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REVENUE INTERVENTIONS

Signals in. Conversations out. Revenue up.

Optimize topline & bottomline | Hyper-personalized interactions |
Micro-segmentation at scale | Enterprise-grade compliance

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Contents

- 01 What Cllr Does 3
- 02 CRM Integrations 4
- 03 Every Channel, One Agent Team 5
- 04 One Example, Start to Finish 6
- 05 What You Actually Get 7
- 06 Analytics, From One Call to a Million 8

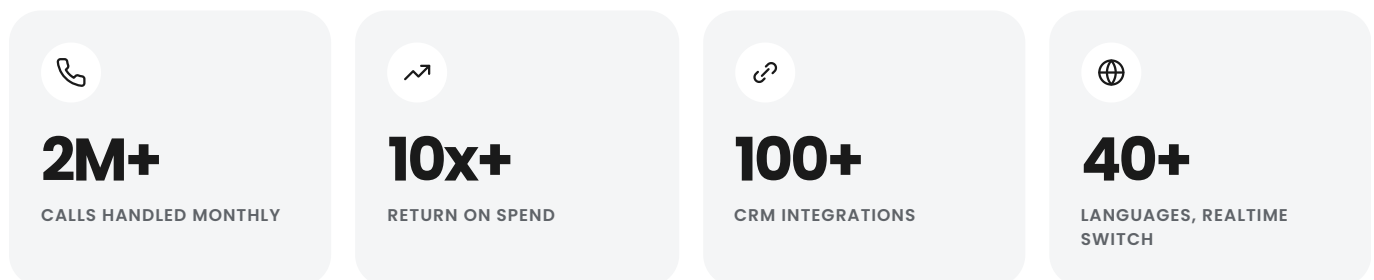
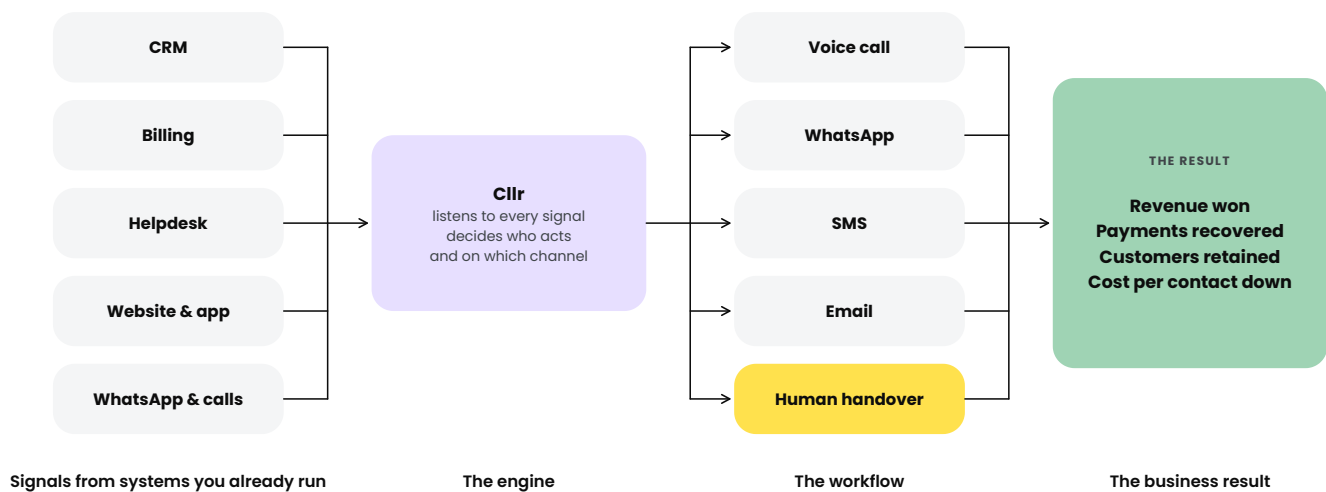
Your systems already know when something happens. Cllr acts on it – instantly, on every channel, and turns it into revenue.

What Cllr Does

01

A payment fails. A lead fills in a form. A renewal is due next month. Today someone has to notice and follow up, and at scale nobody does. **That gap is where the revenue leaks.**

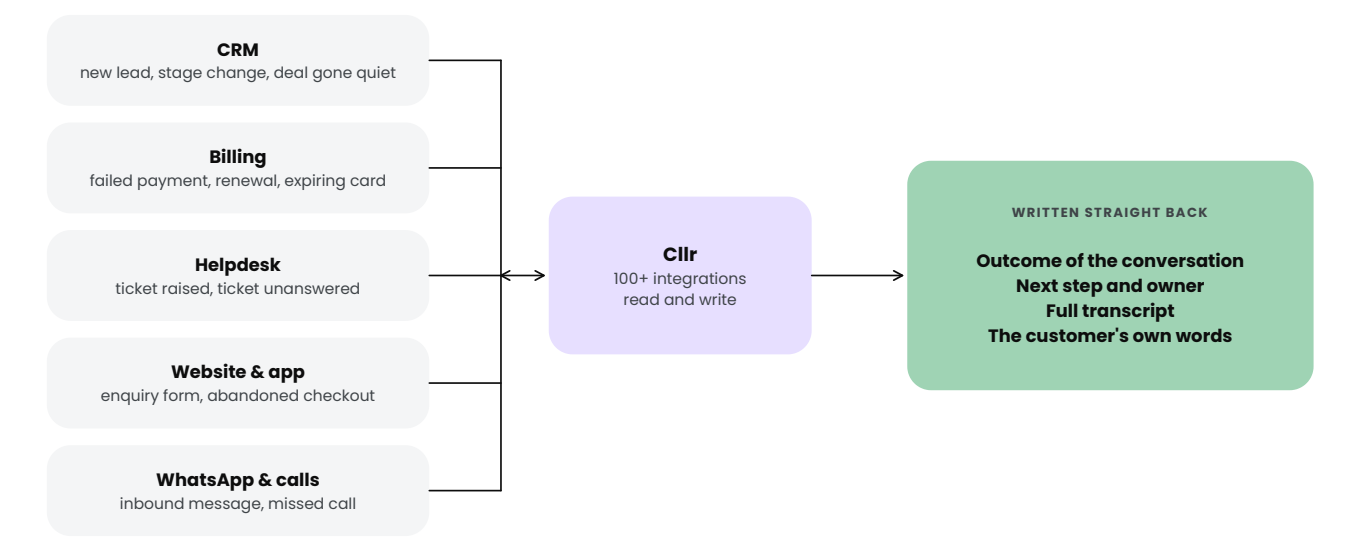
Cllr sits in the middle: it listens to your systems and turns every signal into a real conversation.



Why it works:

- **It never waits.** The conversation starts seconds after the signal, day or night.
- **It never gets tired.** Ten events a day or ten thousand – same speed, same standard.
- **It never forgets.** Every call and message is logged, measured and written back.
- **It never feels like a bot.** A true human companion: it listens, adapts, and speaks to each customer personally.

Cllr plugs into the systems you already run. Nothing gets replaced, nothing gets migrated.



SYSTEM	SIGNALS WE LISTEN FOR
CRM	New lead, stage change, callback promised, deal gone quiet
Billing	Failed payment, overdue invoice, expiring card, renewal due
Helpdesk	Ticket raised, ticket unanswered, issue resolved
Website & app	Enquiry form, abandoned checkout, demo request
WhatsApp & calls	Inbound message, missed call

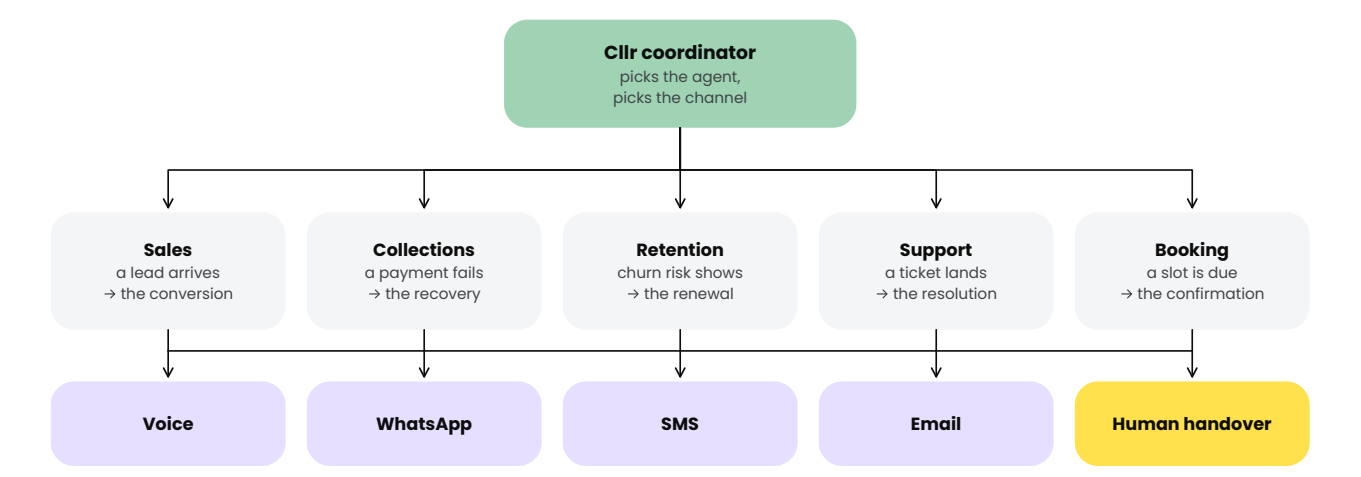
100+ integrations, and two-way. Cllr reads the signal, has the conversation, and writes the result straight back – outcome, next step, transcript and the customer's own words.

Live in days, not quarters. Most first workflows connect through an existing integration or a single webhook.

Every Channel, One Agent Team

03

One workflow. Cllr picks the channel that fits the moment, and moves when the moment changes.



CHANNEL	WHAT IT IS BEST AT
Voice	Persuading, explaining, closing – in one sitting
WhatsApp	Links, documents, quick replies in the customer’s own time
SMS	Reminders and confirmations that reach anyone
Email	The written record: quotes, invoices, summaries
Human	The exception – handed over live, with the full story

And a team of specialists, not one generic bot:

AGENT	GOES TO WORK WHEN	GOES AFTER
Sales	A lead or enquiry arrives	The conversion
Collections	A payment fails	The recovered payment
Retention	A customer looks like leaving	The renewal
Support	A ticket or question comes in	The resolution
Booking	An appointment is due	The confirmed slot

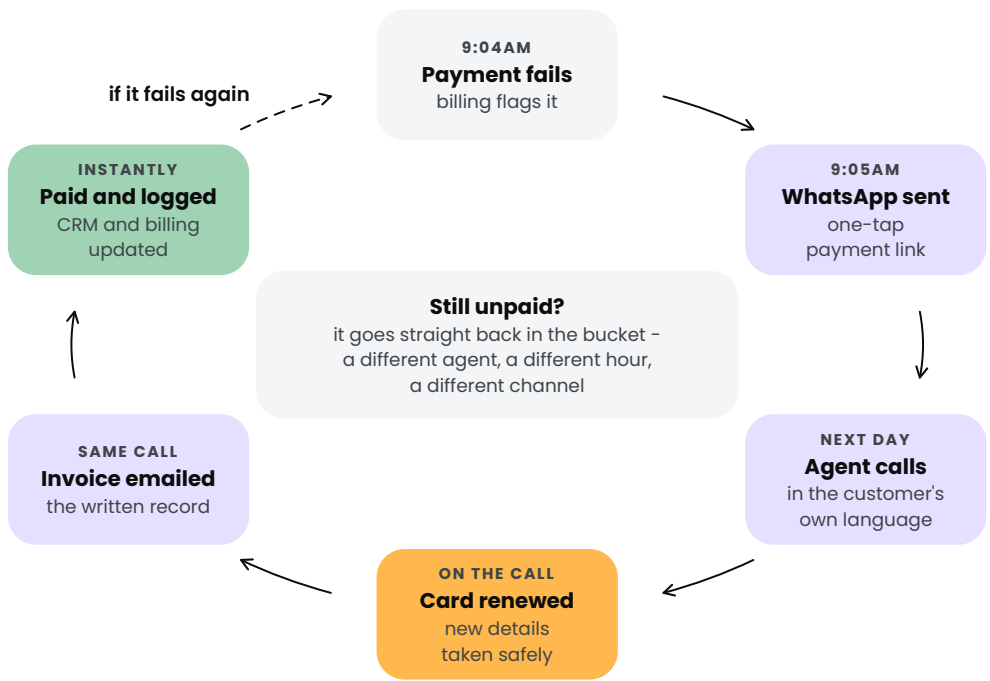
Cutting-edge voice, built to feel human. 40+ languages with real-time switching mid-sentence, natural interruption and turn-taking, personalised to each customer’s history, and never a guessed answer.

Best-in-class noise cancellation. A call from a busy street, a shop floor or a crowded call centre still comes through clean – the agent hears the customer, not the background.

One Example, Start to Finish

04

A subscription payment fails at 9:04am. Nobody at the company touches it.



One helpful conversation for the customer. Zero minutes of anyone's time.

WHEN	WHAT HAPPENS
9:04am	Billing flags the failed payment. Cllr picks it up in seconds
9:05am	WhatsApp goes out with a one-tap payment link
Next day	No reply, so the Collections agent calls - in the customer's language
On the call	The card has expired. The agent takes the new details, safely
Before hanging up	The invoice is emailed and the payment confirmed
Instantly	Billing and the CRM are updated with the outcome and transcript

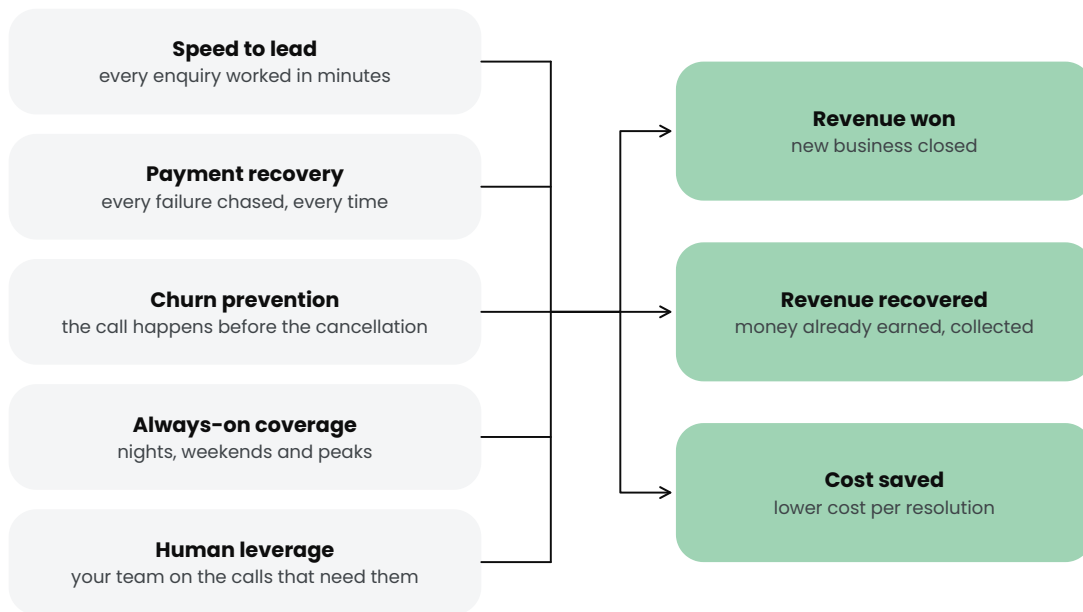
The customer had one helpful conversation. The business spent zero minutes on it.

The same loop runs for a new lead, a quiet deal, a renewal or an unanswered ticket. Only the agent and the goal change.

What You Actually Get

05

Autonomy is not the product. The product is the money that leaks out between a signal happening and somebody acting on it.



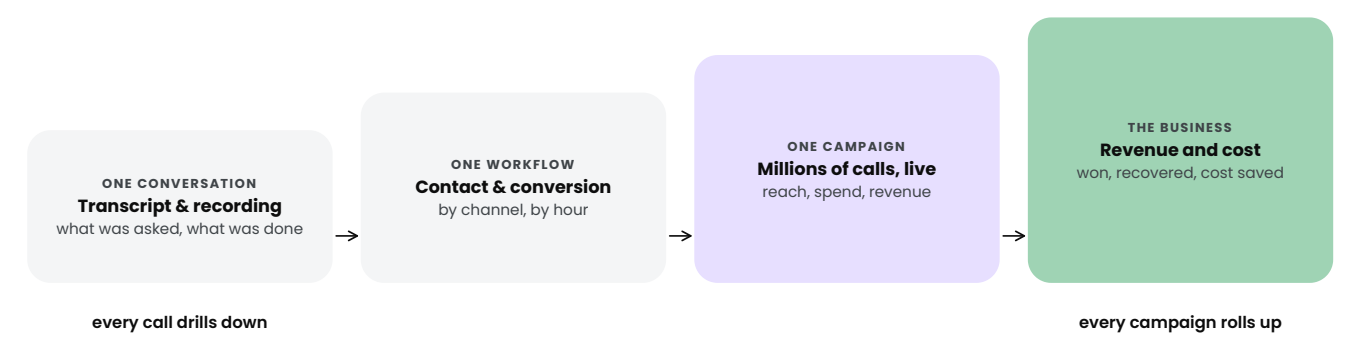
LEVER	WHAT CHANGES	WHAT IT MOVES
Speed to lead	Every enquiry is worked in minutes, not the next working day	Contact rate, conversion
Payment recovery	Every failed payment is chased, every time, on the channel that answers	Recovery rate, days overdue
Churn prevention	Retention calls happen before the cancellation, not after	Renewal rate, churn
Always-on coverage	Nights, weekends and peaks are worked like a Tuesday morning	Answered rate, backlog
Human leverage	Your team spends the day on the conversations that genuinely need them	Cost per resolution

The compounding lever is coverage. A team only works the events it has hours for. Cllr works all of them – and the ones nobody was getting to are usually the cheapest revenue in the business. **Proven at 10x+ return on spend.**

Analytics, From One Call to a Million

06

Every conversation is measured, and every campaign is measurable – the same numbers, at whatever altitude you need them.



LEVEL	WHAT YOU SEE
One conversation	Transcript, recording, what was asked, what the agent did, the outcome
One workflow	Contact rate, conversion, recovery, drop-off – by channel and by hour
One campaign	Millions of calls tracked live: reach, spend, revenue, agent performance
The business	Revenue won, revenue recovered, cost per resolution, hours given back

Every number is drillable. A campaign dashboard goes down to the single call that explains it.

And it feeds itself. What wins in the numbers gets rolled back into the workflows – better timing, better channel, better opening line.

Where to start: pick one signal with a known cost – failed payments or unworked enquiries are the usual first choice – and we run it end-to-end against your own numbers.