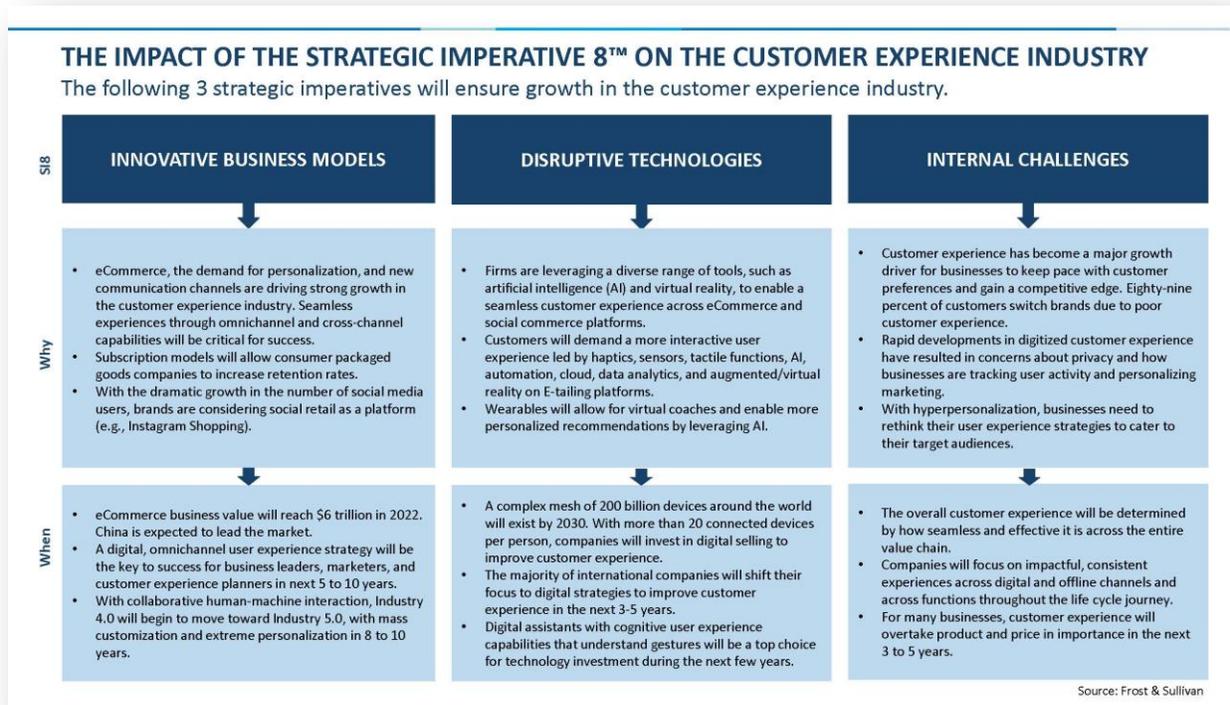
European

Conversational AI Industry

*Excellence in Best Practices*

## Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the customer experience industry: innovative business models, disruptive technologies, and internal challenges. Every company that is competing in the customer experience space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of CM.com is a reflection of how well it is performing against the backdrop of these imperatives.



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated companies. CM.com excels in many of the criteria in the conversational AI space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

***CM.com: A Fast-growing, Innovative Company***

CM.com is a leading Global Communications Platform as a Service (CPaaS) provider. Its platform combines messaging and voice channels, chatbots, and innovative payment methods that allow end-user organizations to enhance their customer services, increase customer satisfaction, and improve sales conversions. In May 2020, CM.com acquired CX Company, the vendor of a cloud-based AI-powered digital conversation platform designed to automatically engage customers via virtual assistants and intelligent chatbots.

Headquartered in The Netherlands, CM.com has thousands of customers across multiple verticals such as telecommunications, insurance, financial services, retail, and utilities. Founded in 1999 as an SMS service supplier, CM.com has become a full-service global communication provider, listed on Euronext Amsterdam, with over 600 employees, and with more than a dozen offices across four continents.

***Product Design***

The acquisition of CX Company provided CM.com with new, advanced customer engagement capabilities while creating new big opportunities for cross-selling into CM.com’s target market. DigitalCX, a cloud-based conversational artificial intelligence (AI) solution that enables fully automated, self-learning, and human-like dialogues between organizations and their customers, is proprietary to CX Company (now CM.com). By combining rule-based and AI technologies, DigitalCX delivers highly effective services that optimize engagement and improve customer experience (CX).

One differentiating factor of the DigitalCX solution is its groundbreaking product design. DigitalCX provides an intuitive drag and drop platform that enables organizations to easily create an enterprise-grade chatbot without the need for previous coding experience. It is an easy-to-use, practical interface that allows end-user organizations to maximize the solution capabilities and fully exploit its advantages. Editors can be trained within a day and fully master all features in a week, while no previous Natural Language Processing (NLP) skills and know-how are required. In addition, daily management, reporting,

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**- Federico Teveles, Research Analyst**

and maintenance tasks are handled by the editors. This reduces total cost of ownership and makes maintenance a lot quicker.

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### **Visionary Innovation**

Since its inception, CX Company has understood the high value that rich self-service solutions provide to businesses. CX Company positioned itself as a European pioneer in automated CX-related solutions through digital channels. In addition, DigitalCX was an early adopter of AI in this segment of the industry. Its AI-centric strategy provided DigitalCX with the ability to resolve customer queries more effectively. DigitalCX offers an advanced learning system that uses rules and AI, with auto answers, fuzzy engine, and live learning from live chat. These best-in-class learning competencies ensure continuous, automatic platform self-optimization.

The strong commitment to innovation is an attribute that both CM.com and CX Company share. Frost & Sullivan believes the acquisition of CX Company guarantees CM.com future growth and a leading position in the conversational AI market. The integration between the payments systems and chatbots enables CM.com to display unique competitive advantages and stay ahead of its closest competitors. This integration also demonstrates that CM.com anticipates market megatrends, has a deep understanding of the CX industry and business needs, and demonstrates clear strategy execution capabilities.

### **End-to-end Solution**

Another key feature that distinguishes CM.com’s self-service platform is its end-to-end customer care solution. Most chatbot solutions only offer simple self-service and routing capabilities. DigitalCX, however, sports multiple CX-related capabilities including messaging, voice, payments, contract sign, user authentication, number verifier, and ticketing. DigitalCX also incorporates some complimentary features such as dashboards, reports, and state management that many other platforms charge extra for. The solution has the ability to support conversations through WhatsApp, SMS, RCS, Apple Business Chat, email, Viber, web, WeChat, Telegram, and voice. According to Frost & Sullivan’s research, this

results in one of the most comprehensive and complete conversational AI platforms in the European market.

The end-to-end nature of the solution also creates indirect benefits to end-user organizations. The ability of CM.com to combine corporate-grade chatbots with a set of complementary tools such as email, ticketing, or payments systems on a single platform, provides end-user organizations with a unified view of the customer journey and massive, unified customer data sets that can enhance the optimization of the solution, increase CX, and deliver new actionable insights.

In addition, CM.com offers an expandable product portfolio filled with value-driven options to ensure that its solution best suits market needs. CM.com includes standardized pre-integrations to systems such as Dynamics, SAP, Shopify, Salesforce, Zapier, and Zendesk. Customized integrations are assured by CM.com's Application Programme Interfaces (APIs), which are open for implementation to enhance co-development.

### ***Digital Transformation Emphasis***

CM.com is becoming a leading force behind the transformation of the global CX ecosystem. DigitalCX helps end-user organizations shift operations to a mobile environment and enables secure online payment transactions. Its innovative chatbot-based payment system generates cost reductions and CX enhancements, enabling organizations to create stronger bonds with their customers and meet the demands of digitally savvy shoppers. Headquartered in The Netherlands, which enjoys one of the highest conversational agent adoption rates in Europe, CM.com promotes innovative solutions that represent genuine market evolution.

Frost & Sullivan notes that CM.com also delivers outstanding customer service on top of great

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technology and product design. It provides wide-ranging, tailored services that consider the end-user organization's specific needs and context. Although DigitalCX is very simple to use and requires no professional assistance, CM.com offers a variety of services to help companies unlock and realize the value of digital transformation. Its professional services teams can tackle a variety of issues, spanning campaign management, in-depth training, optimization, and project customization, among others.

## Conclusion

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Frost & Sullivan expects that conversational agents will handle 15% of all European customer service interactions in 2021, an increase of some 400% over 2017. However, conversational AI vendors face difficulties when seeking to differentiate their solutions and expand their position in the market. CM.com has managed to overcome these challenges by developing and acquiring innovative solutions that deliver unique competitive advantages, outstanding business outcomes, and effective business strategy execution. Today, DigitalCX is a synonym for effectiveness, reliability, and security. CM.com places performance value and creativity at the core of its product development strategy, and DigitalCX updates and enhancements sets the tone of the conversational AI market evolution.

With its strong overall performance, CM.com has earned Frost & Sullivan's 2021 Competitive Strategy Leadership Award.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

### Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Strategy Innovation*

**Strategy Effectiveness:** Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

**Strategy Execution:** Company strategy utilizes Best Practices to support consistent and efficient processes

**Competitive Differentiation:** Solutions or products articulate and display unique competitive advantages

**Executive Team Alignment:** Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

**Stakeholder Integration:** Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

