



Terazo + Twilio Comms

Innovation + Execution for Communications

August 2023

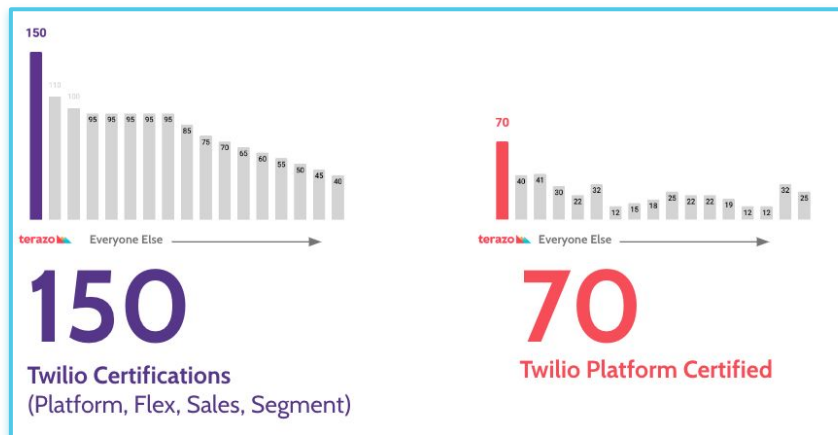
Presented by: Torie Flood, Miles Phillips, Mike Blakeney, and
Amea Mungo



Three things to know:

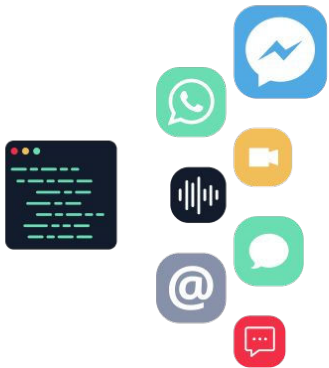
1. **Terazo was the #1 SI by Partner-Influenced Revenue (2022)**

2. Terazo has more Twilio Certifications than any other SI in North America.



3. Deals with a Partner are 58% more likely to close!

Terazo enables the customer journey across the Twilio ecosystem



Twilio Communications



Twilio Flex



Twilio Segment



Terazo Comms Experience:

Voice



WGU
A NEW KIND OF U.

sweetgreen

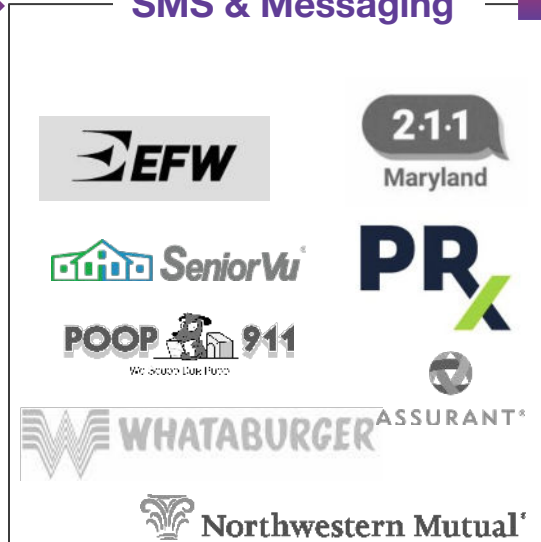
2-1-1
Maryland

SeniorVu

EMPOWER
RETIREMENT

Wake Forest[®]
Baptist Health

SMS & Messaging



EFW

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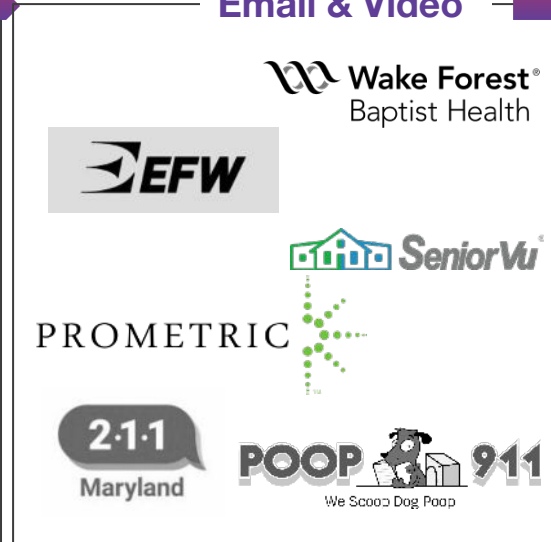
PR

POOP 911
We Scoop Dog Poop

WHATABURGER ASSURANT[®]

Northwestern Mutual[®]

Email & Video



Wake Forest[®]
Baptist Health

EFW

SeniorVu

PROMETRIC

2-1-1
Maryland

POOP 911
We Scoop Dog Poop

Our Financial Services Background



1. First National Bank of Omaha- Supported the launch of credit card as a service
2. PrimeStreet- Created a multi-channel communications platform
3. Northwestern Mutual- Security and authentication work-API driven password reset
4. Terazo's Head of Delivery and Head of Strategy come from Capital One
5. Extensive experience across highly-regulated industries (Financial Services and Healthcare)



Comms Solutions Plays

Solution Play 1 | Lightweight Contact Center

(Not Flex)



Client Objective

Voice Call (IVR) with transfer to live agent



Product Mix

Studio Flow | Taskrouter | Custom UI from Terazo



2·1·1

Maryland

Health Checks

Connecting disparate call centers

Early lightweight functionality like SMS and call routing proved the viability and desirability of the Integrated 211 solution

A Feature Roadmap Approach

Early successes unlocked investment for contact center expansion

Impact



Quicker Access to Answers & Support



Unified metrics & reporting



Unified 12,000 State Services



Ready for Product Launch in a few months



TEXT
MDMINDHEALTH
TO 898211.

Solution Play 2 | Speed to Lead



Client Objective

Drive Conversion- Quickly react to leads to keep prospects engaged during the sales process, limit abandonment



Product Mix

Twilio IVR | SMS | SendGrid



Whataburger

Resolving online abandonment and increasing inquiry to hire conversion

Whataburger, a nationwide burger chain, faced a hiring shortage during the pandemic. Applicants were abandoning the on-line application and the company desired to re-engage with those applicants.

A Feature Roadmap Approach

Terazo integrated Twilio IVR, SMS and SendGrid, then built a data collection and analysis solution to examine application abandonment, fine-tune questions, and send out requests to applicants via SMS and email.



Text 3475 to schedule your interview!

Impact



Increased hiring



Decreased application abandonment



Efficient collection of hiring data



Ability to retarget applicants

Solution Play 3 | Multichannel conversations and custom CRM or web application



Client Objective

Facilitate multi-channel communications from a single view



Product Mix

Twilio Voice | Conversations





Connecting CRM to multichannel communications

SeniorVu, a senior-oriented startup, wanted to a CRM system which could facilitate, log and maintain a communications platform for loved ones to communicate to residents via voice, text, and other channels.

A Platform + Routing Approach

Integrating Twilio Conversations and Conversations API, Terazo built a platform to route calls and orchestrate communications, organize records to maintain a single data view of each resident, and aided backoffice stakeholders by maintaining activity logs and keeping records organized.



Impact



Improved Communications



Ease of use across all skill levels



Complex routing and tracking



Single record for customer data

Does Your Client Need a
Build Partner / SI?



Consider Two Factors:

1. Client Bandwidth
2. Client Expertise



Determining Client Bandwidth

(questions for clients)

- LIMITED DEVELOPER RESOURCES
How long does it take for your dev team to get to your requests?
- BUILD PLANNING
What does your development roadmap look like?
- TRADE OFFS
What projects will be delayed by your Twilio implementation?
- IS THE BUILD SCHEDULED?
Do you currently have this project scheduled with development teams?

Determining Client Expertise

(questions for clients)

- **MODERN TECH STACK**
What type of projects do your developers do?
Listen for legacy technologies like SOAP, XML, Visual Basic
- **EXPERIENCE WITH CX / USER INTERFACES (UI)**
Do you have UI/UX Staff on your team?
- **DELIVERY TIMELINE**
Do your IT teams have learning time as well as build time?
- **CONSIDER A BLENDED APPROACH**
Can client team developers provide APIs to the core systems and Terazo handle the Twilio integration and future innovation?

Thank you!

Contact Us:
twilio@terazo.com

Appendix

How We Work



Terazo enables established companies with complex technical needs to **jump from “limited” to “leader”** without breaking the bank or disrupting the business.

We design and build architecture, roadmaps, flexible technology, and budgets at **a pace that your organization and culture can consume** - ensuring our team’s choices along the way for increasing or decreasing velocity.

We’re in the trenches with you from the start, discovering opportunity, building strategy, achieving alignment, and **delivering success based in outcomes.**



What We Do



Data Engineering & Modernization

Data architecture analysis and design for hybrid and cloud-native architectures. Engineering for scale and flexibility

Data Architecture assessment and strategy design

Data preparedness and automation

Data engineering



API & Platform Modernization

Enterprise-grade platform reengineering and cloud-native architectures for scale and competitive advantage

API platform development and orchestration

Cloud native application development

System integration



Customer Engagement

Systems, processes and platforms for more efficient, impactful human engagement

Cloud contact centers

Omnichannel customer engagement

Twilio integration & kickstarters

Data driven personalized customer experiences

API development



Platform Services

Pre-configured, production-ready environments, and iteration and support services

- Platform Engineering -
(DevOps as a Service)

- Platform Operations -
Observability, Patch and
Version continuity

On-going dev support

Partners & Platforms



Data Engineering & Modernization

Data architecture analysis and design for hybrid and cloud-native architectures. Engineering for scale and flexibility



API & Platform Modernization

Enterprise-grade platform reengineering and cloud-native architectures for scale and competitive advantage



Customer Engagement

Systems, processes and platforms for more efficient, impactful human engagement



Product Mgt via Managed Services

Pre-configured, production-ready environments, and iteration and support services

