

About Deskfactors Inc., & BlueSecures.ai

Deskfactors Inc is one of the fastest growing AI led - B2B SaaS marketing, support and engagement product & platform company especially for the Healthcare segment. The company is head-quartered in NC, US. Deskfactors Technologies Pvt Ltd. is the India arm focused on product development, customer delivery (pre-sales, implementation, support and professional services). The integrated productized solutions are predominantly offered to SMB, Mid-market & Enterprise companies in the US, India, Asia Pac and Middle East across industry verticals.

With **BlueSecures.ai** (product) – Customers can acquire, support & engage their network of customers, patients, partners, suppliers and such others - with secure messaging, campaign tools, AI chatbots & payments platform. The product is available on Android, iOS & BlueWeb (Desktop browser) and is ISO 27001 certified and HIPAA compliant.

Offerings & outcomes for the businesses are –

1. Campaign & broadcasting tool – Engage with external stake holders.
2. Customized AI chatbots – offer e.com based sales, support & engagement.
3. HIPAA compliant Secure Messaging - customer engagement, sales & support.
4. Integrated Payments – Reduces cashflow cycles, increase sales and revenues.
5. Data security - customer data & business data.

Differentiators -

1. Self-service campaign tool to engage with external stake holders.
2. Automated chatbots integrated with website engage customers with buy & purchase options.
3. Single window desktop-based dashboard, for all incoming SMS / Text messages.
4. Employees can message each other on Blue & with customers on SMS/Text.
5. Keep an audit trail of all the transactions.
6. When any employee exits, data on the mobile device is erased.
7. Company / business owns the business data of all transactions.