

Braving the Epidemic

敢創抗疫



The key to flawless online customer service

A cluster of confirmed COVID-19 cases were discovered in a shopping mall in Kowloon. The mall management team led by Philip received enormous amounts of enquiries when the news hit the headlines from concerned patrons asking for the details of the group. Facebook posts and messaging apps from WhatsApp to Telegram were flooded with hundreds of messages demanding immediate response about the situation in the mall.

But Philip stayed calm all along. His team had been using LeapXpert to integrate all those communication channels. Philip's customer service team had been able to read and quickly reply to all messages from all channels in one single platform, greatly reassuring the mall's customers. A public relations crisis was promptly averted.

Philip and his customer service team were applauded for their efforts. He prepared a detailed report about the incident and saved customers communication records as a case study for future customer relationship management (CRM) projects to take reference.

Dima Gutzeit, the Founder and Chief Executive Officer of messaging platform and Cyberport Community member LeapXpert said, "Covid-19 has opened up the trend of more people working from home and has inspired exponential growth enterprise messaging apps. LeapXpert helps industries transform strategically and create more opportunities for them to communicate with customers."

LeapXpert is a B2C Federated Messaging Orchestration Platform (FMOP) which was developed using big data and cloud computing technologies. Its unique FMOP supports an array of commonly used messaging tools such as WhatsApp, WeChat and Line



valuable assets, allowing product brands, retail stores and real estate agencies to enhance their services with personalised and target-oriented messages.

Quick facts



- Despite the global economic downturn, LeapXpert has nonetheless recorded an amazing 300 percent increase in revenue, in the first half of this year compared to the same period last year.
- Earlier this year, LeapXpert won the UK Department for International Trade's prestigious fintech award in the gold category.

Company Profile

LeapXpert is a messaging platform for both computers and mobile devices. With its unique Federated Messaging Orchestration Platform (FMOP), enterprises can exchange messages in a safe and compliant channel with customers, regardless of which instant messaging application they use. The enterprise does not need to install each messaging apps, yet all chat history will be saved for future audit, or other legal and compliance purposes, and then transformed into big data



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Learn more about
LeapXpert

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遙距學習及
在家工作

成就完美客服的關鍵

九 龍某大型商場上星期爆發新冠病毒感染群組，隨著新聞公布消息，Philip領導的商場管理團隊隨即收到大批曾到過商場的消費者的查詢，要求商場交代更多群組的資訊，一時間海量訊息泛濫了商場的WhatsApp專線、Facebook專頁及Telegram帳號，每位消費者均要求客服即時回覆。幸而Philip一直使用LeapXpert整合各個網上通訊渠道，客戶服務團隊能在一個綜合平台的介面上，盡覽來自不同通訊程式的訊息，從而快捷準確地回覆每個查詢，避過了一場公關災難。

經此一役，Philip與客服團隊贏得不少掌聲，他更整理及儲存了客戶的通訊紀錄，作為日後推行客戶關係（CRM）營銷項目的參考。

數碼港社群成員、通訊平台管理公司LeapXpert 創辦人兼行政總裁 Dima Gutzeit 表示：「新冠病毒疫情令遙距辦公成為全球新趨勢，帶動商業通訊軟件用量的爆發式成長。我們希望能為有需求的行業效力，成為他們策略轉型的跳板，為他們帶來更多與客戶溝通的機會。」



快速增長；LeapXpert幫助企業將客戶數據轉化為重要且有用的資產，讓品牌、零售商和地產商可通過產品積極利用客戶數據提高業務效率，並進一步提供更具業務和個人化的服務。



LeapXpert是一個以大數據及雲計算技術開發的企業對個人（B2C）通訊平台，其獨家的FMOP（Federated Messaging Orchestration Platform）支援如WhatsApp、WeChat和LINE等多個市場上慣用的通訊工具。當個別客戶使用通訊工具聯絡企業時，LeapXpert平台就可安全集中地儲存所有歷史通訊紀錄，並將之納入企業的系統。

新冠病毒疫情刺激消費者對線上服務及通訊的需求，在線購物、遙距辦公等業務線上溝通需求激增，帶來了通訊需求的

速覽

LEAPXPERT
Federated Messaging Orchestration

- 疫情帶動LeapXpert逆市創佳績，今年上半年營業額比去年同期上升超過300%。
- 今年初LeapXpert贏得英國國際貿易部（DIT）金融科技大獎賽香港區冠軍。

公司簡介

LeapXpert是一個同時可用於電腦和行動裝置的通訊軟體平台。通過獨家的FMOP，企業可與客戶間實現合規且安全的全渠道通訊，無需安裝任何其他應用程式，員工與客戶之間隨時安全而便捷地即時通訊，與此同時備份擁有所有訊息歷史記錄以作為監管及轉化為大數據分析需求。



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