

A close-up photograph of a hand moving a white chess king piece on a chessboard. The background is blurred, showing other chess pieces and a person's face. The image has a blue and green color scheme.

# The EnableX Experience

Discover how our customers use  
EnableX Communications Platform to be  
ahead of the game.

**enablex**

# A Letter From CEO

When I started EnableX in 2017, I envisioned a future where businesses could connect with consumers in an innovative, personalised, engaging and always-on way. Today, we have established a robust platform - EnableX - that seamlessly serves to the ever changing needs of the customers.

Smart, flexible, and channel-agnostic, EnableX platform helps business partners and developers create a differentiated impact in the market.

Today, it's the consumers who decide how brands communicate with them. They expect a tailored experience with immediate connection and access to information, wherever they are, on any device, platform, and with intelligence!

Witnessing the immense pressure on businesses across the industries, we established EnableX - a carrier-grade, full-stack communications platform, that allows developers to build innovative communication experiences easily - from Video, Voice, SMS to Chat and beyond - directly into their existing applications with low-code APIs.

With our flexible design & architecture, businesses can host the EnableX Platform on the cloud, on-premise or in a hybrid environment.

Additionally, with advanced features such as data analytics, AI, and facial recognition, we empower businesses to create a smarter and effective way to stay in sync with what the customers desire.

At EnableX, we constantly strive to deliver the NextGen communications platform that can automate and orchestrate customer interactions, helping businesses be ahead of the game.

# 02



**Pankaj Gupta**

CEO and Founder of EnableX

03

# EnableX Communications All Ways, Always

Any Channel, Any Platform, Any Device, Anytime

## About EnableX

EnableX is a carrier-grade, developer-trusted platform that empowers businesses to quickly and easily add all or part of the communication channels – Video, Voice, SMS, Chat– to their own customer-fronting applications through the use of programmable APIs.

# Loved By Users

## Omni-Channel

### Be where your customers are

Allow your customers to use their preferred channel(s) – video, voice, SMS, chat, and more – to communicate with you. This helps you meet the diverse needs of your customers and also allows smooth transitions between texts and calls.

## Omni-Device and Platform


### For customers on-the-go

Connect and engage with your customers through any web browser (safari, chrome and more), mobile (iOS, Android), and social app (Youtube, Facebook) for a more meaningful conversation.

## Always Available

### Connect them online or offline

Converse with your customers within your app for an in-app and contextual experience or connect to established PSTN networks and communicate with anyone, anytime, even when they are offline.



EnableX all-channel, all-device approach allows you to interact with your customers in the channel-agnostic way they love

# Trusted By Developers

## Flexible

Designed, built and managed by EnableX, we offer you a full-stack of communication channels – video, voice, SMS, and Chat – that are tightly integrated yet modular for you to pick the channels you need and effortlessly add on more as your business requirements change.

## Smart

Our built-in channels are enhanced with analytics, adding richness to business decisions. Together with EnableX's AI, facial recognition and Natural Language Processing, you can provide high-value interactions and bolster consumer trust.

## Fast and Easy

With APIs and SDKs, developers can easily embed call functionalities into their applications using any programming language. Increase the speed of development and deployment with our low-code wrappers and a library of documentation and tutorials.

## Customisable

If you are developing a solution to resell, or are a financial organisation with strict regulatory requirements, our flexible deployment options allow you to deploy on your data centre, private cloud or hybrid of both environment.

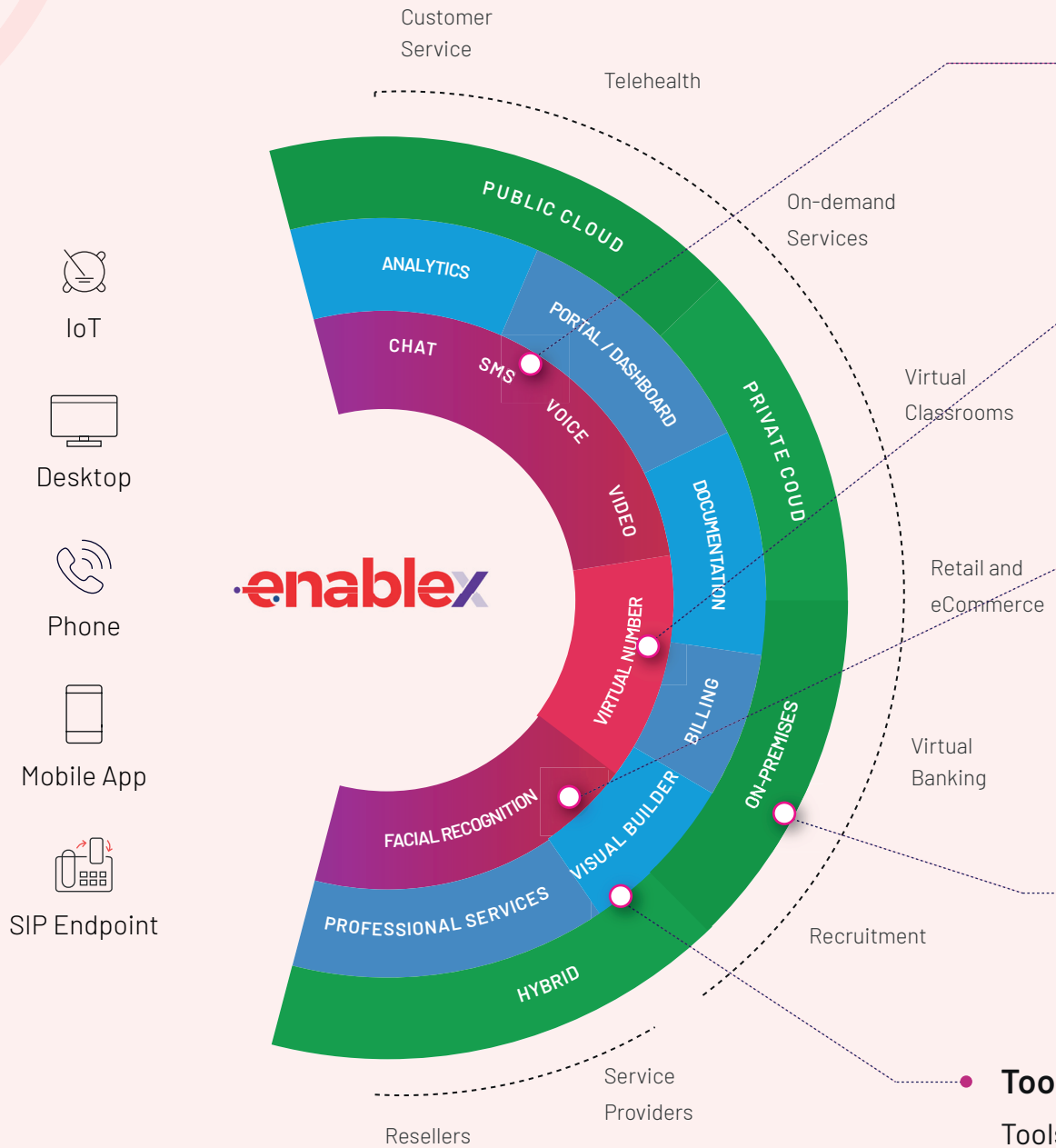
## Carrier-grade

EnableX powers the future of business communications with a robust platform that scales. Our secure and future-proof architecture ensures high availability of services.

05

EnableX is the only Asian communication provider offering full stack of communications channels with the options to deploy in the cloud, on-premise or hybrid





### Full-stack Communications APIs

Modular platform. Pick and choose the communication channels you require and add on more in future.

### PSTN Communications to 100+Countries

Virtual Numbers allow you to connect to users even when they are offline.

### Smart APIs

Facial recognition, text-to-speech, and more for smart and personalied communications.

Everything You Need For An Engaging and Smart Conversation.

### Multi-cloud Deployment Options

Support multiple deployment options to fit your goals, budget, security and compliance needs.

### Tools and Services

Tools, documentations and professional support to accelerate app development process.

07

# Industry Spotlight

Brands using EnableX to deliver  
outstanding customer experiences

## C-Zentrix

C-Zentrix is a leading software provider offering best-in-class contact centre and enterprise software for superior customer experience.

Industry : Customer Service

**Requirements :** AI-enabled CZ-Chat software provides text communications between agents and customers and helps to seamlessly integrate with various messaging platforms such as Whatsapp, Facebook for a multichannel experience. C-Zentrix wanted to expand its communication capabilities from text chats to include audio and video calls.

### Why EnableX?

- **Deep Integration.** Easy-to-use APIs allow developers to quickly integrate video and voice functionalities to CRM software.
- **Features-rich platform.** Collaborative features such as screen sharing, annotation, co-browsing enable agent to provide more personalised assistance.
- **Secure.** All conversations and recording are encrypted with AES-256bit. Client-server is routed through a DTLS connection for an extra layer of security.

### Benefits

- **Omnichannel Experience.** Customers have a choice to use their preferred communication channel(s). They can start with text chat or a phone call and move on to video chat for more in-depth conversations.
- **Improve Customer Engagement.** Live Video allows agents to view the customer's state of emotion and express empathy, both verbally and visually.
- **Quicker Resolutions.** The "see-what-I-see" experience via live video allows the agent to understand the context of the issue better and address it accurately.



08

### EnableX Solutions :

- 📞 Voice API
- 📺 Video API
- 🗄️ Recording and Storage
- ⚙️ Collaborative features





## Great Software Laboratory

Great Software Laboratory (GS Lab) has served more than 100 organisations across North America, Europe and Asia Pacific. Till date, they have developed more than 300 "first-of-its-kind" solutions to real-world problems.



Industry : Fintech

**Requirements :** To modernise customers onboarding process with self-service remote registration through video-enabled Know-Your-Customer (vKYC). Customers can register themselves from the comfort of their homes while organisations can authenticate customer details in real-time through video & AI-driven analytics.

### Why EnableX?

- **Carrier-Grade APIs.** High quality secure video and recording APIs for fast and easy integration to the KYC workflow.
- **Secure and Compliant.** All video calls and recorded media are encrypted with AES-256 bit and Compliant to RBI guidelines issued for video-based customer identification process.
- **Multi-cloud Hosting.** Organisations have the flexibility and the options to deploy on private or public cloud, on-premise data centre or a hybrid of both.

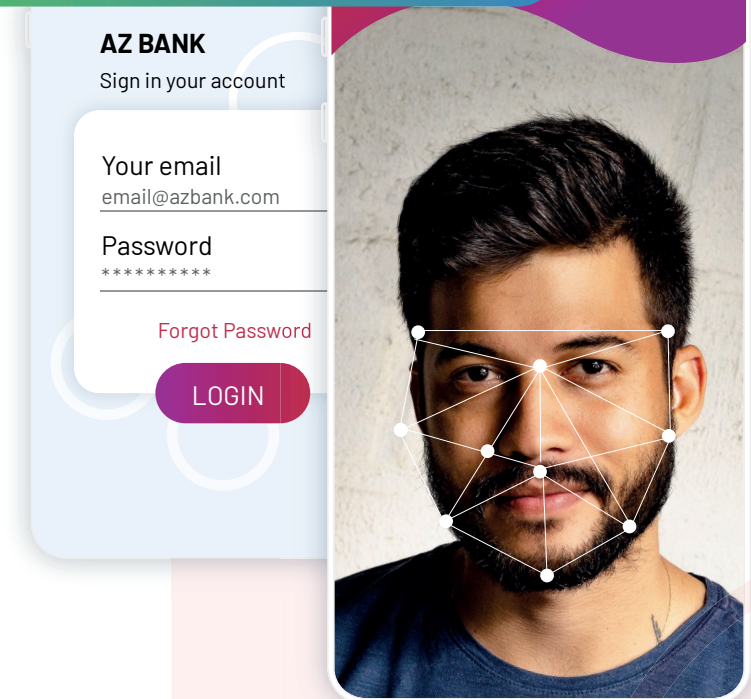
### Benefits

- **Eliminates Forgery.** Organisations can authenticate customer details in real-time through video & AI-driven face match, liveness detection, geo-tagging, and eKYC verification of customers' documents, thereby eliminating falsification of identity, signatures and phishing.
- **Speed Up Processes and Reduce Cost.** Automation and paperless transactions allow financial institutions to enjoy faster client onboarding and also eliminate the risk of manual error.
- **Improve Customer Satisfaction.** Onboarding can be done remotely, at the comfort of their homes, as compared to manual onboarding that requires customers to visit the banks physically.

09

### EnableX Solutions :

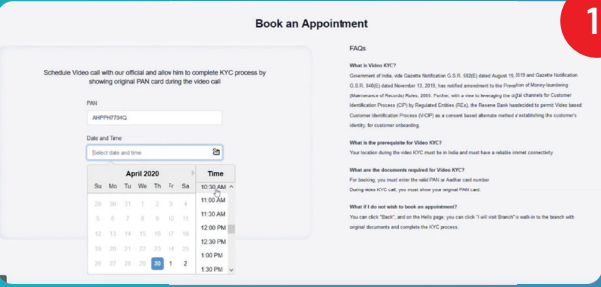
- 📞 Video API
- ☁️ Recording and Storage
- ⚙️ Collaborative features



# Revolutionising the KYC industry

Powered by EnableX and emerging technologies

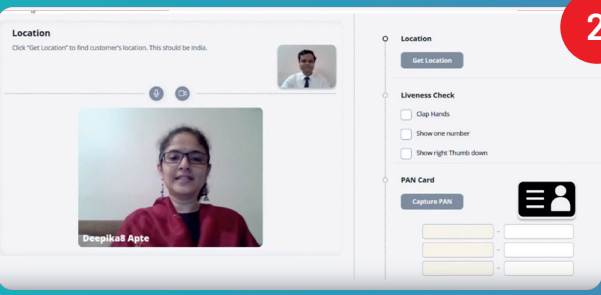
# 10



**1**

### Video Call Initiation

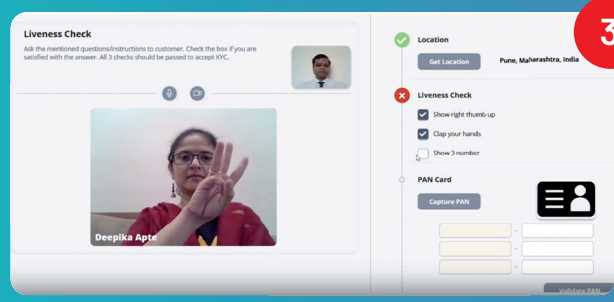
Customer schedules a Video Call with the bank to conduct Video-enabled KYC



**2**

### Location Verification

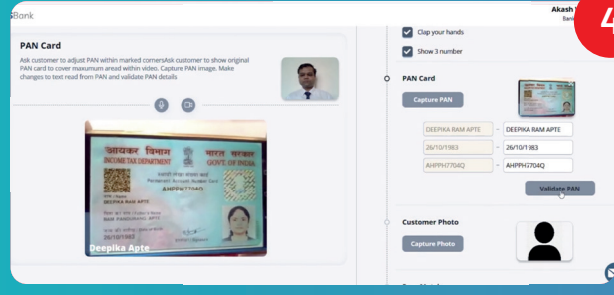
Platform identifies customer's location to ensure that she belongs to the same country or location that she claims to be in



**3**

### Customer Response Verification

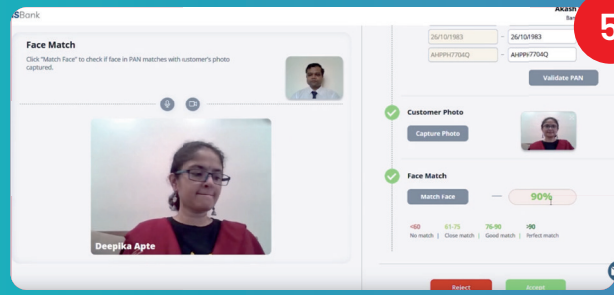
Test customer's "liveness" by getting customer to answer random questions over video call.



**4**

### ID Verification

Customer shows her ID over the camera and the system automatically captures the necessary data and populates the predefined fields



**5**

### Photo Verification

Customer uploads her photo and system facial recognition technology performs an identity check by matching the video to the picture from the updated images

Onboarding Successful!

## Preksh

Preksh is India's No. 1 AR/VR-enabled Visual Marketing Solution (VMS) Provider. Its patented technology equips retail and e-commerce companies to provide immersive virtual 3D storefront experience to their consumers.

Industry : eCommerce and Retail

**Requirements:** Preksh creates 3D storefronts and virtual merchandise with AR/VR. While this improves the online shoppers retention rate, Preksh needed immediate attention to shoppers' enquiries, like it happens in a brick and mortar shop. The ability to have a live video chat with Sales Agent embedded within Preksh e-commerce solution is required

### Why EnableX?

- **Flexible Building Blocks.** Video & Voice APIs and customisable UI for fast and flexible integration to Preksh VMS and retailers' CRM systems.
- **Full-stack APIs.** Extensive APIs provide Preksh with the simplicity to add on more communication channels in the near future, avoiding challenging integration work.
- **Whitelabel.** Video calls are powered by EnableX but branded as Preksh.

### Benefits

- **Improve Customer Engagement.** Video Chat Support offers immediate help to online shoppers who are confused. An agent can address shoppers' queries quickly and use collaborative features such as annotation to provide clarity.
- **Increase Sales.** Engaging shoppers and addressing their inquiries on the spot speed up buying decisions and increases the chances of converting online visitors into buyers.



# 11

### EnableX Solutions :

- 🗣️ Voice API
- 📺 Video API
- ⚙️ Collaborative Features



## Modern Family Doctor

Modern Family Doctor (MFD) is a one-stop healthcare provider with more than 1 million users and 100 doctors.



Industry : Healthcare

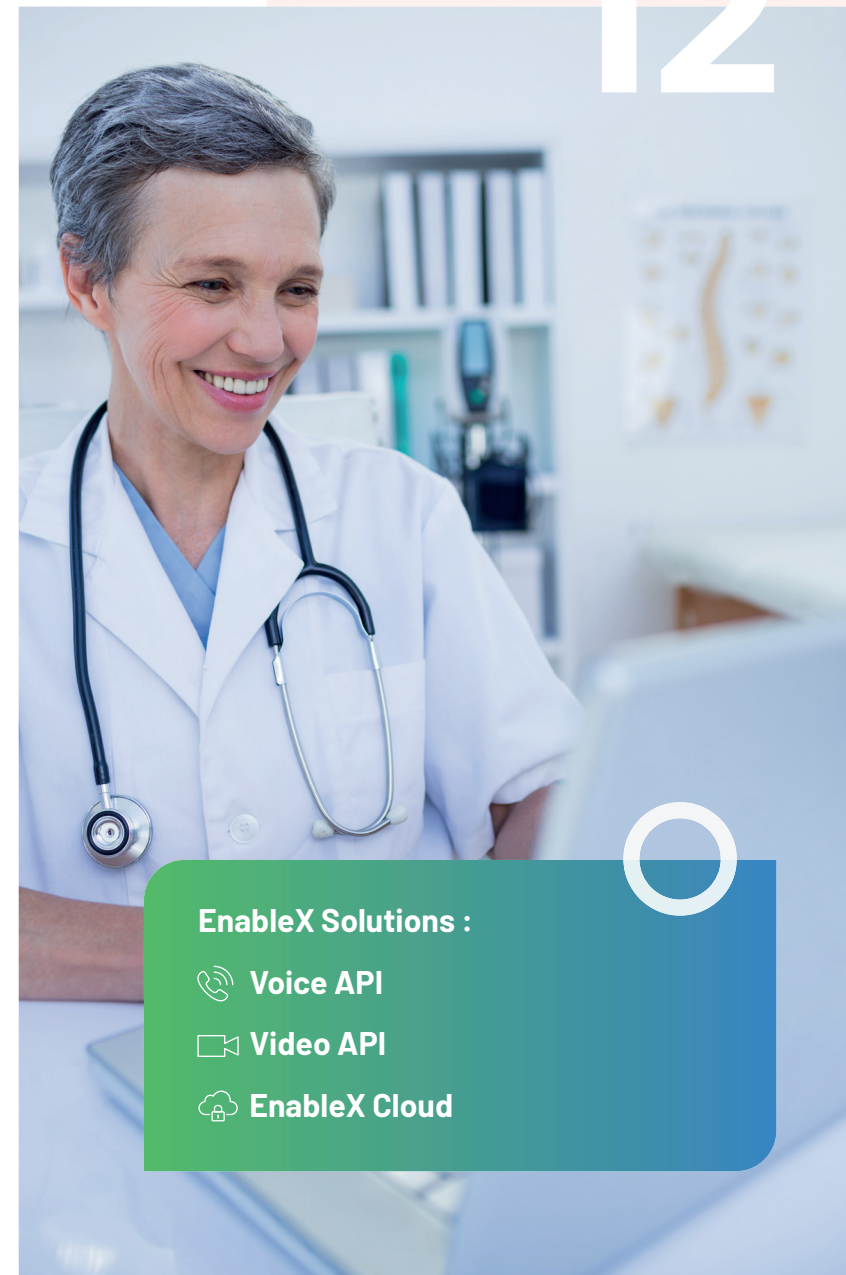
**Requirements:** To allow patients to schedule and receive virtual consultation with practitioners through a telemedicine app - TheFamilyDoc. Patients have the convenience to select doctors, book an appointment, make payments, get prescription, and provide virtual consultation all within the secure and reliable app.

### Why EnableX?




- **HIPAA Compliant** ensuring that personal health information (PHI) and proprietary data are protected.
- **Easy-to-use APIs** that offer comprehensive documentations and toolkits for fast integration to TheFamilyDoc app.
- **High Quality Video.** Bandwidth optimisation technology to ensure users get the best quality calls possible on any device.

### Benefits

- **One-stop Convenience.** Patients can use the app to check doctor's profile, book appointments, receive virtual face-to-face consultation and get doctor's prescription, all within the app.
- **Preferred Channel.** Patients have the options, from the comfort of their homes, to choose between video or voice call consultation.
- **Deliver Better Care.** Doctors can increase patient engagement, streamline operations, and improve patient outcomes, all while lowering the costs.



#### EnableX Solutions :

-  **Voice API**
-  **Video API**
-  **EnableX Cloud**



EnableX is a cloud-based communications platform for embedding video, voice, SMS and chat messaging into any apps and sites. Built on a carrier-grade platform, it offers developers with full stack of communications APIs and all the necessary toolkits to develop innovative and engaging communication experience.

**Singapore**

International Building,  
360 Orchard Road,  
#08-02,  
Singapore 238869

**Noida, India**

6th Floor, ECO Tower,  
Plot-A-14, Sector -125,  
Noida-201301

**Bangalore, India**

Samrah Plaza,  
St Marks Rd,  
Shanthala Nagar,  
Bengaluru, Karnataka

Join thousands of developers, who have experienced and used EnableX, to create innovative applications and workflow

I want to try EnableX API