



Enreach adds advanced conversational AI to its portfolio through the acquisition of Botsquad

Almere/Dortmund, October 20, 2020 - Enreach, the fast-growing European unified communications group, enhances its product offering with the acquisition of Netherlands-based Botsquad, a pioneer in conversational Artificial Intelligence (AI). This addition brings advanced but accessible chatbot options to Enreach partners and customers across Europe. Botsquad's technology will be integrated within the Enreach portfolio, with immediate enhancements to the group's cloud PBX portfolio and contact centre solution. Beyond text-based chat, Enreach — which is backed by investment company Waterland — will invest in further development of Botsquad's technology to integrate conversational AI into voice services.

Conversational AI being a fast-growing market, Botsquad's founders have been able to successfully build a track record in delivering omnichannel chatbot solutions to a wide variety of organisations. Through Enreach, this conversational AI experience is now available to the SMB market as a turnkey solution. The Botsquad platform allows partners and customers to rapidly build sophisticated systems with pre-configured components, via an easy-to-use online model, based on the company's open Bubblescript configuration language.

Stijn Nijhuis, CEO of Enreach: "In the conversational AI market, Botsquad has set a high benchmark for performance and usability, and is the perfect fit for our buy-and-build strategy to become market leader in unified communications in Europe. While highly sophisticated, Botsquad's technology is simple and affordable to implement, and delivers a better user experience than its competitors, as well as being the foundation for the wider potential that voice-AI presents."

Founded in 2017, the Botsquad team brings 20 years of experience in conversational AI for chat, voice and apps. Botsquad's state-of-the-art technology provides a solid foundation for conversational applications from smart IVRs to chat-based customer service. Prior to the acquisition, Botsquad and Enreach already worked together to deliver conversational AI to a joint customer.

Anne Bakker, Co-Founder of Botsquad adds: "This acquisition means we are able to work with Enreach to unlock considerable market potential across the whole of Europe, benefitting both existing and new customers within the group. The combination of our advanced conversational AI platform and the go-to-market power of Enreach is a winning combination."

Voice and more

Enreach will integrate Botsquad's chat technology into its existing cloud PBX and cloud contact centre products, instantly giving customers easy access to advanced, flexible chatbot options. As a next step, the Botsquad and Enreach development teams will collaborate on additional voice-AI capabilities that will create further opportunities for Enreach partners and customers. For instance, traditional digit-based IVR systems can be upgraded so that customers can have far more realistic and flexible conversations, rather than pressing numbers, or being restricted to limited voice response options. Other examples of conversational voice AI benefits include: better after-agent quality surveys, intelligent voicemail and auto-attendance, and voice-based booking solutions. Integration of advanced conversational AI across the Enreach portfolio will also open up wider opportunities in vertical markets, such as healthcare, retail, transportation and travel.

About Botsquad

Conversational AI is the next step for companies to communicate with tomorrow's customers. Enabling customers to engage anytime and everywhere, without delays, in the most convenient way possible, translating user dialogs into real actions. This is why Botsquad is dedicated to creating the best conversational experiences for customers. Its mission is to bring companies and their customers closer together to get more value out of their customer relations. The company contributes to that mission by providing the best possible platform for building and hosting next generation chatbots: Conversational Apps. Botsquad was founded in 2017 and is based in Amsterdam, the Netherlands.

For more information about Botsquad, please visit <https://www.botsquad.com/>

About Enreach

Enreach is the parent company of various labels such as Voiceworks, Swyx, Centile, Eazit, ipnordic, M Mobility, Network Telecom, masvoz and HeroBase. Enreach provides collaboration technology and telecoms services via their reselling partners or direct brands that are transformative for SMEs and the people that work with them. All brands contribute to intelligent, integrated IT and communication solutions that ensure optimal communication and workflow between organisations. Enreach's mission is to give businesses access to the best communication and collaboration tools with an easy, user-centric interface built around their specific needs and systems. The group's products put powerful features in reach of every business, no matter the industry or size, so their employees can focus on getting amazing things done. Enreach is active in the core markets Germany, the Netherlands, Denmark, UK, Spain and France with activities in 25 countries and more than 900 employees.

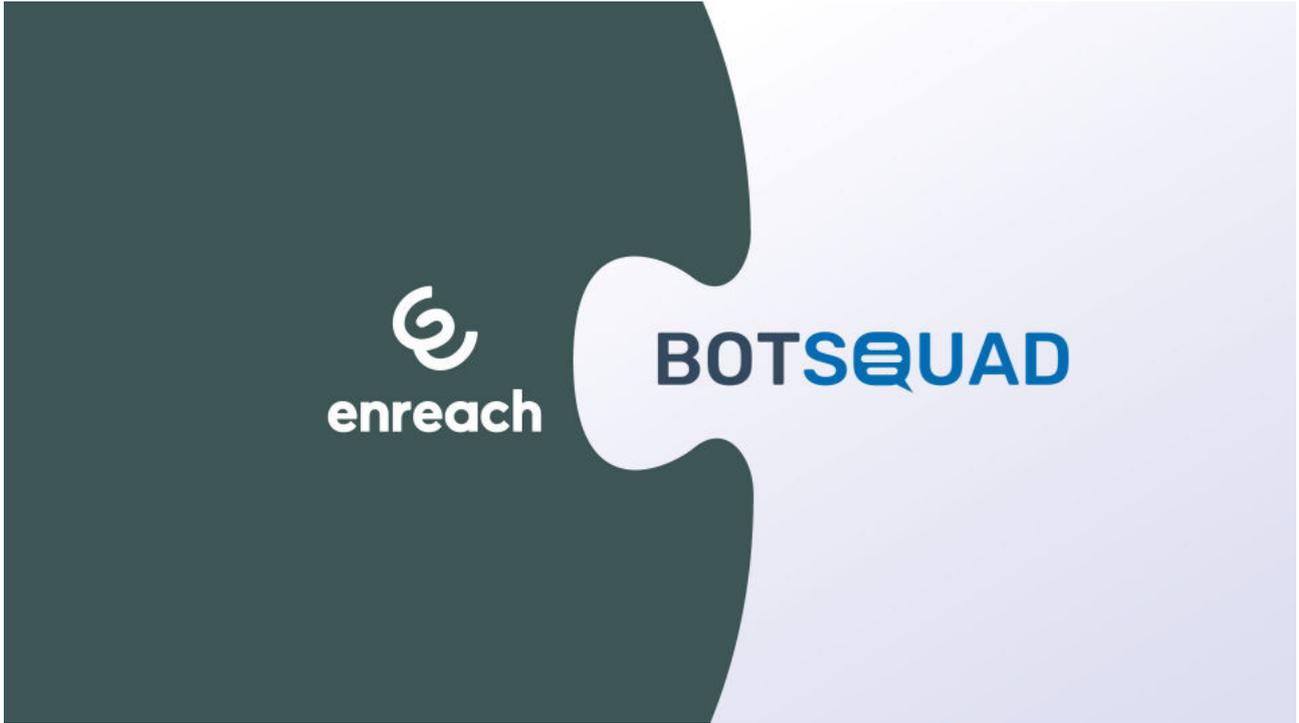
For more information about Enreach, please visit: <https://www.enreach.com/>

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Anne Bakker, Co-Founder of Botsquad