



Engage. Retain. Grow

Provide a personalized customer experience with omnichannel engagements.



All customers are unique.

The world is becoming customer-centric and brands are expected to provide personal experience across all touchpoints. Customers switch between devices and channels frequently and so should businesses. It will enable them to keep in step with them.

Our mission is to automate customer engagements and marketing strategies for businesses across various industries and enable them to provide a personalised experience to every customer.



Challenges faced by businesses

- 24/7 human availability to help your customers.
- Increasing customer churn and low rate of repeat customers.
- Sending generic emails and SMS and wondering why is it not working.
- Inability to manage multiple vendors and agents along with increasing customers.
- Not able to store and manage customer data thus every interaction starts from square one.



Our Offerings

For marketing

Creating a level playing field for local businesses by empowering them with an end to end solution to compete in the digital world.

For customer support

Provide your customers with proactive support. Contact them across various platforms and channels from a single dashboard.



Truly Omnichannel

Hippo provides you access to all major channels and enables you to deliver the right message at the right time. It helps you create a personalised experience throughout various touchpoints across the customer journey.

Employ an omnichannel approach in all aspects. From promoting the brand and offering rewards to providing customer support the way the customers prefer..



Email



WhatsApp



Push Notification



SMS



In-app Messages



Pop-ups

Features: Customer Support



CHATBOT

Automate responses with customised chatbots for specific use cases to engage, route and convert hot leads in real-time.

LIVE-CHAT

Take over chat from the bot at any moment to provide better and more personalised support.

WEB/WHATSAPP WIDGET

Add a WhatsApp widget on your website and app to make it easier for your customers to reach you either on the platform or on WhatsApp.

FILTERS

Review chats or extract data using various filters based on status, customer profiles, agents, tags, etc.

LEADS/TICKET CREATION

Fill in the details of customers to create a lead or ticket, assign it to an agent and push it to CRM from the chat dashboard itself.

Features: Customer Support

PHONE CALL

Hippo gives you an opportunity to connect with your customers instantly through phone calls to give support.

AUDIO/ VIDEO CALL

Hippo offers you the functionality of audio/video calls so that you can schedule conference calls and provide customers demonstrations about various offerings.

SMS

Hippo comes integrated with Plivo to enhance your SMS support. If you have any other service provider, you can integrate that too.



CUSTOMER PROFILING

Get everything there is to know about a visitor. Ticketing history, chat, channel timeline or tracking details. You can also add comments in each chat for your internal communication.

Broadcast

INSTANT BROADCAST

Send your messages in a few clicks instantly. Choose a channel, create a campaign, select a segment and broadcast. Analyze ROI and conversion rate for each campaign.

SCHEDULING

Schedule campaigns beforehand for festivals or product launches and shoot them at the optimal time to maximize reach and engagement.



OMNICHANNEL ENGAGEMENT

Different campaigns require different modes. With Hippo, you can send a campaign through the most suited channel. Choose among Email, WhatsApp, SMS, Push notification and Pop-ups.

Automate

TRIGGER-BASED CAMPAIGNS

Reduce churn and increase customer lifetime value by targeting campaigns based on triggers like cart abandonment, incomplete signups and inactive customers.

EMAIL SEQUENCES

Automate sequences for possible scenarios to improve customer engagement with the platform. Setup journeys to improve customer platform adoption and feedback.



EMAIL TEMPLATE BUILDER

Use pre-built professional templates or build your own that resonates with your customer. Create perfect emails & landing pages using simple drag & drop or HTML.

Segment

CUSTOM SEGMENTATION

Create segments without limitations. Over any time period, use any combination of events, profile attributes, location, predicted values, and more.

RFM

RFM, by default, segments your customers based on their recency, frequency and monetary value of purchases. Therefore, it helps you segment customers that need special attention.



SEGMENT UPLOAD

If you already have segments or lists of prospects made, you can upload them in the form of CSV.

Analyze

POWERFUL DASHBOARD

The dashboard gives you a **bird's-eye-view** of all your activities including contacts, segments, campaigns and channels.

CAMPAIGN HISTORY ANALYSIS

Determine the reach and success of your campaigns based on delivery and click stats. Visualise your performance and strategise accordingly.



CUSTOMER LIFETIME VALUE

Understand the engagements, actions and behaviour of your customers to classify customers on the basis of their lifetime value.

Integrations

E-COMMERCE & POS

Hippo integrates with a wide range of POS & E-commerce platforms like Shopify, WordPress, PrestaShop, etc.

MEDIA CHANNELS

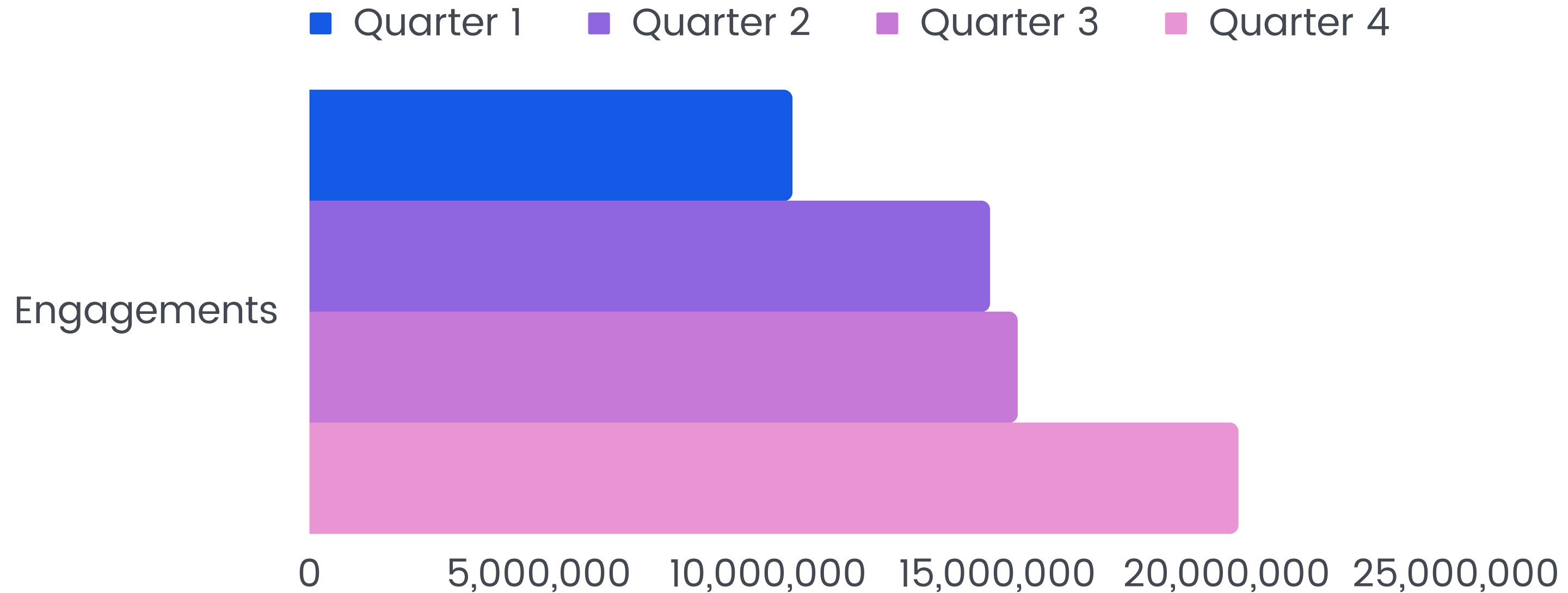
Integrate your Hippo with the most engaging media channels like Gmail, WhatsApp and Messenger to provide customers with a personalised experience.



CALLING AND SMS

Get world-leading communication brands like Twilio, Plivo and Exotel to work with Hippo and add best in class support to your customer experiences. Hippo already comes with Plivo integrated but you can change it at your discretion.

Customer engagements powered by Hippo in 2021



Success story: A word from our customers.



Yassir

CEO

Since we started using Hippo, our customer retention has increased drastically.



Eugene

CPO

Since we started using Hippo, we see better conversions with each campaign specially for new customers onboarding.



Taqi

FOUNDING MEMBER

Hippo has helped me convert my data-driven insights from yelo and make automation with ease as the sync among the two tools is seamless.

Some of our esteemed clients.



Along with our recent accolades.

