Digital Phone Calls Platform

About PicUP

PicUP

Main Values

$

Increase sales

Prevent fraud

Improve CX

Technology

Enterprise
Saas platform

2 patents granted
worldwide

רשות החדשנות
Israel Innovation
Authority

Live Clients

vodafone

AMERICAN
EXPRESS

UnipolSai
ASSICURAZIONI

Claro

Traction

15M
Active devices

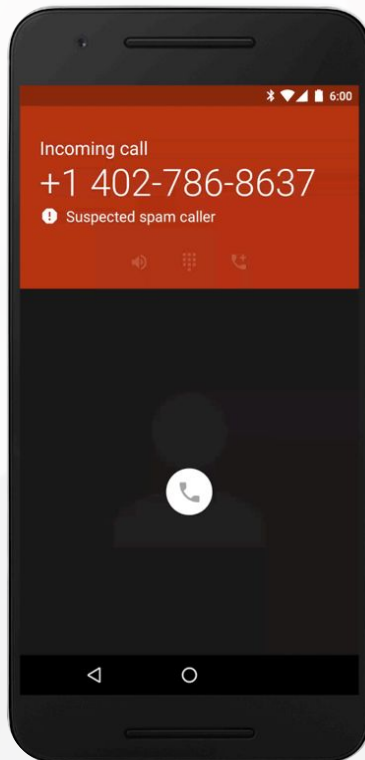**1,000,000**
Sales calls

+40%
sales

The phone channel is *broken*

Enterprise use outbound calls for sales & service

(loans, mortgages, mobile plans, claims, delivery and more....)

But....

Incoming call
+1 402-786-8637
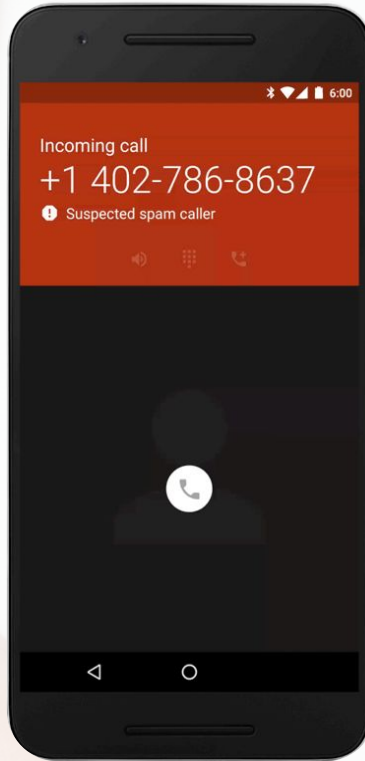⚠ Suspected spam caller

6:00

Nobody likes calls:

Low trust

Spam & fraud

Lost sales

Poor experience

People just don't answer your calls
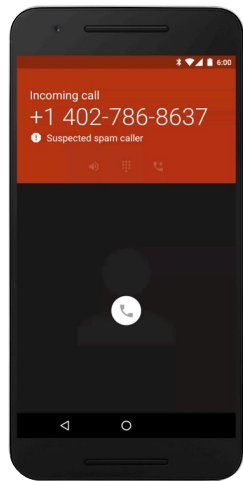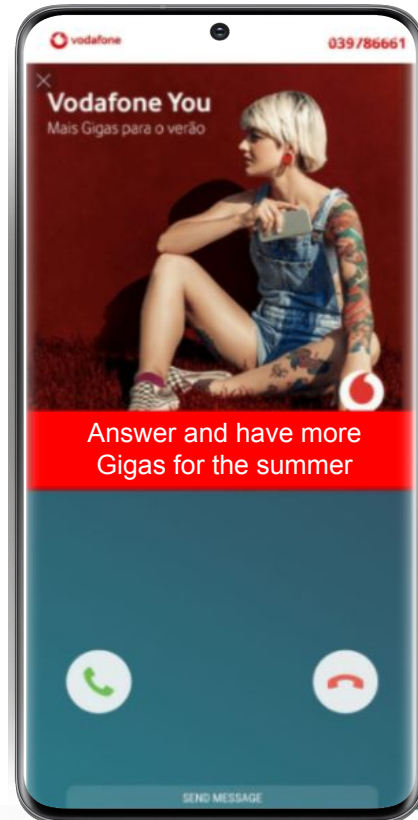
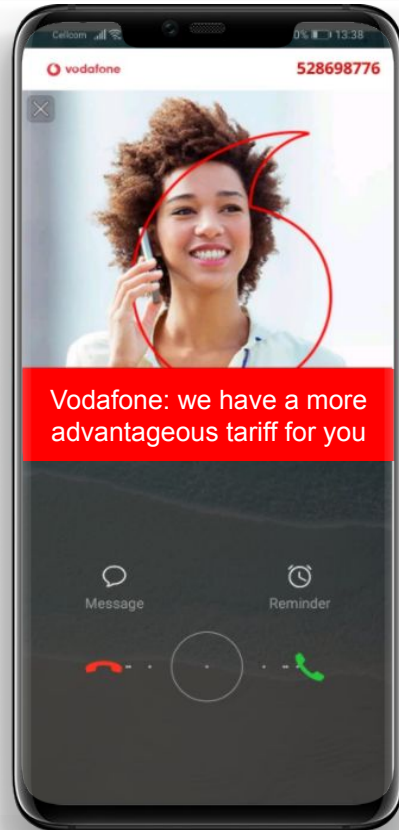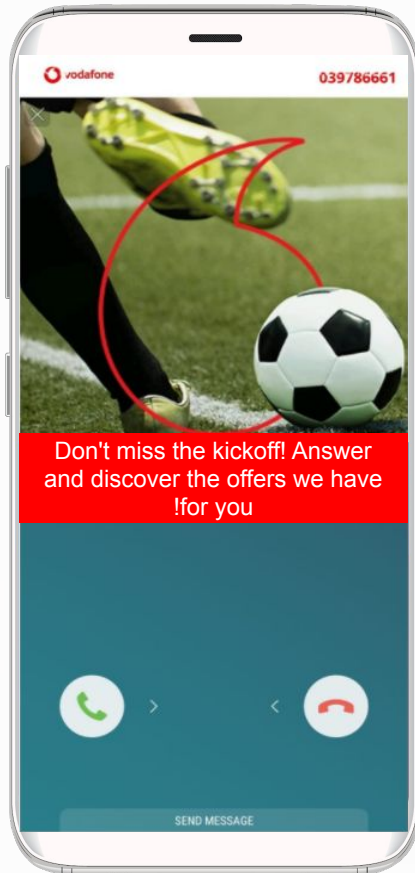PicUP

Incoming call
+1 402-786-8637
⚠ Suspected spam caller

50% Drop down!

Transform your calls with customized screens
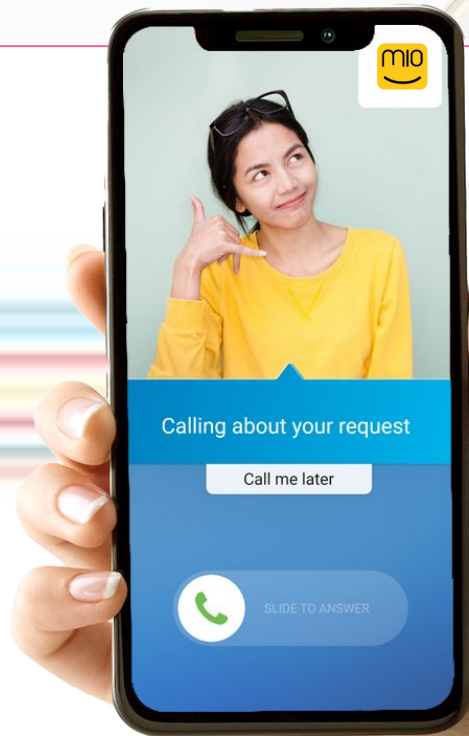
That's how vodafone is using our technology

The results make our customers smile

PicUP

>1M
Sales calls

23
Sales campaigns

vodafone

UnipolSai ASSICURAZIONI   AMERICAN EXPRESS

PicUP

Answer	+5%
Availability Calls over 30 sec.	+ 48%
Sales	+ 40%

Advanced functionality - interactive call layers
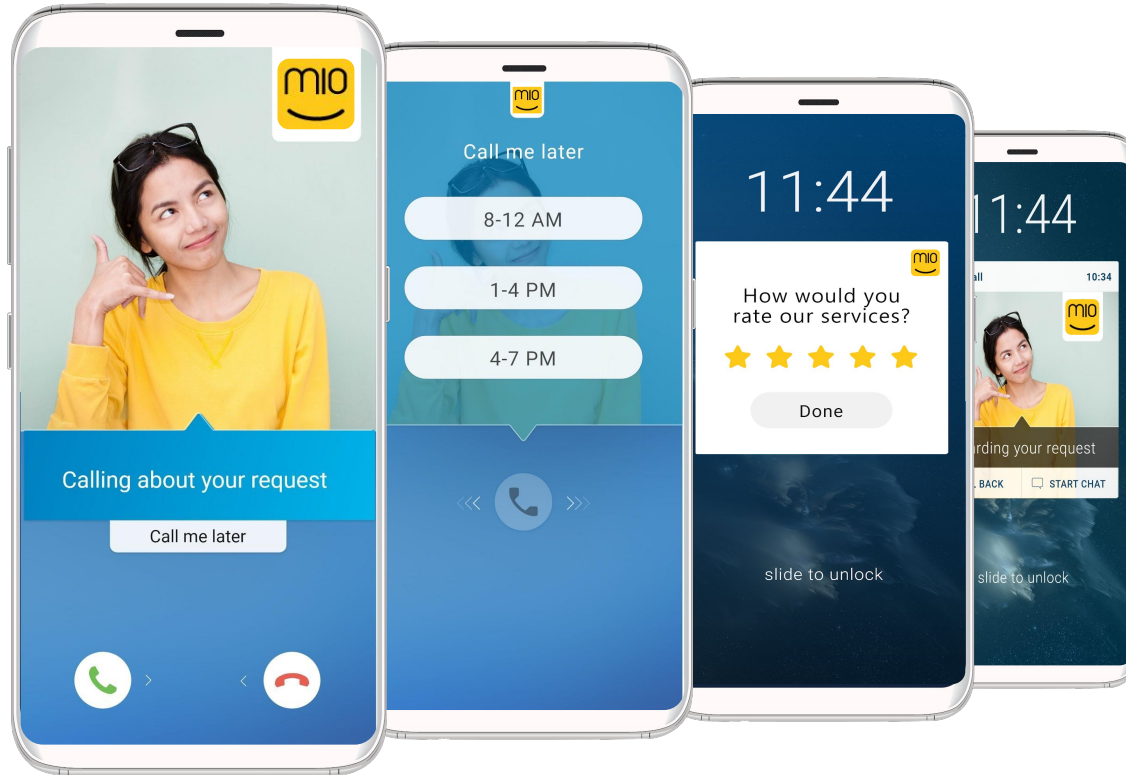
Secure, verified calls

Fraud prevention

Screen 1: MY BANK — 0792263673 — Calling back about your account — Call me later

Screen 2: Caller verification — Mobile bank app — Push notification — Email Verification

Screen 3: Enter card digits — 34 5678 9876 43 _ _ — CONFIRM — 2 3 5 6 8 9 # 0 = .

Screen 4: Incoming call — +1 345 234 3678 — SUSPECTED FRAUD — This number is on suspected fraud callers list. Make sure not to provide confidential information. — MY BANK Fraud detection service

Screen 5: Incoming call — +1 345 234 3678 — Fraud Detection Service — This number is on suspected fraud callers list. Make sure not to provide confidential information to unrecognized parties. — CLOSE

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Saas
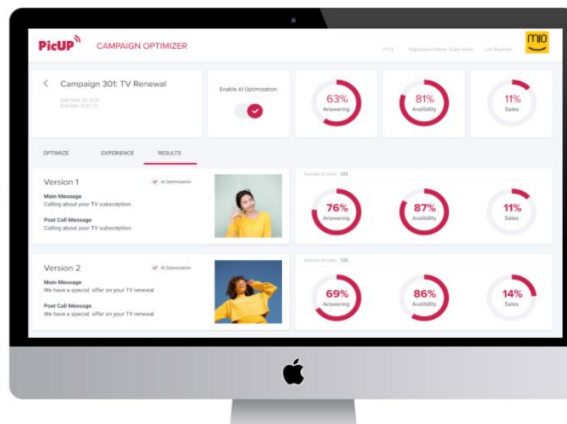## Pay per usage only

License
Pay and use unlimited

Implementation is a breeze (start in 2-4 weeks)

1 **Connect our library to your mobile apps**

2 **Upload image and text to our web console**

3 **Start calling, improve your KPI's!**

PicUP

the next generation of business calls is here. now.