ENGAGE® Full-graphic Display

First Orion Branded Communications Solutions

FIRST ORION

THE DEFERO SOLUTIONS
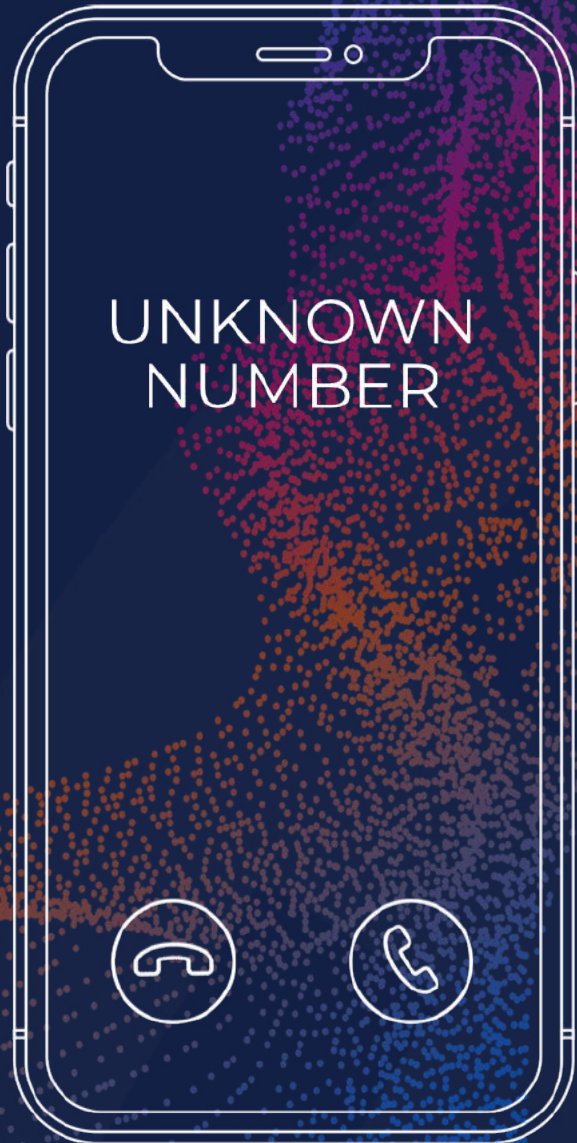
THE PROBLEM:

Brands often struggle with the phone call – in fact, **87% of people** admitted they don't engage with unknown numbers.

When they **do** answer unknown numbers, they're not prepared to engage.

Too many calls are **scams** for consumers to trust the call.

UNKNOWN NUMBER

PEOPLE WILL ANSWER WITH ENGAGE®
BRANDED CALLING
FROM FIRSTORION

WITHOUT ENGAGE®

UNKNOWN MEANS CONSUMERS WON'T ANSWER

Retained in consumer's call log

Company Name
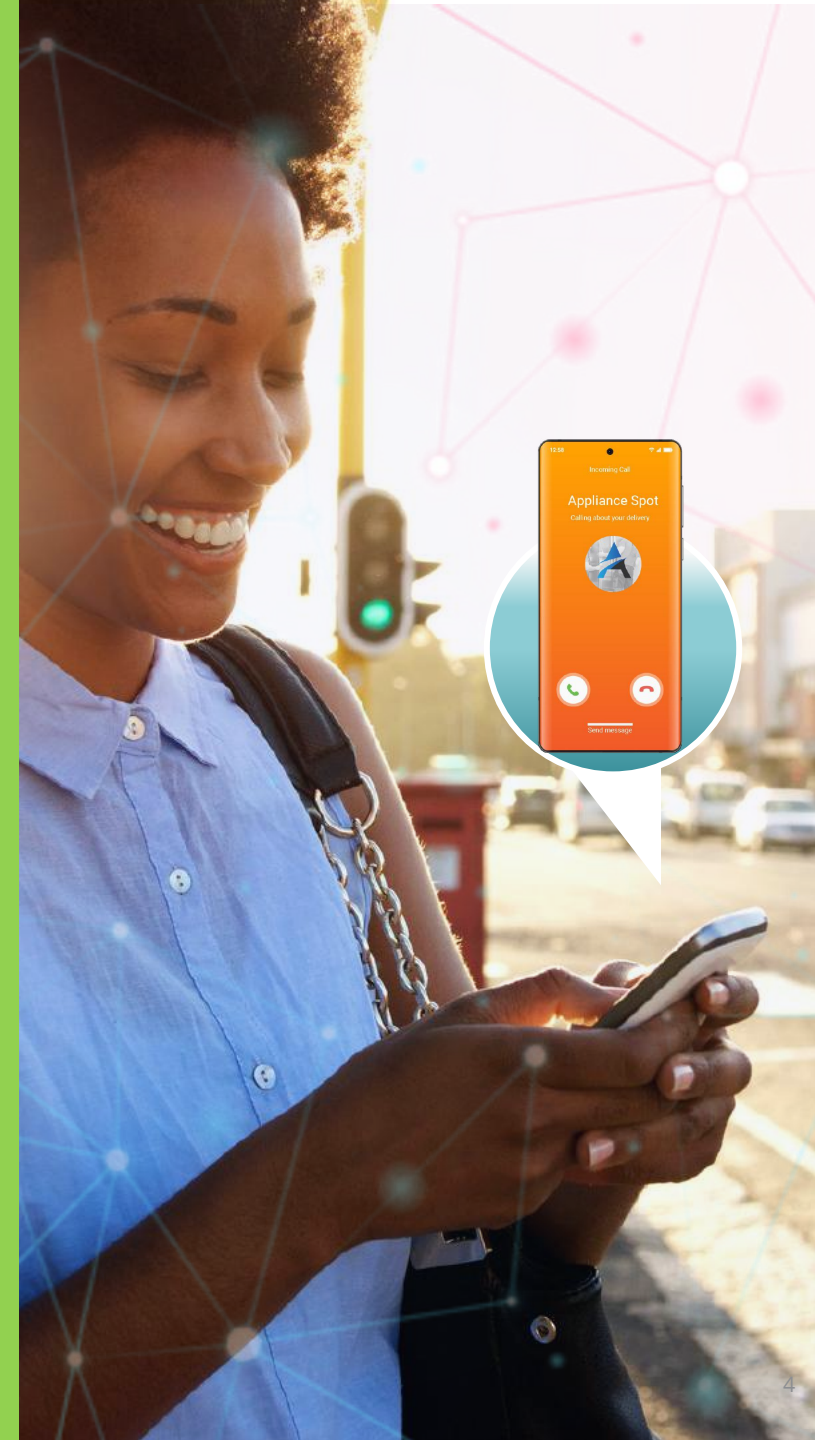
Reason for call – customizable per call

Company logo

CONSUMERS TWICE AS LIKELY TO ANSWER

ENGAGING YOUR CUSTOMERS

Tell your customers who's calling.

Companies who identify themselves can see an increase in engagement and an increase in meaningful connections.

ENGAGE®

ENGAGE®
Full-graphic Display

FEATURES

- Covers 100% of all your APP users on any Network

- Content-rich display on mobile devices

- Customized messaging

- Real-time call log display

- Brand protection from scammers

- Works worldwide on iOS and Android

- Native user experience

- Push methodology with configurable Time to Live

When businesses have critical information to convey, FIRST ORION gets customers to answer the phone.

DELIVERIES
Confirm appointments, arrival times, and recipient availability

FOOD DELIVERY
Resolve order, location, and arrival time changes

RIDESHARING
Coordinate pick-up times/locations or return lost articles

HEALTHCARE
Convey test results or patient care instructions

INSURANCE
Complete applications, update coverage, and prevent lapsed policies

PHARMACY
Adjust prescriptions, pick-up times, and instructions

FINANCIAL SERVICES
Verify transactions, missed payments, or application information

AIRLINES
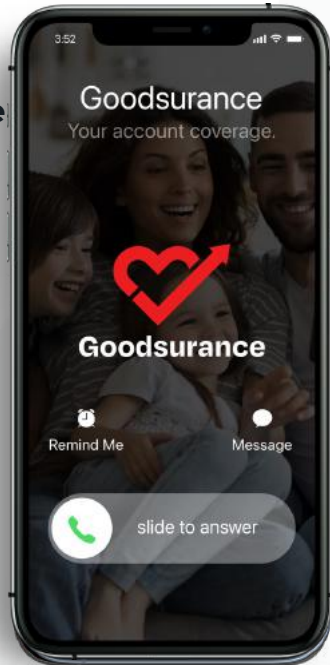Request callbacks for flight adjustments or return lost items

SECURITY
Alert customers to home alarms or installation appointments

Introducing Engage...

Your customer receives an enhanced verified call.

Business makes a call as normal

The Time to Live (TTL) expires, the content is removed from the device.

A pre-call trigger (can be seconds to weeks using Time To Live), the C/C uses the API to indicate a call will be made

**The system prepares the device and indicates readiness via the API (typically 2-3 seconds)**

The call is NOT branded. The solution provides scam protection.

A scammer with the ability to spoof the business number makes a call

The solution requires an Engage SDK integrated into an App.

The Content Portal is used to setup campaigns and upload graphics.

The Business C/C integrates the REST API which will trigger Engage to prepare the device for each call.
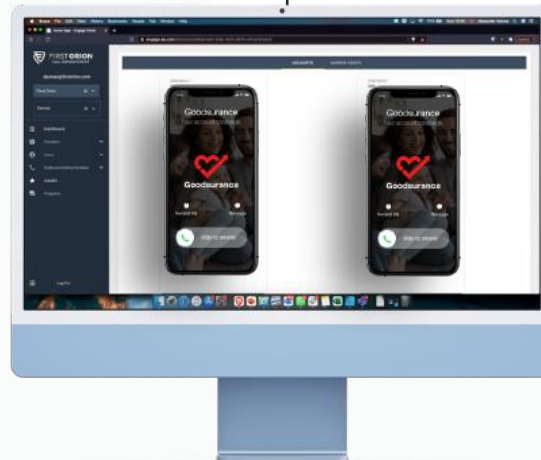
A Safe and Secure Solution

① Adheres to all Privacy and Data Protection Standards

② ENGAGE collects and uses only the data needed to identify the call, hashes, then discards phone numbers for user anonymity

③ Secure Content Delivery – brand imposters are deterred by secure data transmission and encryption of data

④ Content delivered to device discarded after Call Program completes

⑤ Branded display promotes trust and credibility

ENGAGE SDK Technical Overview

	Android	iOS
Development Environment	Android Studio. Langugaes supported Java and Kotlin. Android 4.4+	Xcode >= 12. Languages supported Swift and Objective-C. iOS 12.1 or higher
SDK Size	~400 kb	~2mb (less if Bitcode enabled)
Network Impact	Content push data usage: 100kb or less	Content push data usage: 100kb or less
Battery Impact	Only active when it receives the push message	Only active when it receives the push message
Permissions	Contacts	Contacts and Notifications
Level of Effort	Minimal coding, as quickly as one day	Minimal coding, as quickly as one day

KENO
THE CAR WASH APP

PROBLEM

Customers schedule in-app, then wait for the driver's call to unlock their vehicle but over 42% of these calls were going unanswered.

SOLUTION

Branded, outbound calls using First Orion's ENGAGE solution, as an **SDK in Keno's app,** displayed their name, logo, and arrival message. Customers who answered could prepare their vehicle ahead of arrival and observe service from the comfort of indoors.

ENGAGE® SDK INTEGRATION IMPROVES CUSTOMER AND DRIVER SATISFACTION

RESULTS

Answer Rates Improved to
92%

✓ **FASTER WASHES**

✓ **MORE $ FOR DRIVERS**

✓ **HAPPIER CUSTOMERS**

"The most surprising metric for us was the increase in answer rates... Our decision to integrate ENGAGE into our application has dramatically improved our customer experience."

- Rayyan Abu Hassan, Co-Founder, Keno

Customer Care Case Study

15m+ calls

Answer Rates X2

Zero Complaints

NPS

- **Competitive move for Customer Service**

- **More than 25 Million total calls made using Call Enhancement technology**

- **Answer rates doubled on Day 1, continuing to sustain at 75%**

- **Zero calls from customer complaining about the service**

- **Net Promoter Score is the highest in the company's history**

96% Lift in answer rates using Engage

Good Mobile
Wireless customer care calling

3:52
Remind Me
slide t

Incoming Call
3:52
Good Mobile
Wireless customer care calling
Send message

FIRST ORION

The DNA is in the DATA.

First Orion has proven solutions in the market with T-Mobile & Sprint.

- **100B+ calls** processed
- **110M+** devices in network
- **52M+ branded calls** delivered per month
- **280M+** device reach under contract

More brands are added every day.