

Global commercialization of Woony

OptiMobile has developed Woony, a unique, cloud-based communication service that unifies voice calls and chat in a seamless customer experience. Woony allows service agents to focus their attention on the most profitable and important customers and also provides customer information that allows for shorter call durations.

With Woony, communication is set up between a web widget installed on the web page, for instance a web shop, and a client software used by the support agent. As calls are made over the internet they are free, worldwide, and require no phone numbers.

Overall, Woony provides a closer interaction between merchants and customers, leading to increased conversion rates for web shops and higher customer satisfaction on web sites where human interaction is critical.

The service is now ready for global commercialization and OptiMobile is seeking a partnership for that purpose. OptiMobile (OPT) is publicly listed on Spotlight Stock Market in Sweden.

Woony – unified chat and voice for web shops

Voice is better for conversion

Most existing communication solutions for e-Commerce focus on chats, bots and AI, moving away from human interaction. As a consequence, many customers lack the personal connection achieved on a voice call. This leads to lower customer satisfaction and makes it harder to close deals and upsell. With Woony, agents can decide when to use voice or not, to drive sales, negotiate or retain customer loyalty.

With Woony, shoppers are able to call anonymously and for free, directly from the browser. Calls can be prioritized to minimize waiting time for the most important calls, those with the highest cart value and the ones closest to a purchase decision. In addition, calls can be routed to the most suited service agent based on product category, geographic location etc.

Priority is key for efficiency

Product status

After several months of early stage commercial operation, with users in Sweden, US and Asia, Woony has reached a level suitable for widespread distribution. In addition to the key feature of unification of voice and chat through a single widget, the agent application supports baseline features expected by customer service organizations, such as CRM integration, tags, notifications, analytics, archive and more.

Woony is also prepared for integration with AI bots, allowing for a segmented customer service management, ranging from Chat bot to individual voice calls with agents.

OptiMobile has filed a patent application for essential parts of the Woony service, that allows for a full automation of the routing and priority functions.

Seeking partnership for sales

The OptiMobile team is focused on product development and has determined that the uniqueness of the Woony product combined with the widespread applicability, on several diverse market sectors, is best managed by a large, sales focused organization with global reach. As a consequence, OptiMobile is now seeking a partner for the go-to-market activities.

Woony can be used on any web site where visitor interaction with support is essential, like; eCommerce, banks, airlines, government agencies, travel agents and realtors. Implementation is done in a matter of minutes.

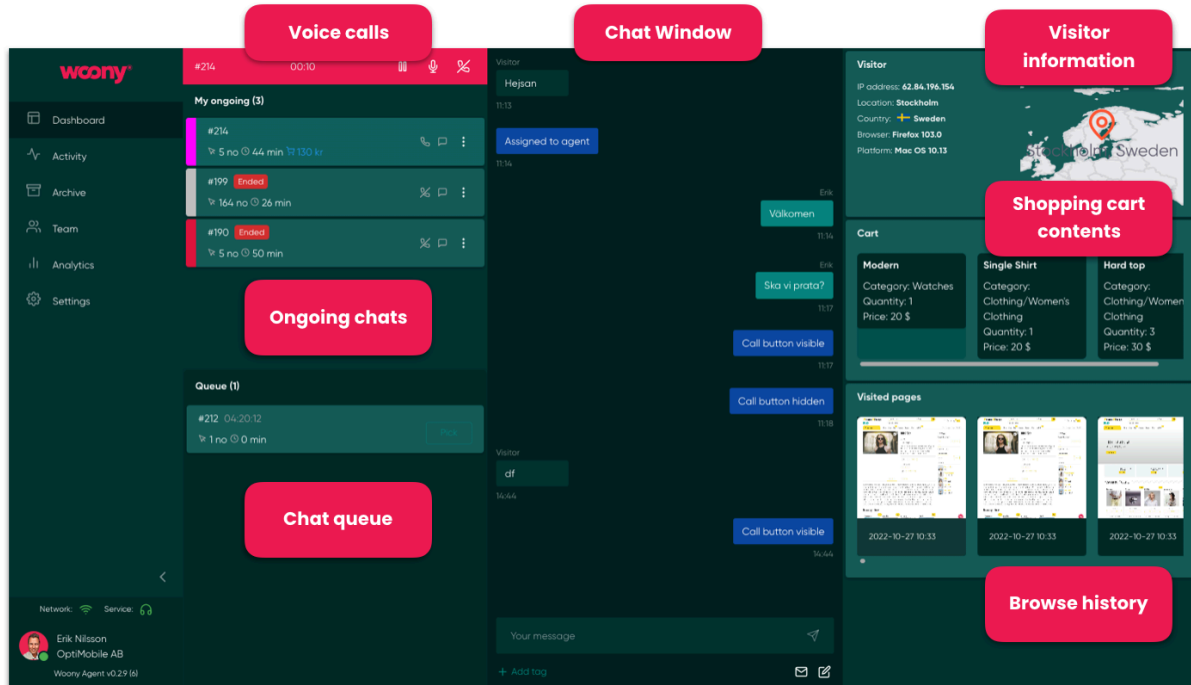
The eCommerce market, with an estimated 25 million web shops in the world today, is driven by a number of rapidly growing eco systems, like Shopify, Magento and WooCommerce.

Read more about Woony at www.woony.me

The addressable market for eCommerce alone amounts to 84 million service agents. The target price for Woony is 50 USD per agent and month.

Supporting images:

The Woony agent application




The Woony widget display options

woony®

DISPLAY MODES

The Woony widget can be used in different modes to adapt to your desired support level.



VOICE ONLY

Allows visitors to call anonymously and for free directly from the browser. Prioritise callers with the highest cart value.

Use as a standalone tool or as a complement to other chat solutions.

CHAT AND VOICE

Combine chat and voice in a seamless session with full access to clickstream data.

Use as a powerful all-in-one solution.

CHAT WITH OPTIONAL VOICE

Regular chat function for all visitors, but agents can enable voice for important sessions.

Use as a powerful on-demand tool, minimizing impact on support teams.