



*Crowdsourced collaborative customer support
for Internet and Intranet Communities*

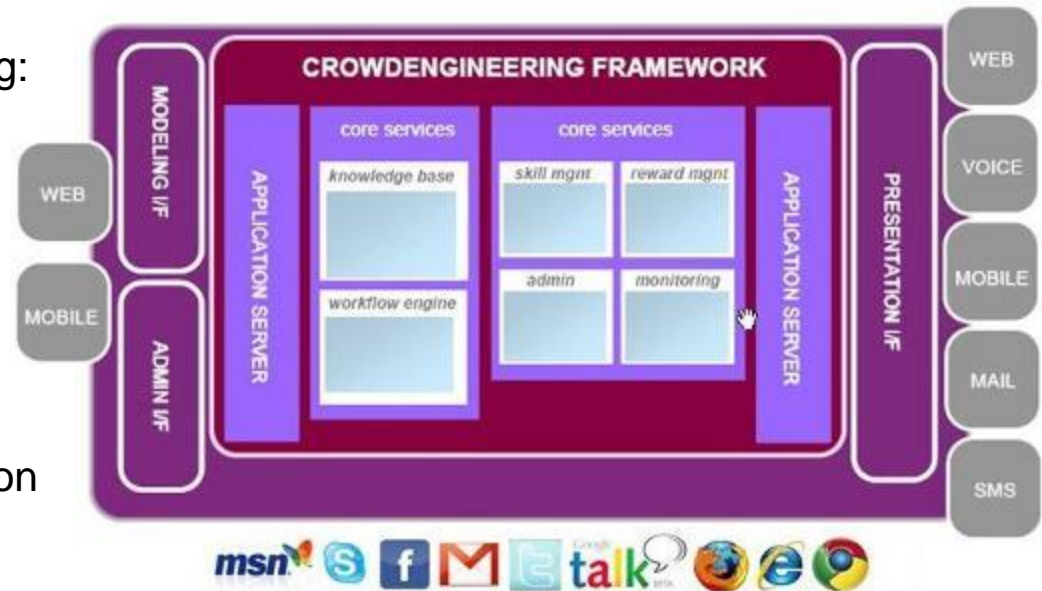
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CrowdEngineering's proposition

CrowdForce is **the only BPC** (Business Process Crowdsourcing) solution, providing:

- Process control
- Quality and service levels control
- Milestones and escalation flows management
- Tools to generate easily and rapidly applications
- Native integration with communication channels and legacy systems
- Community's management, profiling and rewarding



“Customer service organizations that are looking for ways to reduce customer service costs should look at CrowdEngineering's approach”, **Gartner**, **Cool Vendors in Social Software and Collaboration, April 2010**

Company to watch, Altimeter Group, Social CRM: The New Rules of Relationship Management, March 2010

CrowdForce solution

- CrowdEngineering solution

- Differentiating factors -

- Products and services have been designed and implemented for Enterprise environments
- Platforms and services are social networking ready and they can be easily integrated with existing communities and communication channels (i.e. RSS, Skype, Facebook, ...)
- Integration with legacy systems and enterprise platforms is guaranteed by a powerful integration layer

- The solution-

- Process control
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CrowdForce enables easy and fast Crowdsourcing applications' generation, fully integrates with company's business processes

- CrowdEngineering overview -

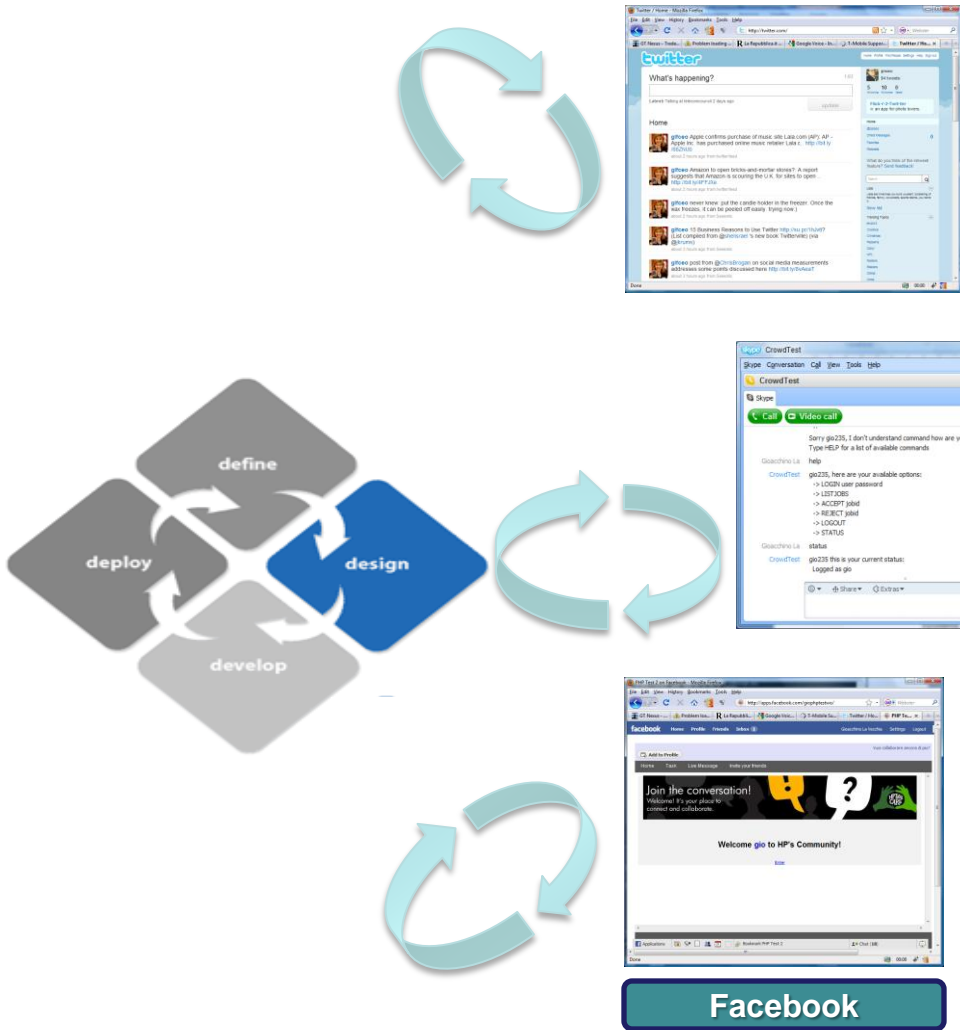
- The Company-

- CrowdEngineering is a company operating in USA and Italy that develops Enterprise Level crowdsourcing platform and solutions
- CrowdEngineering is developing a new approach to crowdsourcing, bringing some of the most powerful tools, generally used in 'best effort' scenarios, within the corporate environment

- Vision -

- CrowdEngineering vision is to mesh the collaborative Web with the social production capabilities of the distributed crowds
- By adding quality assurance and process control, we enable business processes to be crowdsourced reliably and cost effectively

Seamless connection with crowds



- Twitter -

- Twitter can be used as an additional channel to communicate with users in both directions
- Twitter users can be also monitored and their activities parsed and as result workflows of customer care or sale or other processes started

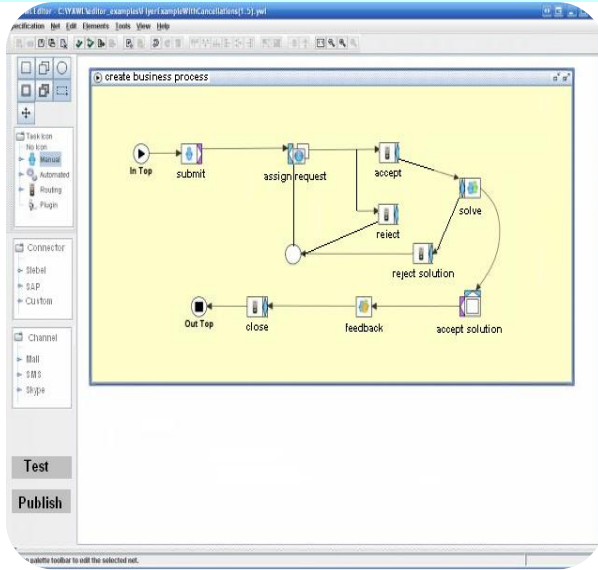
- Instant messengers -

- Instant messengers represent the most effective way to communicate to the crowd. They are bidirectional and supported by several devices
- Instant messengers can be used to collect acknowledges from users receiving notifications or committing to work some task

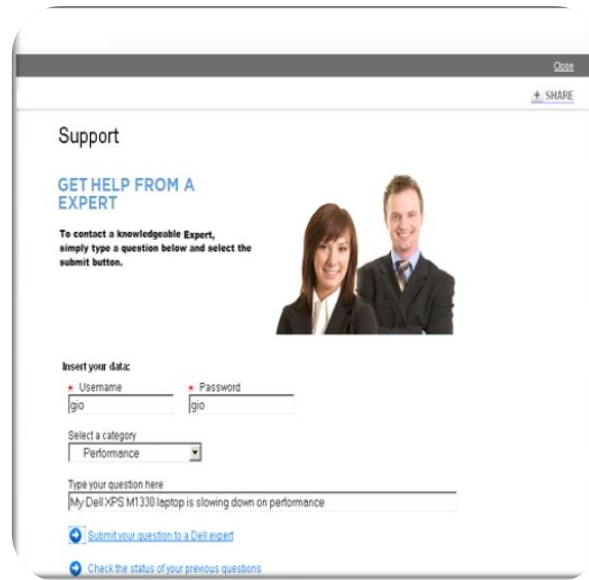
- Facebook -

- Facebook integration brings all the benefits of the social network combined with the control of collaborative processes provided by CrowdForce
- Users can be followed, their activities can be published to their network of friends to enhance the visibility of the community or the activities carried out

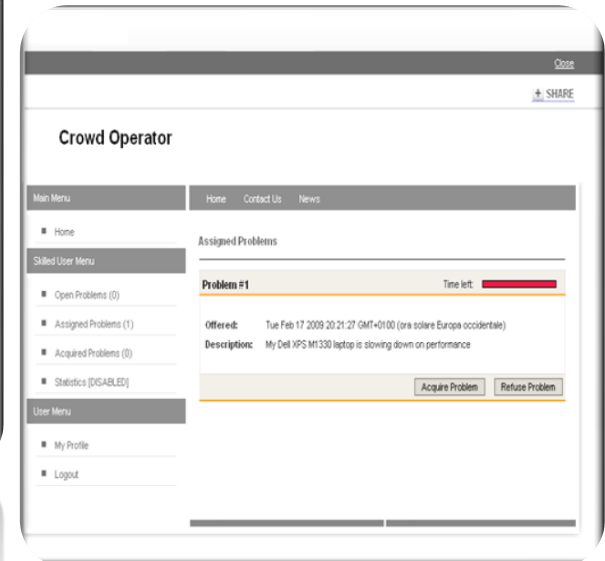
Rapid Deployment, Time to market



Easy and complete design through the advanced modeling tool



Full integration with customer interface and systems



Advanced control panel to manage process and community