

شركة لبيه المساعد الذكي  
Labeah Smart Assistant ITC



# SMART COMMUNICATIONS.. BEYOND LANGUAGES

Al Riyadh, Olayya Al Riyadh Al Riyadh 12219  
marhaba@labeah.ai  
www.labeah.ai  
+966112211599

A company by  Future Look ITC Strategic partner  AHAD



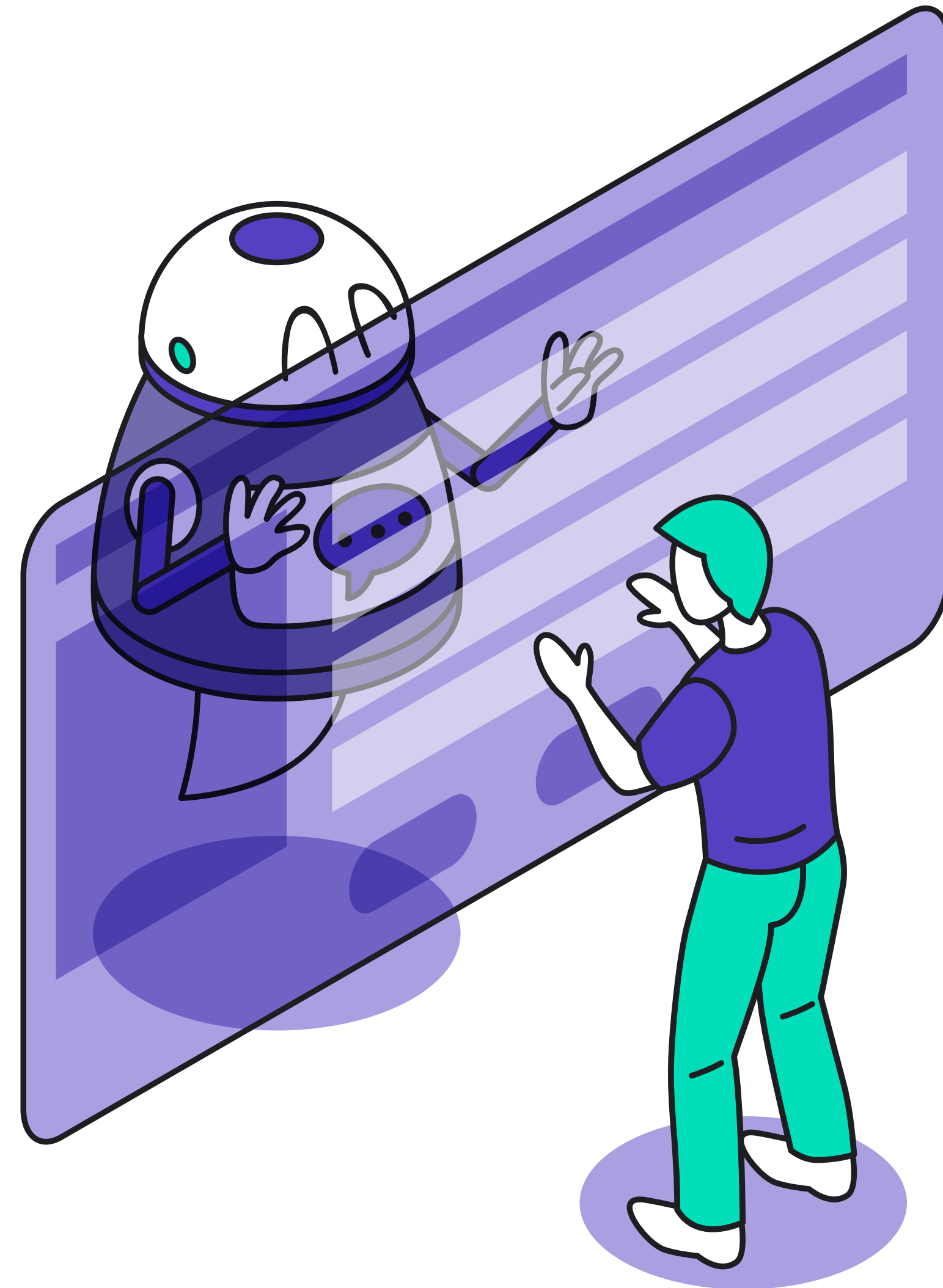
# WHO WE ARE

We were founded on the ideology of Vision **2030** in **Saudi Arabia** to create an artificial intelligence-based customer experience that your company has never experienced before. At **Labeah**, we're passionate about using revolutionary AI to revolutionize the customer experience. Our mission is to make customer service a breeze for both businesses and consumers. Our chatbots and audiobots streamline processes, decrease wait times, and handle high volumes of inquiries all at once.



# VISION

We strive to be the premier provider of **customer service** centers in the **Kingdom of Saudi Arabia**, utilizing the latest AI technology to transform the way we interact with our valued customers through our innovative Native Arabic Callbots. **Our vision centered for you to experience unparalleled service and convenience with us.**





# MISSION

Utilization of advanced intelligent **Native Arabic** virtual voice agents to **streamline costs, elevate efficiency, and enhance customer satisfaction** through a state-of-the-art digital infrastructure utilizing AI technology.





# WHY LABEAH?

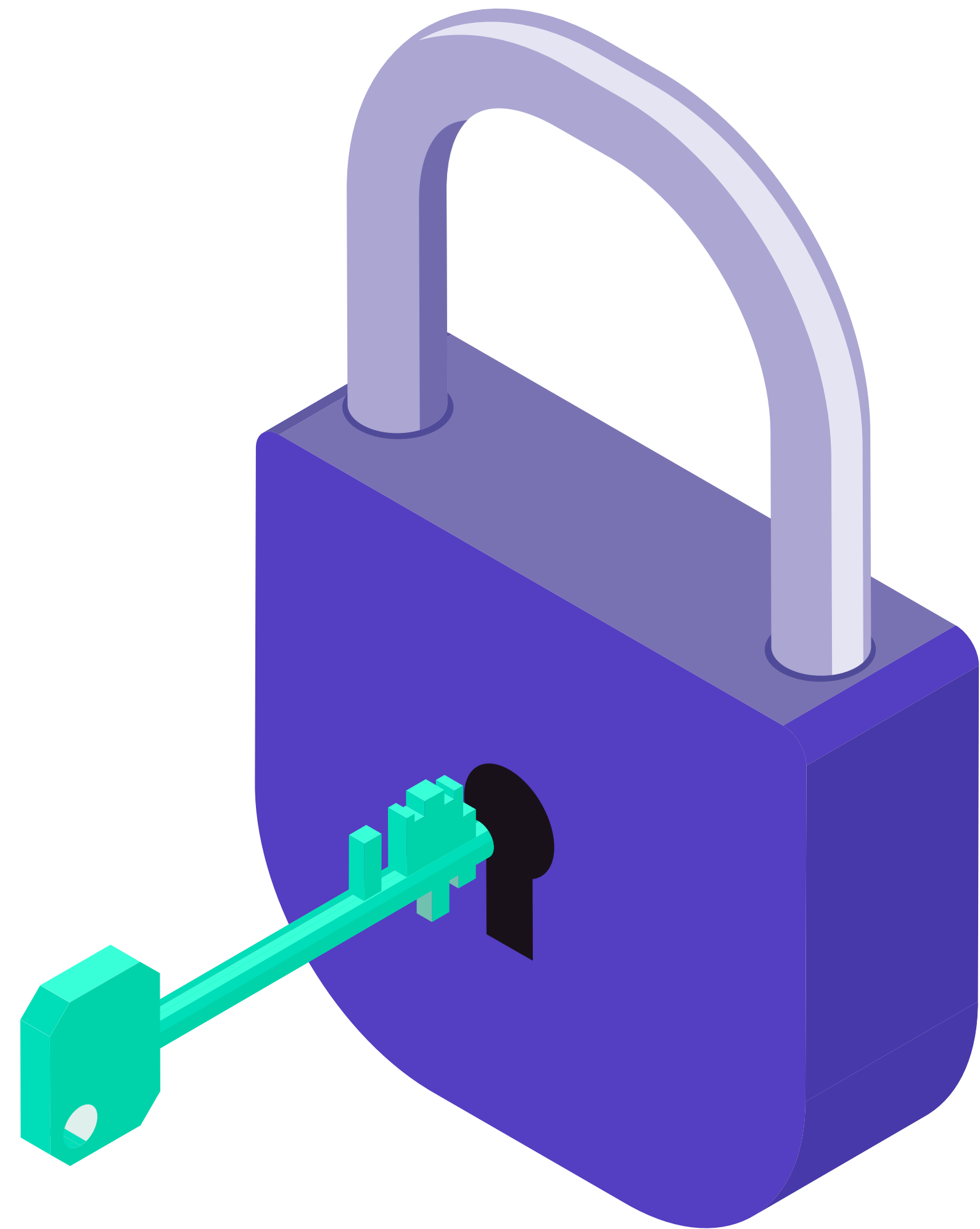
With Labeah, you can experience the power of innovation. With our revolutionary technology, call centers are instantly doubled in capacity, eliminating wait times, and reducing costs and handling times by 50%.





# With Labeah's

leading-edge AI solutions, you can unlock the full potential of your business





**Call-Bot:** Revolutionize your telephony systems with intelligent voice agents that seamlessly interact with callers and perform tasks just like human agents.



**Voice-Bot:** With our smart voice agent SDKs, Voice-Bot brings the future of voice interaction to your mobile and web apps.



**Chat-Bot:** Boost the user experience by integrating text-based chat functionality into your mobile and web apps with our smart agent SDK.



**With our AI-enabled smart call-bot solutions for contact centers,** you can achieve unprecedented efficiency and customer satisfaction.



**Contact Center:** Monitor and manage human agent performance with a variety of options from AVAYA, GENESYS, CISCO, ZIWO, and more.



**Data Analytics:** Make strategic decisions using data to identify new opportunities and maximize your organization's competitiveness.



**Voice of the Customer:** Gain actionable insights about your customers' needs, wants, and perceptions by analyzing feedback from different channels.



• **RPA:** Automate repetitive tasks and interact with digital systems and software in a more efficient way by building, deploying, and managing software robots that emulate human actions.



Eliminate waiting times in call centers.



Boost productivity and efficiency.



Enjoy 7/24 system availability.



Support for 29 languages, including all Arabic dialects, with a special focus on 7 Saudi dialects.



Ensure high security and protection.



Reduce costs.



Seamless integration and communication with all types of systems.



Self-learning capabilities.



Access to detailed statistical and analytical reports.



Flexible and adaptable to various scenarios and situations.



Conduct surveys and marketing campaigns with ease



Omni-channel support.

# INVEST

in our advanced Smart Assistant features and unleash the full potential of your business:



Ability to conduct verifications on multiple platforms.



Measure user satisfaction.



Facilitate internal and external communication between users and different databases



Receive and send files through various channels.



# Footprint



**MENA Region headquarter (HQ-KSA):**  
Arabic language R&D, NLP, Bot builders,  
Customer Success, Project Execution,  
Business Development

Future Sales Offices: EGYPT, UAE, JORDAN,  
ALGERIA, MOROCCO



**Europe Region hub (HQ-France)**  
R&D, NLP, Bot builders, Customer Success,  
Project Execution, Business Development

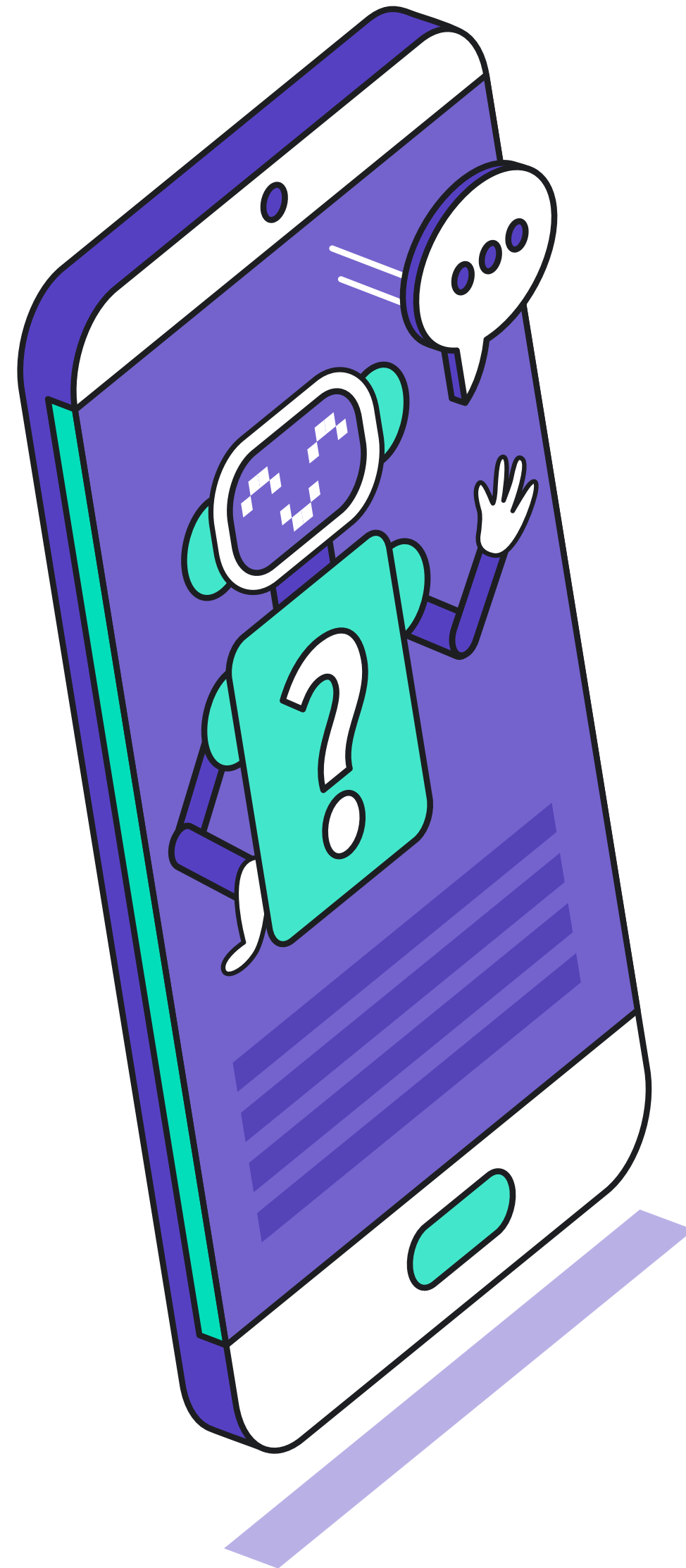
Future Sales Offices: ITALY, UK, SPAIN





# What We Are Solving





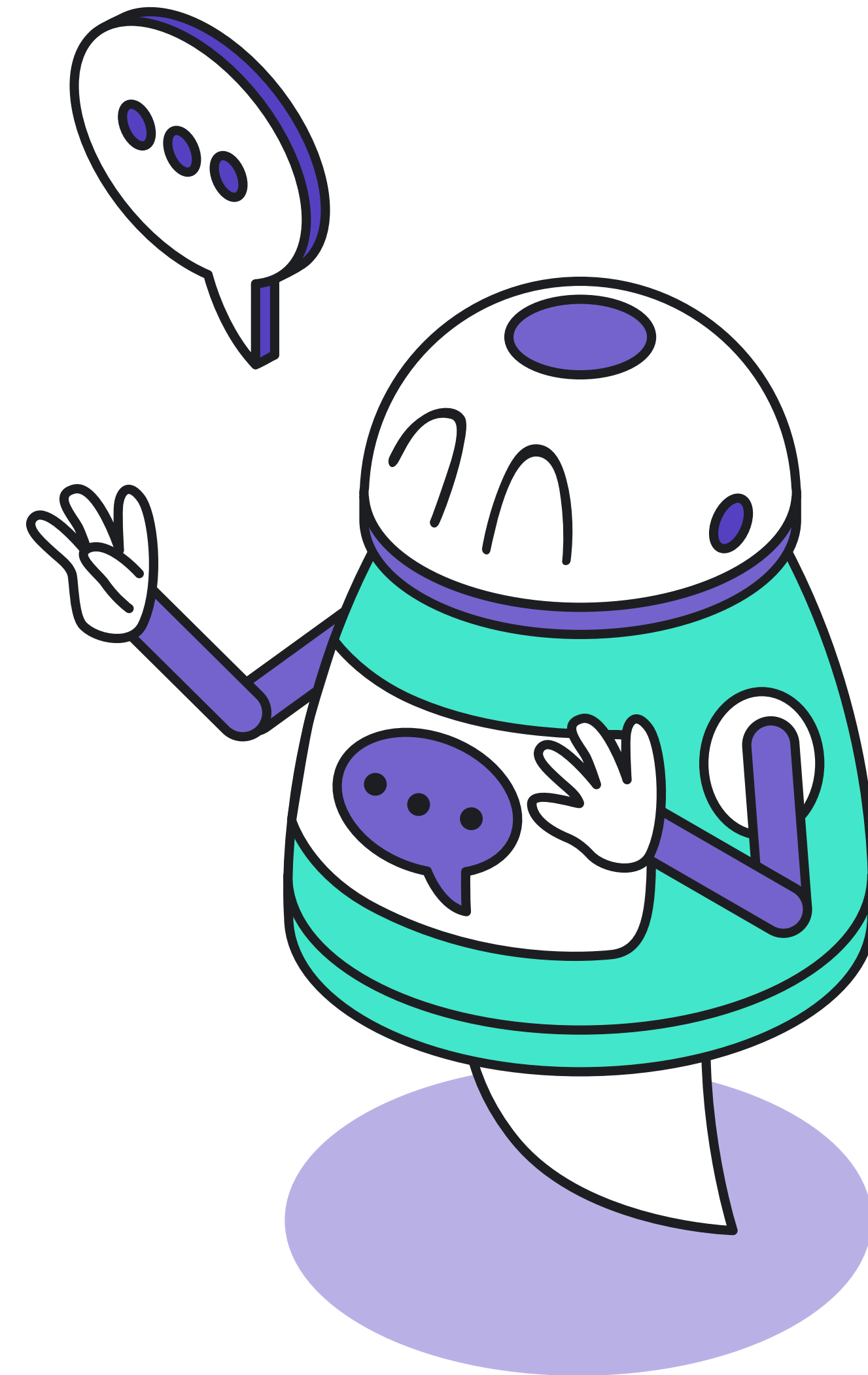
# CHALLENGE IN THE MARKET

- Limited investment in Arabic dialects in conversational AI solutions-Our AI-smart voice agents can interact seamlessly in native Arabic dialects, just like human agents.
- Lack of local market expertise-Our team is comprised of experts with in-depth knowledge of the local market.



# CONVENIENCE OF USE

- Customers desire human-like voice technology that interacts in their native dialects. Our platform is intuitive and allows for effortless configuration and deployment of voice assistants in a matter of days.





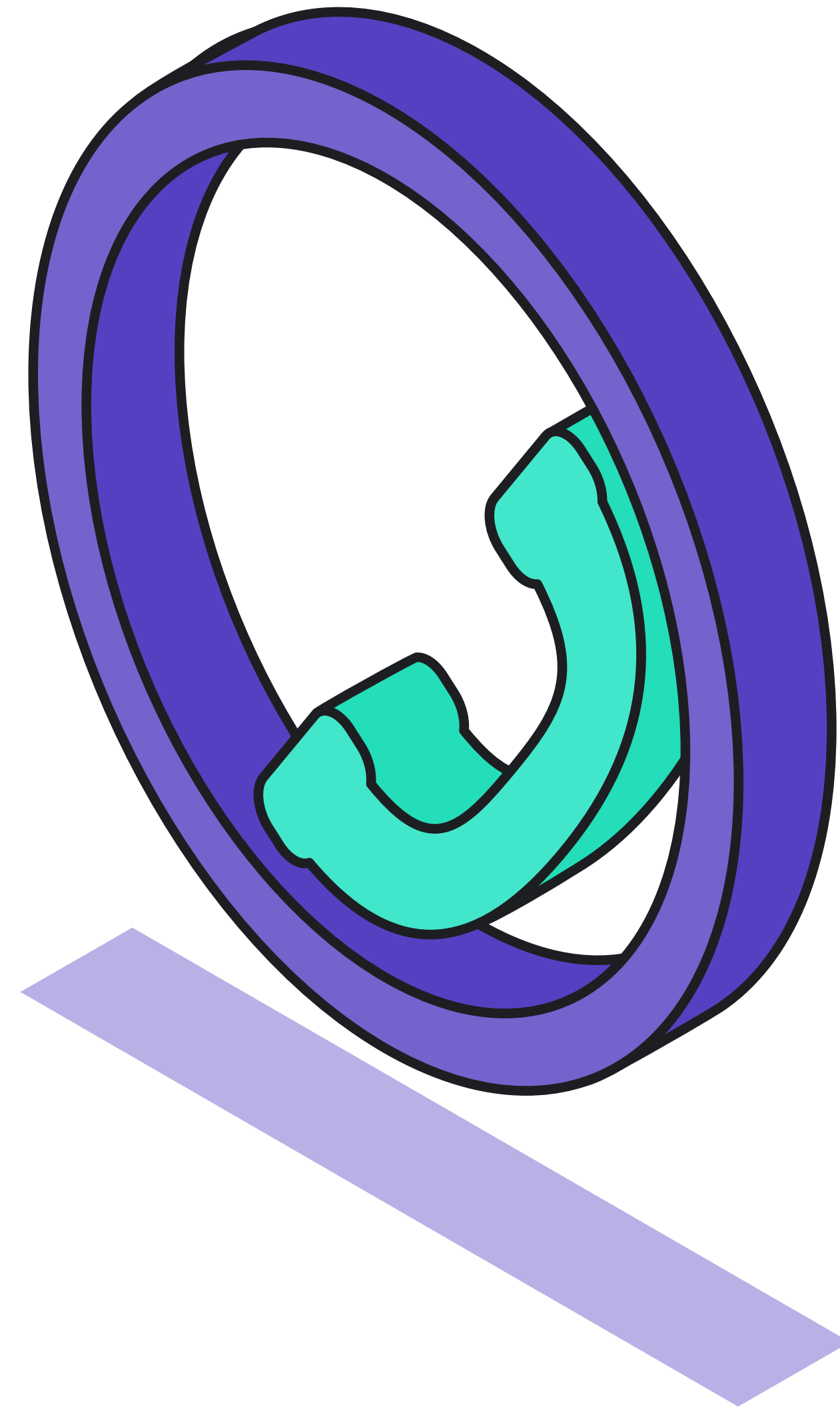
# CUSTOMERS' EXPERIENCE

- Long waiting times in call centers. Our service is available 7/24 and eliminates waiting times for customers.
- Complicated IVR trees before reaching a human agent. Our technology eliminates the need for IVR trees and provides a seamless experience.



# CALL CENTERS

- High turnover rates in call centers. Our technology enhances customer satisfaction and reduces turnover rates.
- High costs in re-hiring and re-training of human resources. Our technology increases productivity and reduces running costs by 50%.
- Complexity in building and deployment. Our technology allows for instant scalability, making it easy to adjust to changing business needs.



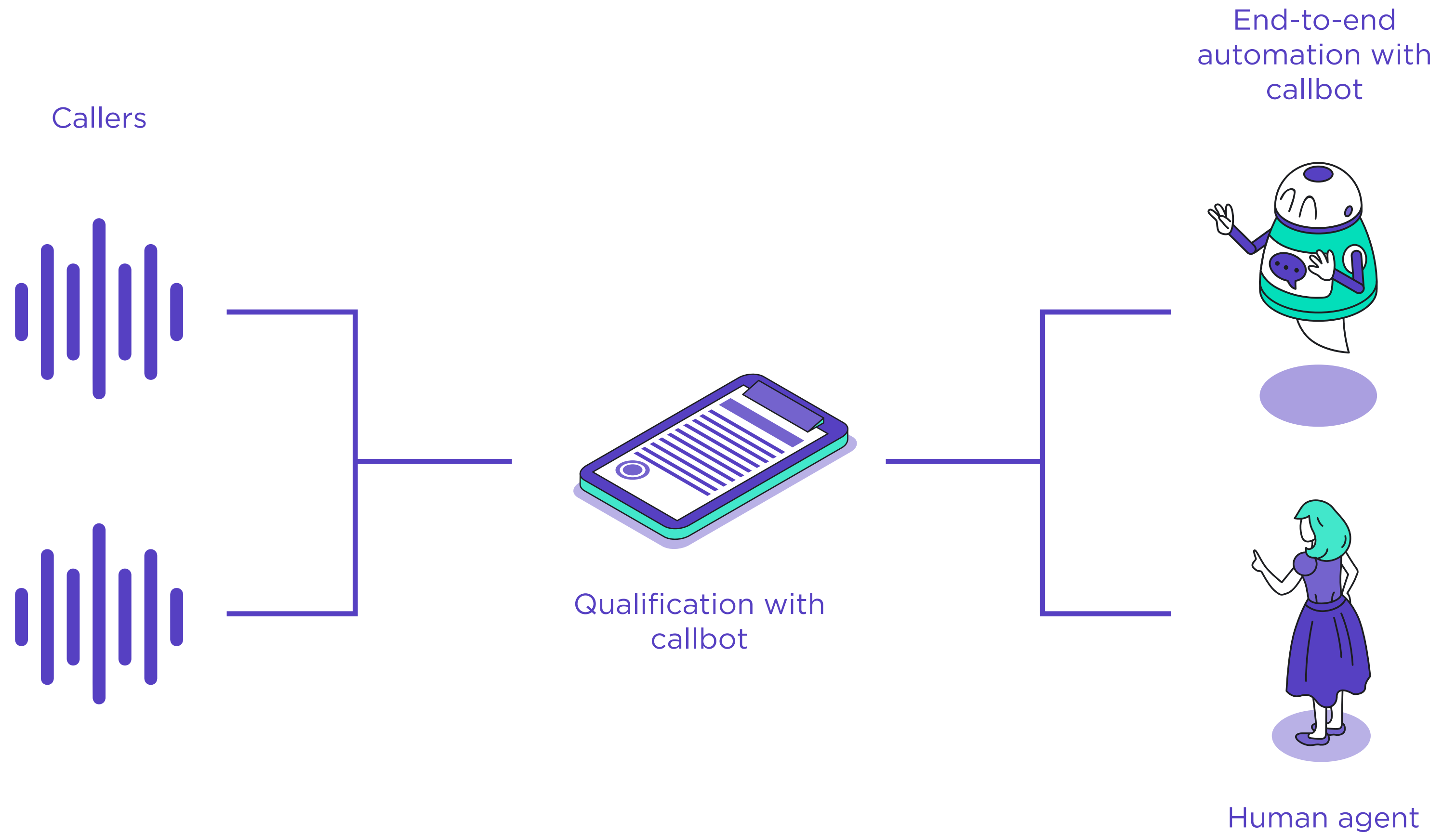


# Ai First Interaction

## From human - first to AI-first contact centers

- In 40 ,2023% of contact center interactions will be fully automated with AI\*
- Leaders now look for a vendor with the foundation to build a AI-first contact center\*\*

\*PWC. Consumer Intelligence Series Voice Assistants survey (2018)  
 \*\*Forrester. The Forrester Wave: Contact-Center-As-A-Service (CCaaS) Providers, Q2020 3



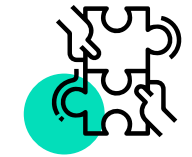


# A JOURNEY OF PROGRESS





**2019**  
**TECHNOLOGY RESEARCH**  
 Explored various conversational AI technologies by conducting audits on over 20 companies. Conducted on-site visits to companies in the USA and Europe.



**2020**  
**PARTNERSHIP AND PRODUCT INNOVATION**  
 Formed a strategic partnership with calldesk, a leader in French callbot technology. Signed a partnership and co-development contract and developed the first phase of a native Arabic callbot.



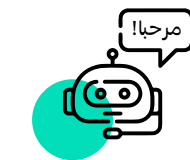
**2021**  
**LAUNCHING IN SAUDI ARABIA**  
 Expanded the FLITC team and established a headquarters in Saudi Arabia. Released a beta version of the Arabic callbot and created a demo center on FLITC Telephony. Secured our first contract.



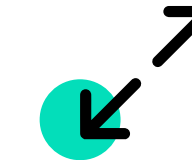
**2022**  
**GROWTH AND ACQUISITION**  
 Established LABEAH, a smart assistant company, with a team of skilled and trained professionals in NLP and conversational AI bots. Acquired calldesk to combine resources and pave the way for international expansion. Received recognition as one of the 10 fastest-growing companies from Mosh'a'at and the only CAI company selected by CITC ET Sandbox.



**2022-H2**  
**MARKET DOMINANCE IN SAUDI ARABIA**  
 Signed a 5-year exclusive sales and marketing agreement with AHAD, with a target of 38 MSAR in 2023 and a yearly growth rate of 20%. Secured over 20 POC's and joined CITC ETS, with a sales pipeline of 70+ MSAR and 3+ MSAR in revenue.



**2023**  
**LEADING PRODUCT LINEUP**  
 Developed a multi-cloud universal callbot, SDK voice assistant, multi-cloud chatbot, and special features for Arabic-speaking countries. Also, introduced an Arabic speech-to-text engine with 95% accuracy in Arabic dialects and an Arabic text-to-speech engine.



**2024**  
**REGIONAL EXPANSION**  
 Opened new branches in UAE, Egypt, Algeria, and Morocco and launched a channel partnership program. Established sales operations in the UK, Italy, and Spain and pursued M&A opportunities with European startups.

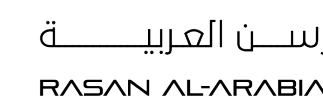


**2025**  
**GLOBAL EXPANSION**  
 Entered and established a presence in the US market by opening branches on the east and west coasts and pursuing M&A opportunities with American startups.



# Strategic partners:

At Labeah, we are proud to be a strategic partner of some of the most innovative and forward-thinking companies in the industry. We partner with companies with a shared vision to redefine customer service with advanced artificial intelligence.





# Part of our clients:

We are dedicated to building long-lasting relationships with our partners, and our team is committed to providing the support and expertise needed to ensure their success. By working with Labeah, companies can expect to see significant improvements in customer satisfaction and leapfrog their competition.

