

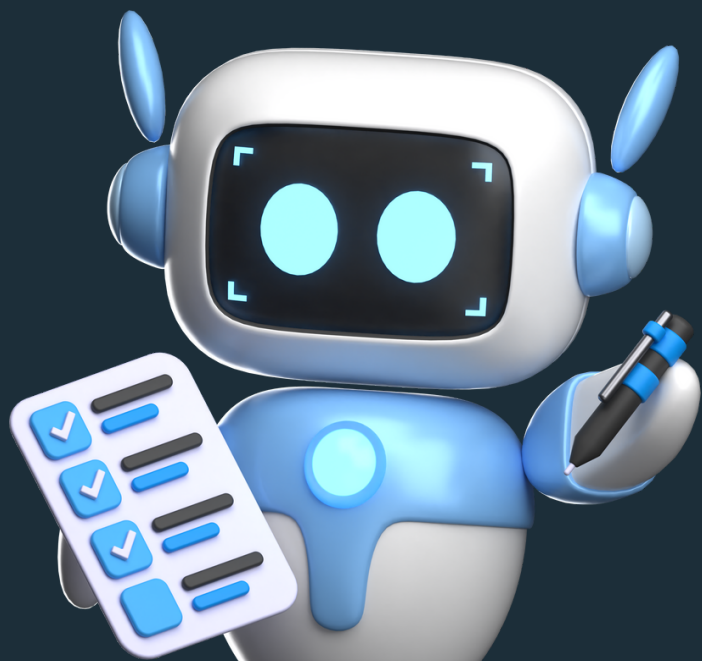
C@TU



AURA is an AI-powered virtual agent platform designed to transform the way organisations handle customer interactions across voice, email, messaging, and chat. Built on advanced native Speech AI models and natural language understanding, AURA provides a scalable, always-available workforce that reduces operational costs, improves customer experience, and drives efficiency.

AURA empowers businesses—especially small and medium-sized (SMBs)—to deploy always-on Voice AI Agents that handle customer interactions with intelligence and efficiency. These agents are built using cutting-edge speech-to-speech AI, enabling them to understand and respond conversationally in up to 15 languages, available 24/7, 365 days a year.

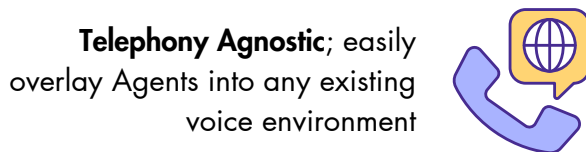
Unlike traditional IVR systems or chatbots, AURA agents deliver natural, human-like communication across phone lines, websites, emails, and messaging platforms, dramatically reducing the need for additional headcount while enhancing customer engagement.



10 Key Capabilities



Omnichannel; Handle customer interactions across voice, chat, email and messaging platforms

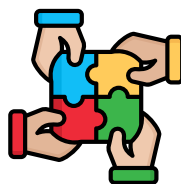


Telephony Agnostic; easily overlay Agents into any existing voice environment



Speech to Speech AI; Unlike competitors, AURA uses the latest S2S AI models to deliver truly natural language voice

Self-Service, Simplicity; easily provision and configure Agents in real time through a simple UI



Seamless Integrations; empower Agents with access to Email, Calendar, CRMs, etc.

Knowledgebases; provides Agents with use case specific knowledge to handle interactions



24-7-365; always available to deliver consistent experiences around the clock with no traditional staffing overheads

Analytics & Insights; monitor agent performance in order to optimise outcomes



WebRTC and PSTN/SIP; enable voice from within the browser, or via traditional telephony

White-label UI; enables partners to extend their own Branding and Colours onto the product





Enabling a wide variety of use cases

Never Miss a Lead

Missed calls mean missed opportunities — whether it's out of hours or when your team is too busy to answer. With AURA's AI Agents, every call is captured, every lead qualified, and no opportunity is ever lost.

Scheduling can eat up valuable time, with agents stuck booking or changing appointments. AURA links to your calendar so customers can manage it instantly by voice or chat — saving effort for everyone.

Seamless Appointment Bookings

1st Line Customer Service

Repetitive queries consume valuable agent time. AURA takes care of FAQs, account checks, and order tracking, so your team can focus on complex conversations while customers get faster answers.

Customers expect 24/7 service, but round-the-clock staffing is expensive. AURA acts as your always-on frontline, resolving common issues and escalating urgent ones — ensuring consistent support and peace of mind.

After Hours Support

Virtual Receptionist Service

Missed calls can mean lost business. AURA's virtual receptionist answers every call, captures details, and routes enquiries to the right place — giving customers a professional first impression, anytime they get in touch.

AURA can proactively reach out with reminders, updates, and payment prompts — reducing no-shows, missed deliveries, and late payments, while keeping customers engaged.

Proactive Outbound Notifications



Case Study 1 - Enhancing Performance with Voice AI

Background

A mid-sized services company has outsourced its customer contact centre operations. Their customer support team handles thousands of calls per week, covering common queries, complaints, and account management. Despite outsourcing, the company still faces challenges in meeting SLAs and maintaining customer satisfaction. Their systems include a CRM and a ticketing platform that agents are expected to update during and after calls.

Key challenges include:

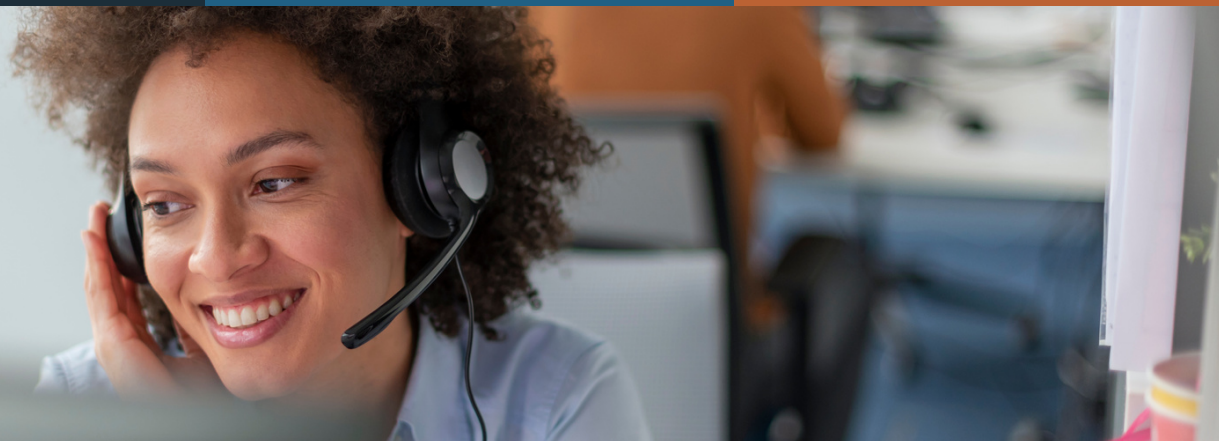
- **Low Resolution Rate:** Many queries require multiple touchpoints before being resolved, frustrating customers and increasing support costs.
- **Talent Retention Issues:** High staff turnover at the outsourced centre leads to a revolving door of new agents, impacting service consistency.
- **Operational Inefficiencies:** Time is wasted training agents to navigate between multiple systems, logging tickets, and updating CRM records manually.

By deploying a Voice AI solution, the company introduces virtual agents that can:

- **Automate First-Level Support:** Handle common queries instantly, such as account updates, order status, and simple troubleshooting, reducing call volume for human agents.
- **Improve Resolution Rate:** The AI integrates directly with the CRM and ticketing system, allowing it to resolve a high percentage of issues without human intervention.
- **Enhance Agent Productivity:** For calls that require escalation, the AI collects and pre-fills relevant data into the CRM/ticketing system before handing over to a human, allowing agents to focus on solving the issue rather than administrative tasks.
- **Reduce Costs:** By lowering the need for repeated training and reducing average call handling time, the company decreases outsourcing expenses and operational overhead.

Impact: Customers experience faster resolutions, the company reduces costs tied to agent onboarding, training and attrition, and service quality improves through consistent AI-powered support integrated with existing business systems

The Solution



Case Study 2 - Customer Support with Voice AI

Background

A fast-growing SaaS company is expanding into new international markets. Their customer base is spreading across North America, Europe, and Asia, meaning inquiries now arrive around the clock. The company has invested in a core support team but is struggling to keep up with demand as it grows into multiple time zones.

Key challenges include:

- **Coverage Across Time Zones:** Maintaining extended opening hours to cover global customers requires larger teams or multiple shifts, driving up costs and creating operational strain.
- **High Operational Costs:** Expanding human teams globally drives significant overhead in salaries, training, and management.
- **Scalability Issues:** As the customer base expands, call and inquiry volumes increase faster than the company can hire and train new agents.

By adopting Voice AI, the company ensures 24/7, scalable customer support without relying on large, globally dispersed teams. AURA's virtual agents integrate with the CRM and ticketing platform, handling routine inquiries, logging cases, escalating urgent issues when needed. Customers get instant responses to common questions, no matter the time zone.

- **Always-on coverage:** Customers receive consistent support around the clock, improving satisfaction and loyalty.
- **Lower costs:** The business avoids the expense of building out international support teams, reducing overhead and recruitment pressures.
- **Scalable growth:** As new markets open, AURA scales instantly to meet rising inquiry volumes without the delays of hiring and training.
- **Improved efficiency:** Human agents focus on complex, high-value conversations while AI handles repetitive queries.
- **Consistent service quality:** Response times are faster and more reliable, ensuring a seamless experience for customers worldwide.

The Solution

Designed and Built for Partners

AURA has been purpose-built with the channel in mind. Our solution is fully white-labelled, giving partners the ability to extend their own brand identity while delivering cutting-edge AI capabilities to their customers. With flexible commercial models, easy deployment, and minimal support overhead, AURA represents a powerful addition to any partner's portfolio.

Why Partners Choose AURA

- **White-labelled branding** – extend your own look and feel to the solution.
- **No partner onboarding fees** and no customer setup charges.
- **Simple, usage-based pricing model** – only pay for what customers use.
- **No spend or term commitments** – flexibility for partners and customers.
- Upsell opportunities to **drive increased MRR, margin**, and customer loyalty.
- **Sales, presales, and marketing support** to help accelerate success.
- A **future-proof** addition to your portfolio, aligned with **growing AI demand**.

Your Customers Benefit Too

- Faster, more consistent service through 24/7 AI availability.
- Lower operational costs and increased efficiency.
- Improved customer and employee experiences across all touchpoints.
- Seamless integrations with CRMs, ITSM platforms, and business tools.
- Access to innovation without vendor lock-in or heavy investment.

By partnering with COTU, resellers gain access to a solution that delivers immediate customer value, while also strengthening their long-term strategic positioning in a competitive marketplace. AURA isn't just another tool—it's an opportunity for partners to lead with AI-driven transformation.

