Limitless

The GigCX platform

Expert powered automation

We work with some of the world's largest brands to deliver AI powered, crowdsourced customer service

Our story

Limitless

As a founding team we have over 70 years experience in Customer Service. We used to run one of Europe's largest customer service operations. We worked for some of the best brands, including Unilever, Microsoft, Sky and Vodafone. Our call centres employed over 2,000 people across Europe. It was low margin, OK quality, and hard to delight customers, with a race to the bottom on costs.

We sold our company to the Hinduja Group and decided that there had to be a better way to deliver amazing Customer Service going forwards. We came up with the idea for Limitless in 2016, **combining a qualified gig workforce, with AI**. We were compelled to quit our well-paid jobs and started our adventure with Limitless!

Roger Beadle
CEO

Over 2 decades of experience in the CX SaaS & BPO industries with a passion for sales and marketing.

Megan Neale
COO

25 years in customer service, managing operations for some of the world's largest companies.

Jim Cozens
Head of Engineering

Builder of enterprise CX software platforms for the last 25 years for start-ups and enterprise companies.
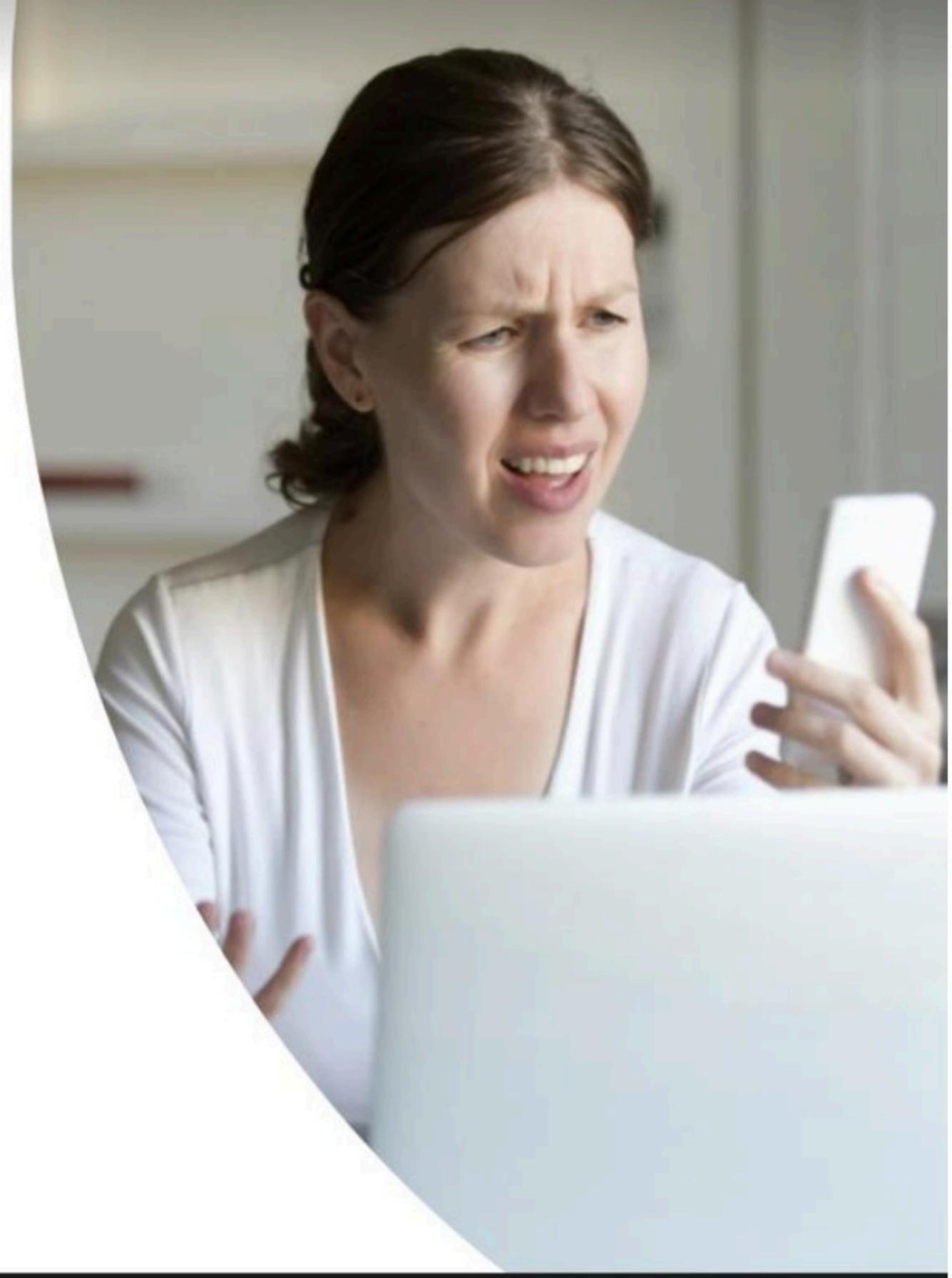
Customers want a better experience

64% Expect companies to **respond and interact** in **real time**[1]

73% Expect customer service channels to be **easy** and more **convenient**[1]

70% **Prefer messaging** over phone for customer support[2]

94% State **customer service is important** in their choice of, or loyalty, to a brand[1]

Businesses are struggling to cope

Existing fixed resource models are costly and not agile enough

| High Attrition	Poor Service
50%+ per annum	**60-80%** Customer Satisfaction
High Absenteeism	Slow Responses
6-8% daily	**4 hours+** On Messaging
Difficult Attraction	Low Resolution Rate
4% unemployment	**70-80%** First Contact Resolution

Introducing GigCX

Our multi award winning SmartCrowd platform connects customers with qualified Experts who can help them on-demand anywhere in the world

The platform enables businesses to:

1. Quickly create crowds of Expert product users

2. Route & distribute support tickets to Experts

3. Manage ticket completion & quality control

4. Train AI algorithms to automate simple queries

5. Reward Experts for successfully resolving tickets
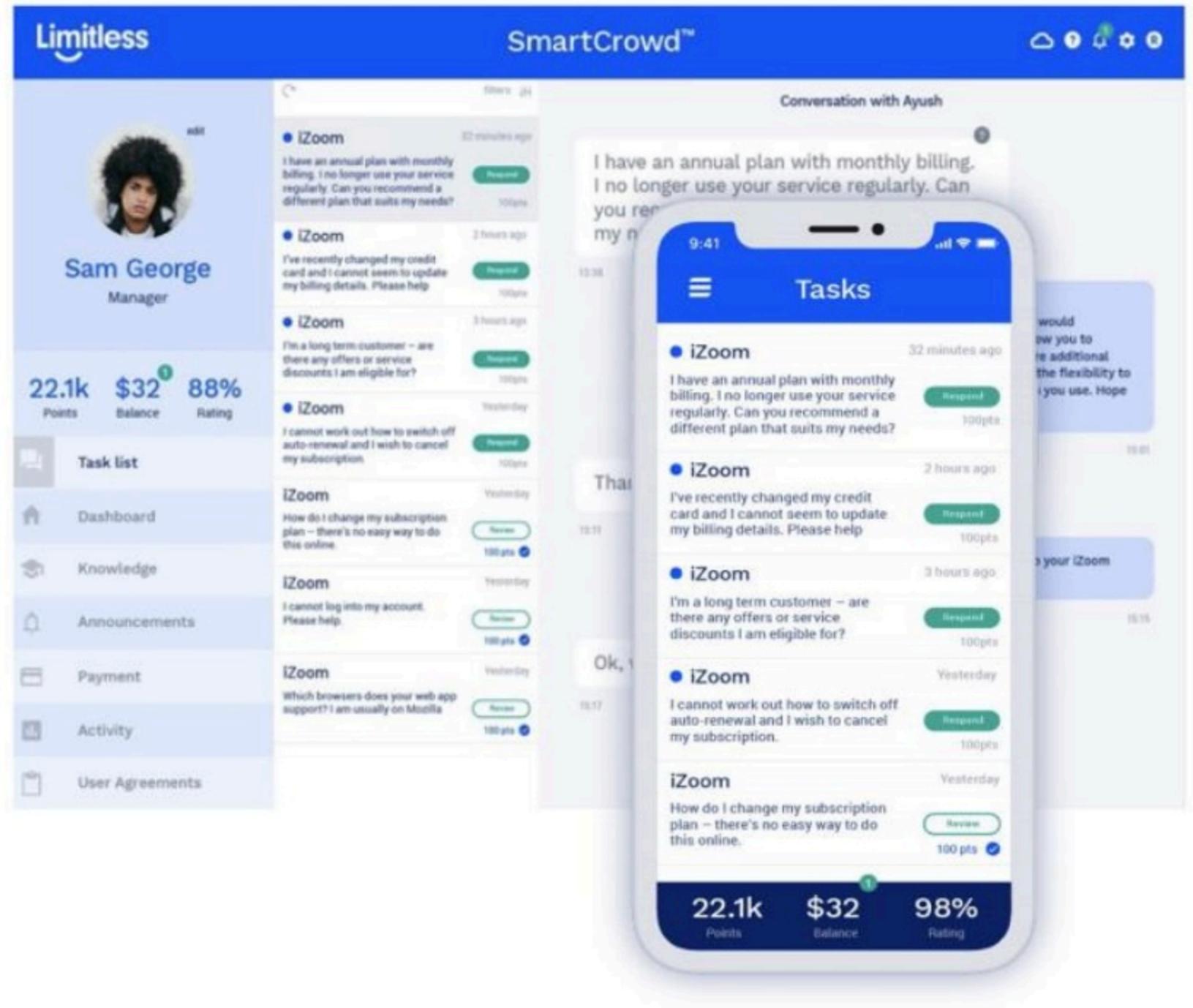
Experts train our AI algorithms to enable us to automate low value enquiries
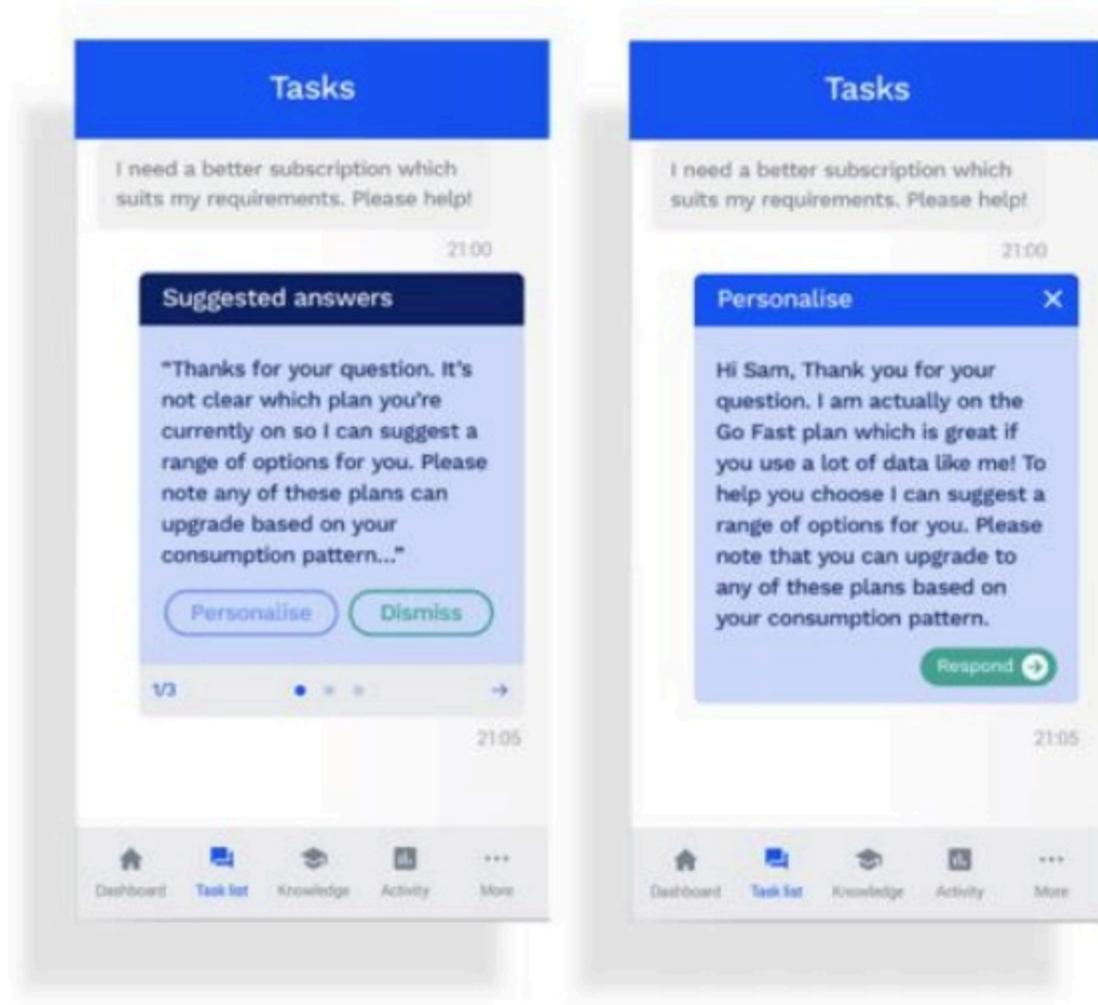
Step 1 - SmartAssist suggests responses to Experts, who select the best match to personalise and train the AI
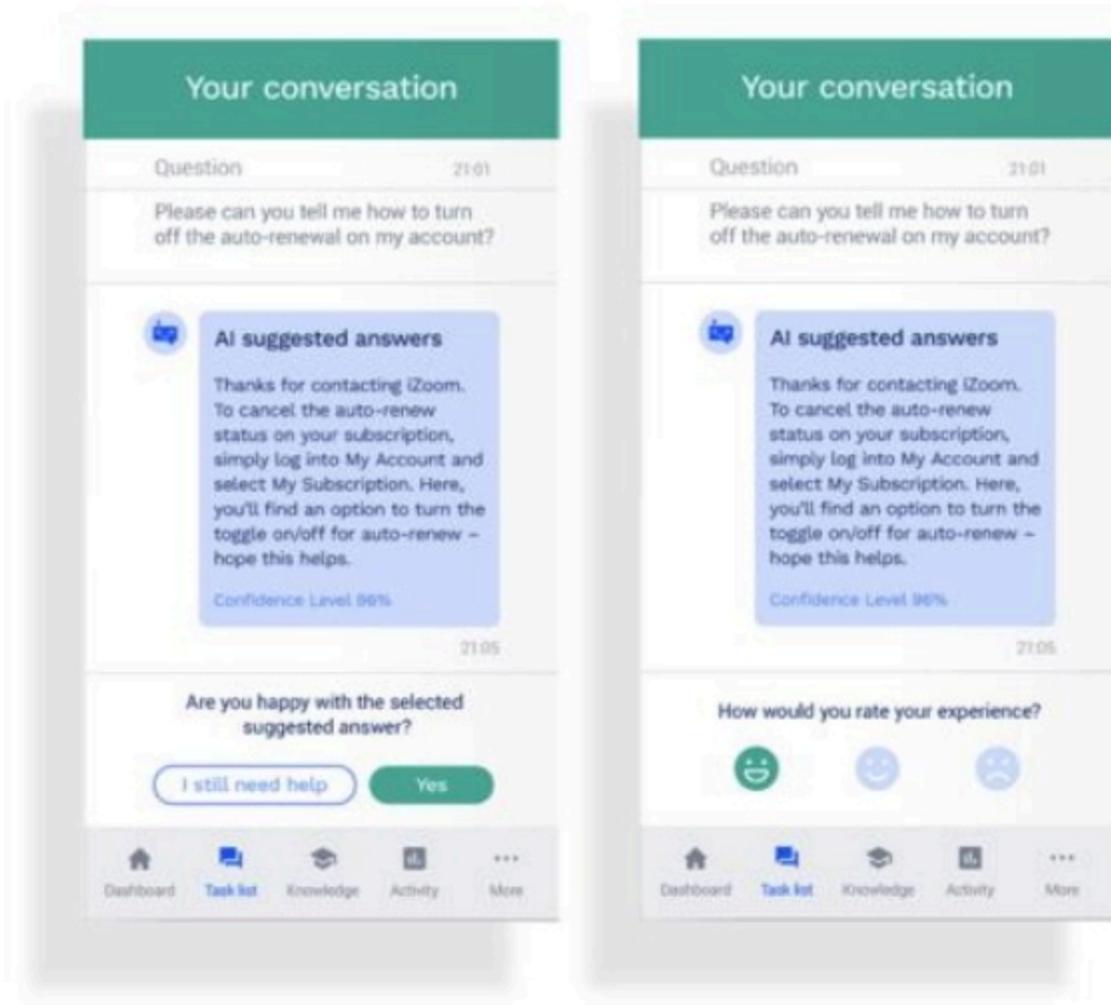
Step 2 - SmartAnswer provides better automated responses to customers in the voice of the Experts

We are handling tickets from around the world

The platform is proven to work across the world and new languages and countries can be added in days

Global coverage

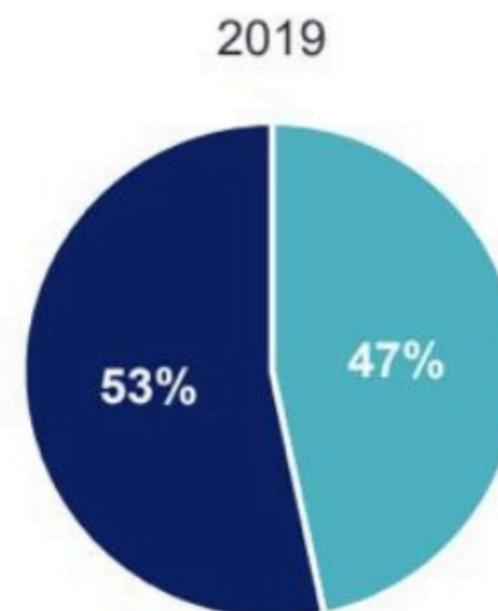Live in 22 countries with 9 more coming online in H1-20
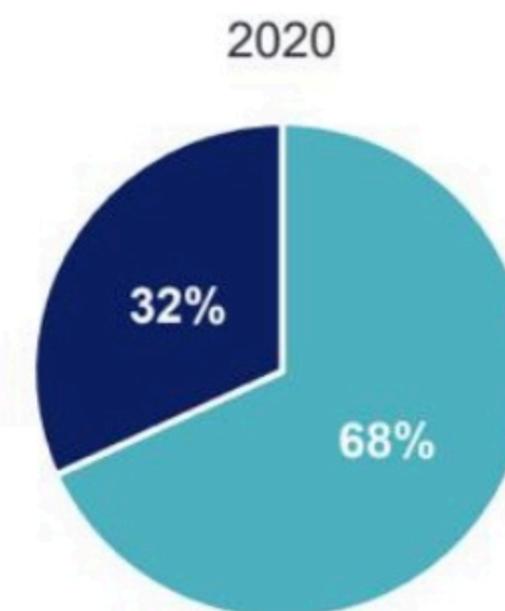

Live countries   Live in H1-2020

Regional revenue split

Revenue in the US and RoW
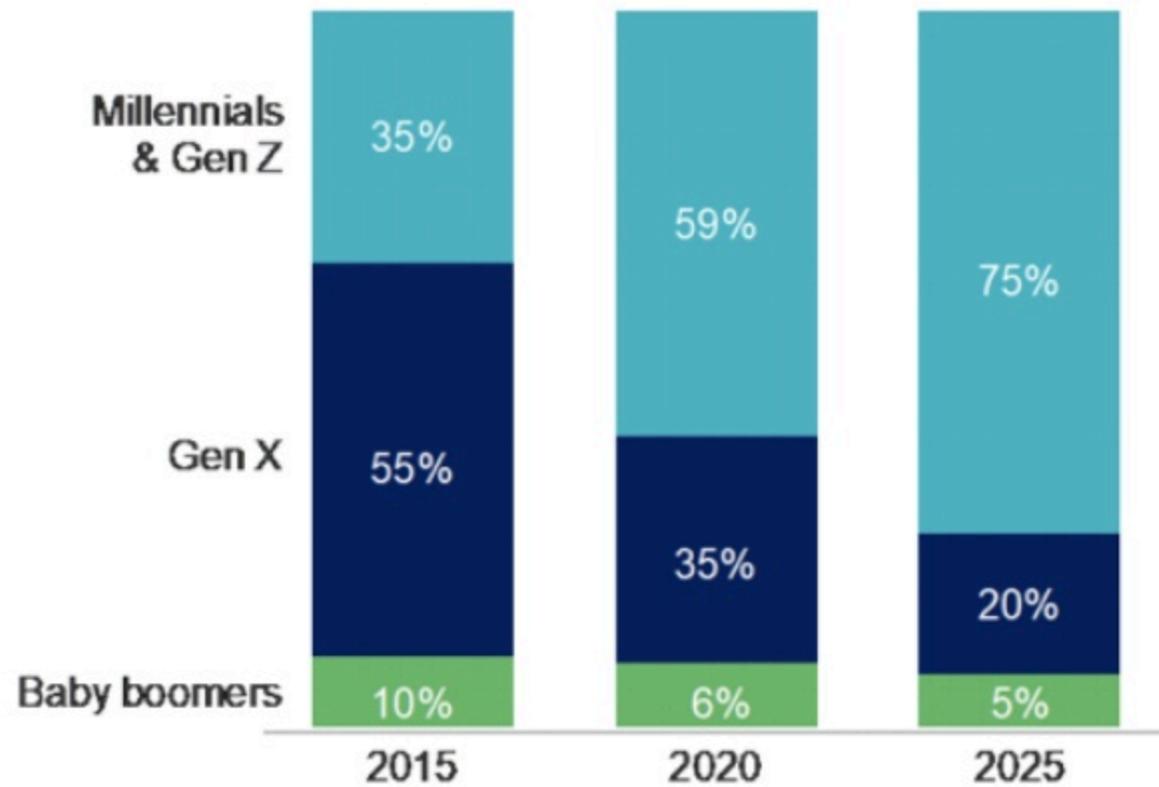
2019

53%   47%

US   ROW

2020

32%

68%

US   ROW

Change is being driven by a generational shift in labour pool and workplace culture

This shift is creating a compelling reason for companies to buy our platform now
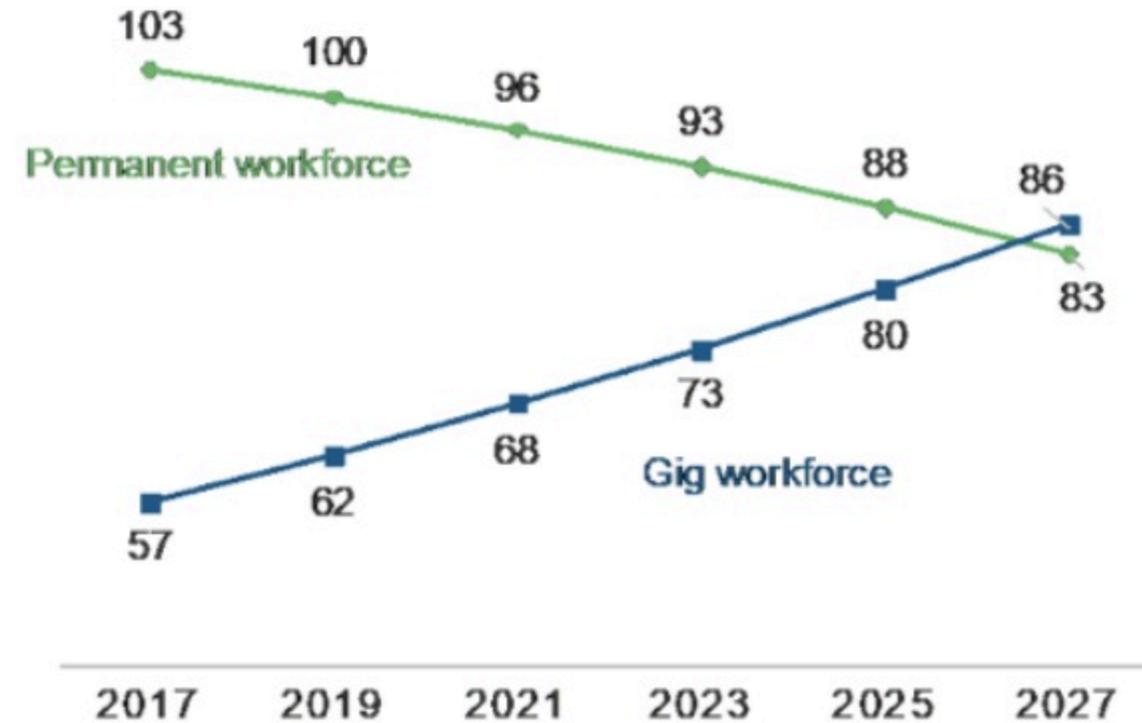
Demographic shift

Global workforce by age groups
2015-2025; in percentages

Permanent vs. gig workforce shift

Permanent vs. contingent workforce in US
2017-2027; in millions

Source: Aon, Upwork/Freelancers Union Survey, Everest Group (2019)

The addressable CX market size is huge

Great opportunity to build a sustainable multi billion dollar business that can transform an industry

Total market

Outsourced today

Addressable by Gig

IBM calculated that 265 billion customer service calls are handled each year each year at a cost of **$1 trillion**

Everest predicts the contact centre outsourcing (CCO) market alone will be worth **$105 billion** by 2023

Everest predicts over 20% of the CCO market will be serviced by a Gig workforce by 2021E making it worth **$20 billion**

Enterprise Customer Support Market Today

A large market with few providers, little differentiation and a poor reputation

Enterprises currently provide remote customer service via:

- Call centers (in-house & outsourced)
- Self-service
  - Bots
  - Virtual Assistants
  - Knowledge bases apps & online
- Community forums

Recurring monthly revenues come from huge annual ticket volumes

Limitless

We have a proven pricing model that is preferred by customers and is aligned to our cost base
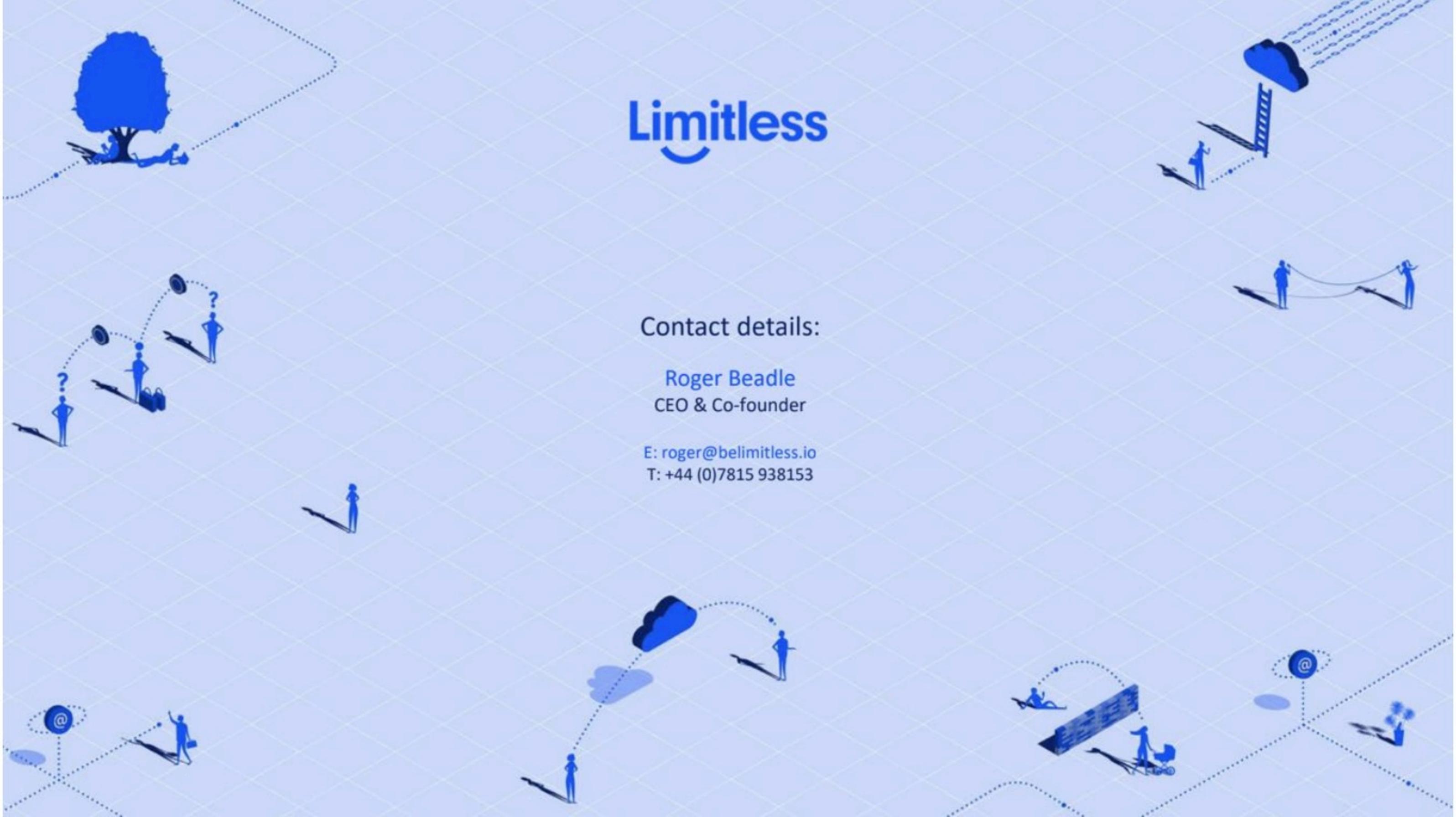
Contracting Approach

Subscription Model

To access the platform
clients sign up to an
annual subscription

Pricing Approach

Per Resolved Ticket

Clients agree to a **minimum
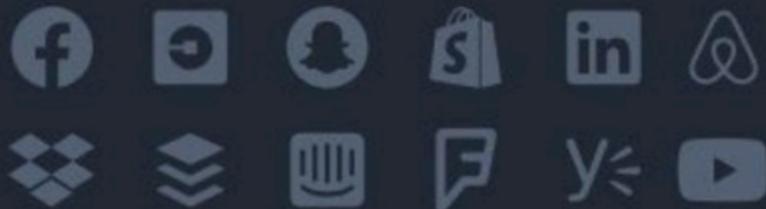revenue commitment** or
pays for credits in advance

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