

AI RUDDER

Leading Customer Experience with Multi-Lingual Conversational AI

Let's Start 

Company Highlights



Explosive Growth : revenue growing **4x year-on-year**



Global Expansion: 10+ countries commercialized across Asia Pacific, Latin America, and Africa



Headquartered in Singapore; R&D center in Shanghai
Strong leadership with prior experience **from seed to IPO**



Land & expand: **High net revenue retention (NRR)**
with big accounts



Highly scalable SaaS solution & a full stack of AI technology
for B2C communications

Nature of Communication is Changing...



// Human-led customer engagement is neither Scalable nor Viable //

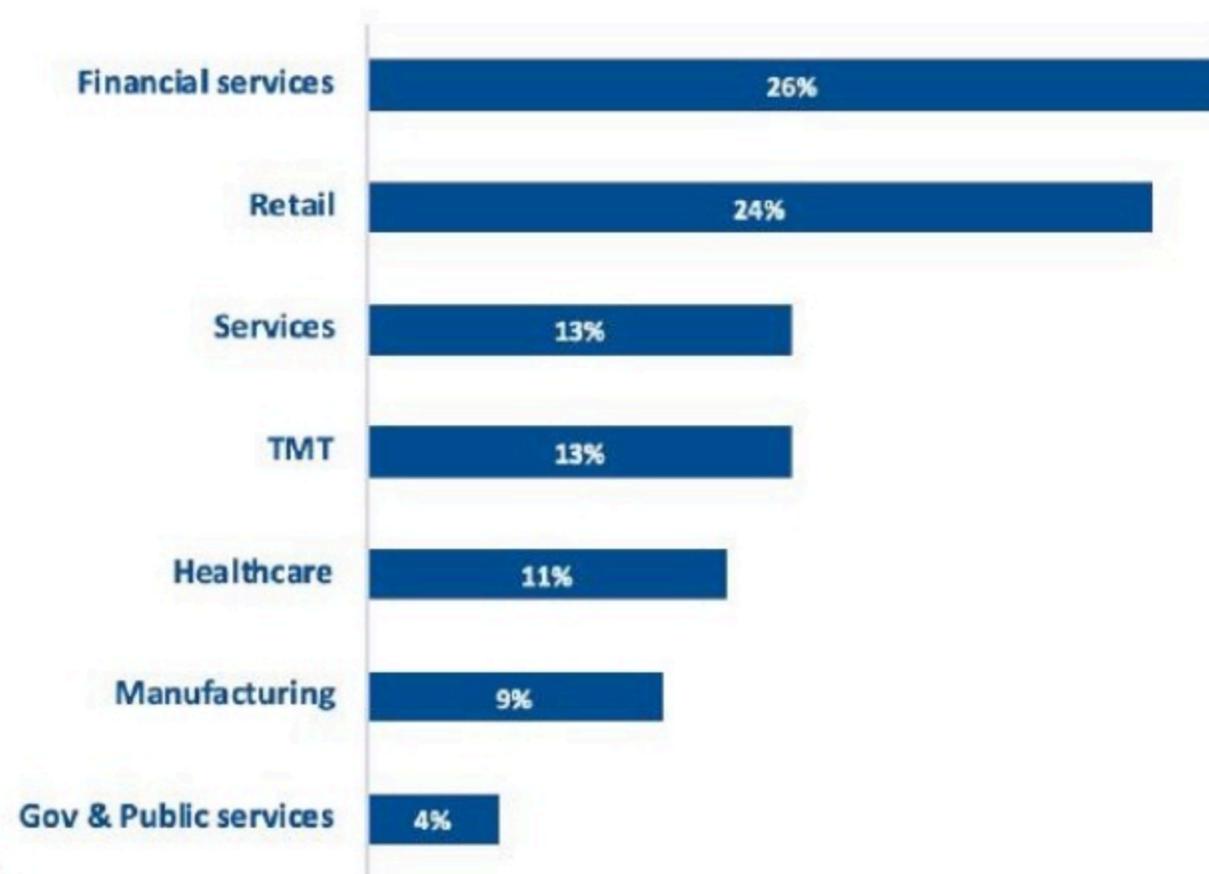
X High operational costs

X Challenges on customer care

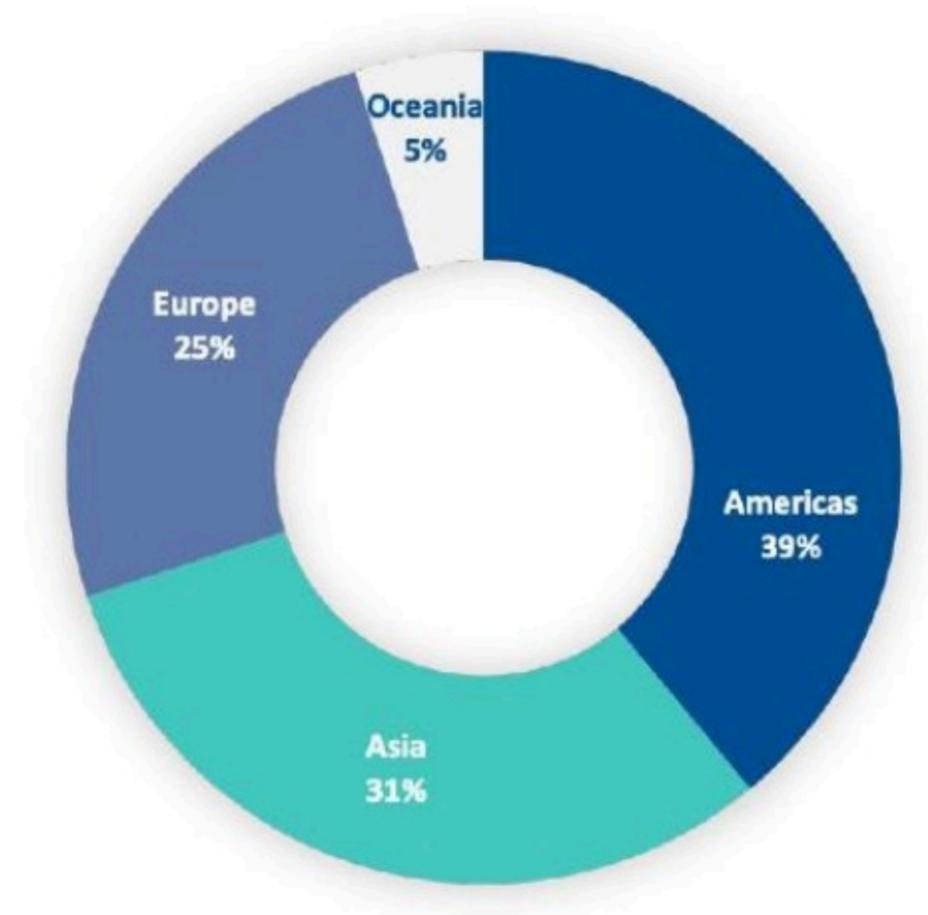
X Barriers to scaling up business

Companies Are Spending \$300B/Year On Customer Experience

Spending breakdown by Segment



Spending breakdown by Geography



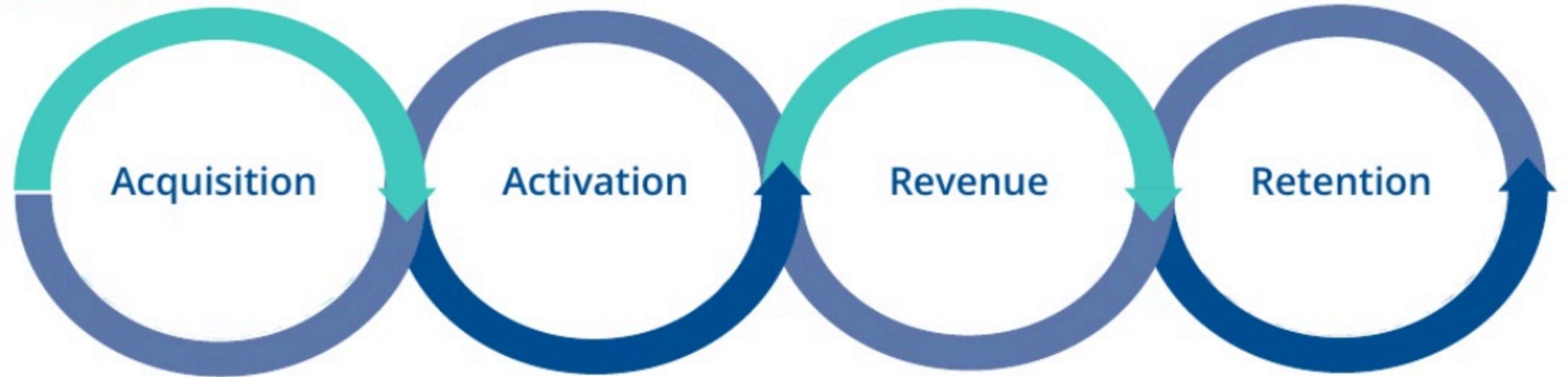
Robust Business Model

Bundled pricing
by use cases

Out-of-the-box
solution

Quick
configuration

100% SaaS



Acquire New Customers

- Qualify large amount of sales leads blazingly fast.
- Tele-marketing of new offerings to new and old customers.
- Answer common questions to increase prospects' interest level.

Improve Engagement

- Guide customers through the onboarding journey.
- Nudge customers stuck in the process to continue.
- Recall existing inactive customers and learn their concerns.
- Increase lifetime value.

Increase average revenue per user (ARPU)

- For FSI and digital financing companies to collect loan.
- Nudge e-commerce buyers to place orders.
- Verify Cash-On-Delivery recipients' information.
- Conduct survey on customers in need of financing.

Improve net promoter score (NPS) & Repeats

- Trigger welcome call after new customers onboard.
- Make feedback call after services
- Handle customer enquiries 24/7 with zero waiting time.
- Stable and fully compliant.

Prominent Leadership



Teng REN
Founder & CEO



NYSE: CTK

- **CooTek Co-founder & Chief Data Officer**
- Over 13 years of experience in AI product and monetization
- Shanghai Jiaotong University (ACM honored class)

The GTM Leadership Team



Kun Wu
Co-founder



- Based in Singapore, leading global sales & marketing teams
- **CooTek Head of AI Lab.** 10+ years in facilitated business partnership with global mobile carriers



Henrik Petersen
Marketing VP



- 20+ years of international experience in marketing and pipeline development for tech companies including **Zendesk, Microsoft, and Seagate**



Tom Blackman
Sales VP



- 15+ years in Sales & Customer services
- Regional VP of Sales for APAC & LATAM, Zendesk
- **From <\$1mn to \$50mn annual recurring revenue (ARR)**
- **Oversees \$200mn ARR**

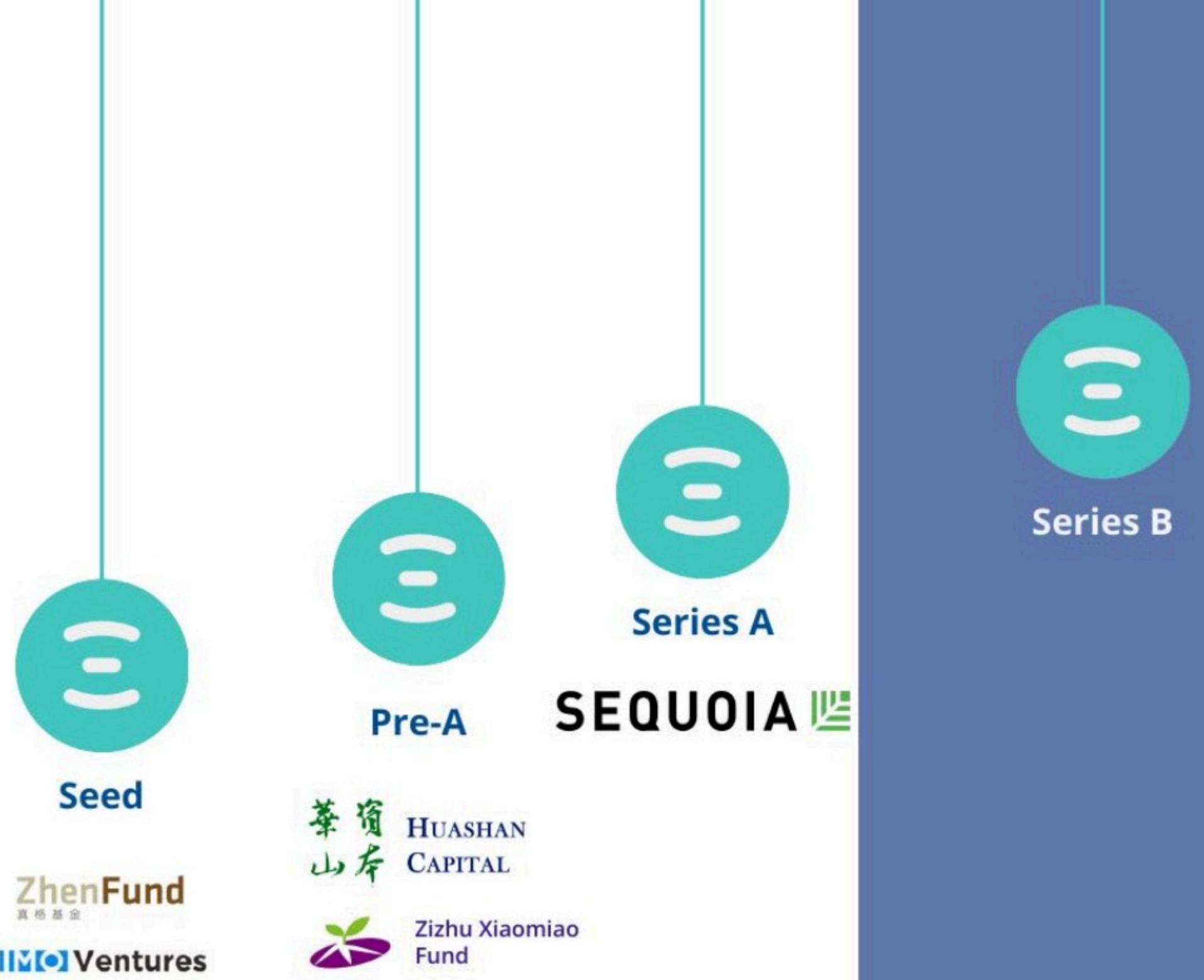


Jirat Boomuang
Solutions VP



- 20+ years experience in managing Pre-sales, Partner Enablement, and SDLC
- APAC Regional VP of Presales, Zendesk
- CTO & GM of Startups, Pre-sales at Microsoft

Our Journey So Far...





Thank you!

www.airrudder.com