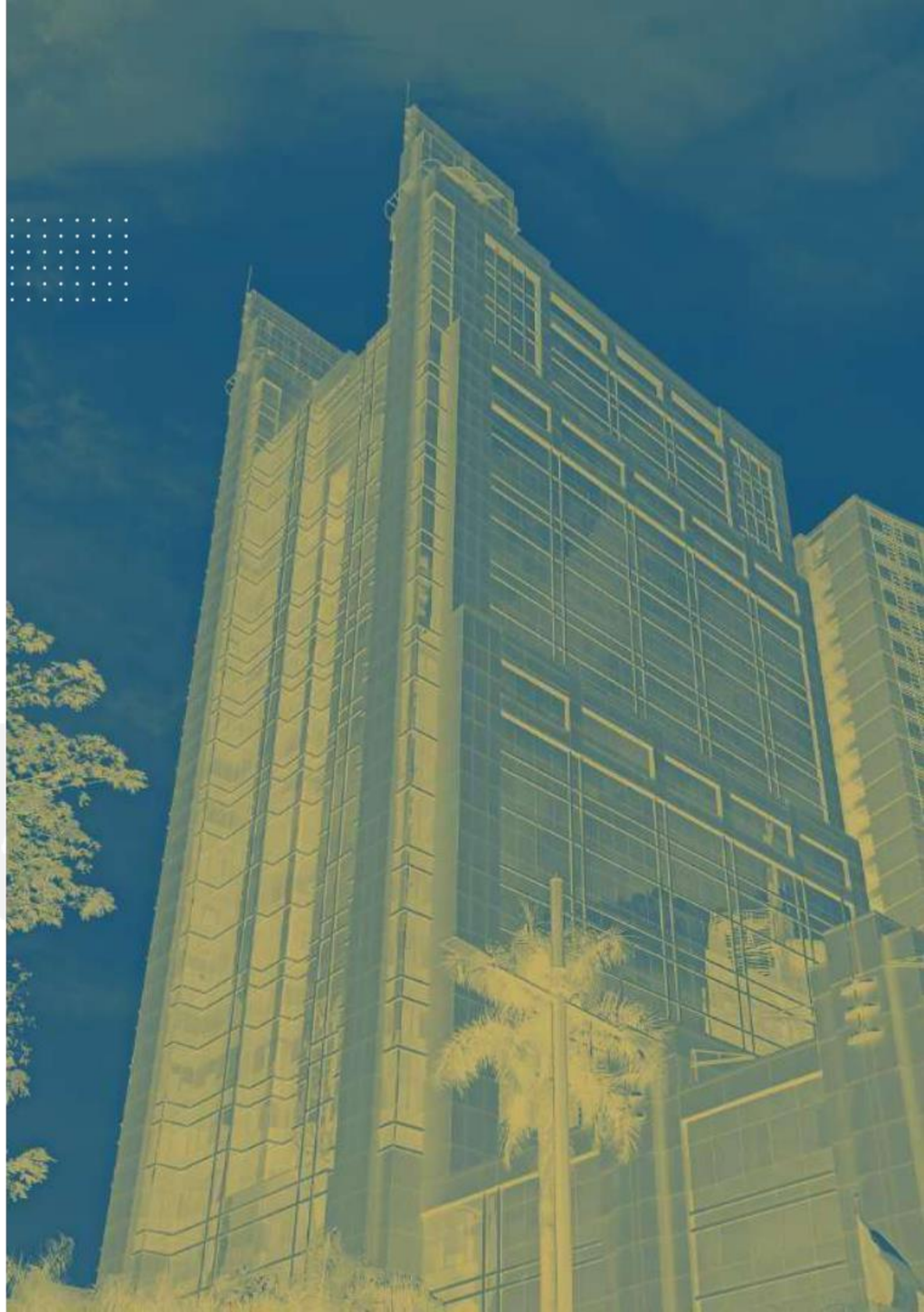
KALAPA TECHNOLOGY

Understand Interaction Reveal Hidden Value

Presented by **KALAPA TECHNOLOGY**



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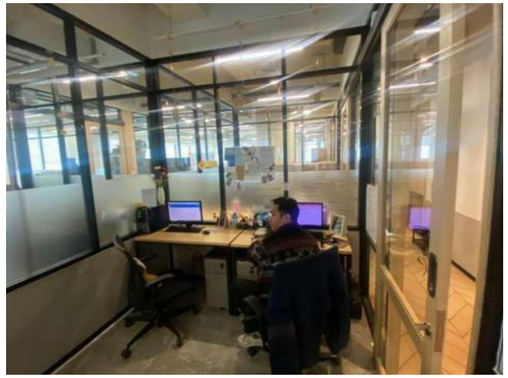
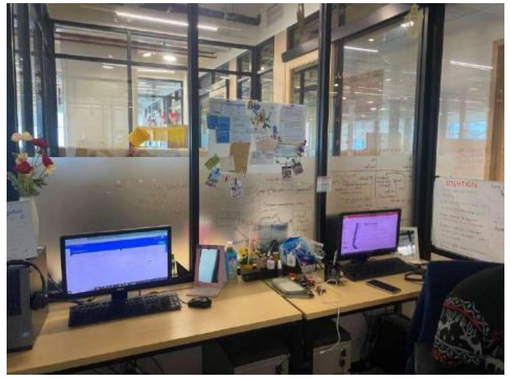
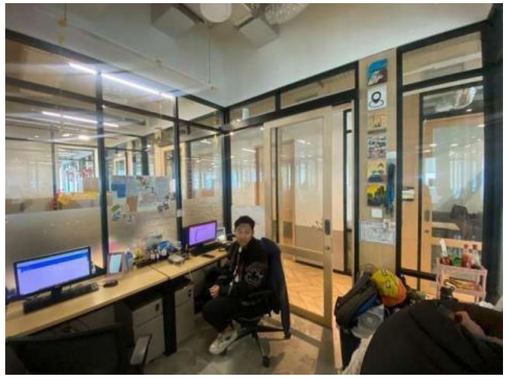
The Solution & Collaboration Partner

About Kalapa Technology



Head Office :
Jalan Mega Kuningan Barat III, Lot 10.1-6, Mega Kuningan, Jakarta Selatan, 12950

Representative Office :
Jl. Kabupaten No. 303, Nusupan, Trihanggo, Kec. Gamping, Kabupaten Sleman, Yogyakarta 55291

History in Brief

Founded in 2016, we provide excellent service to our customers, no matter how big or small their business is. We listen to what client need and are committed to offering the best solutions. We're not just about technology; we're also about understanding and supporting the growth of our client business.

We believe in creativity, innovation, and continually improving the skills of our team to ensure the best experience for our client.

VISION

To become a leading service company in Indonesia by leveraging technological advancements as the main support for the development of all aspects

MISSION

Providing **excellent**, **easy**, and **fast services** through standardized processes with the goal of achieving customer and client satisfaction.

CDCP Certified Data Center Professional

ITIL Foundation V3

CISCO

ISO 9001:2015

International Organization for Standardization ISO 27001

REGISTERED ISO 9001:2008 QUALITY MANAGEMENT SYSTEM

copc

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CLIENT REFERENCES



OUR SERVICE

Contact Center

Full Managed Service
Contact Center

System & Technology

Inbound & Outbound System
Whatsapp Business API
Whatsapp Chatbot
Voice AI & Chat AI
Kalista Pulse

Manpower

- Recruiting
- Training
- Contract & Operation
- End to End Managed Manpower

Digital Marketing

- Website Development
- Search Engine Optimization (SEO)
- Search Engine Management (SEM)
- Social Media Management
- Social Media Advertising

QAlista
Interaction Intelligence



WhatsApp Chatbot



WhatsApp Business API



Voice AI & Chat AI



Inbound & Outbound Contact Center



Kalista Pulse

www.kalapatec.id

OUR STRENGTHS

We combine people, process, and technology to deliver solutions that create impact and long-term value for our clients.



EXPERIENCED TEAM

A team of professionals with strong expertise, industry knowledge, and hands-on experience in delivering successful solutions.



TECHNOLOGY DRIVEN

We leverage modern technology and data-driven approaches to build intelligent, scalable, and efficient solutions.



CUSTOMER EXPERIENCE

We are committed to delivering excellent customer experiences through quality service, responsiveness, and continuous improvement.



SCALABLE OPERATION

Our operational capabilities allow us to scale flexibly and efficiently—supporting small projects to enterprise-level operations.



LONG-TERM PARTNERSHIP

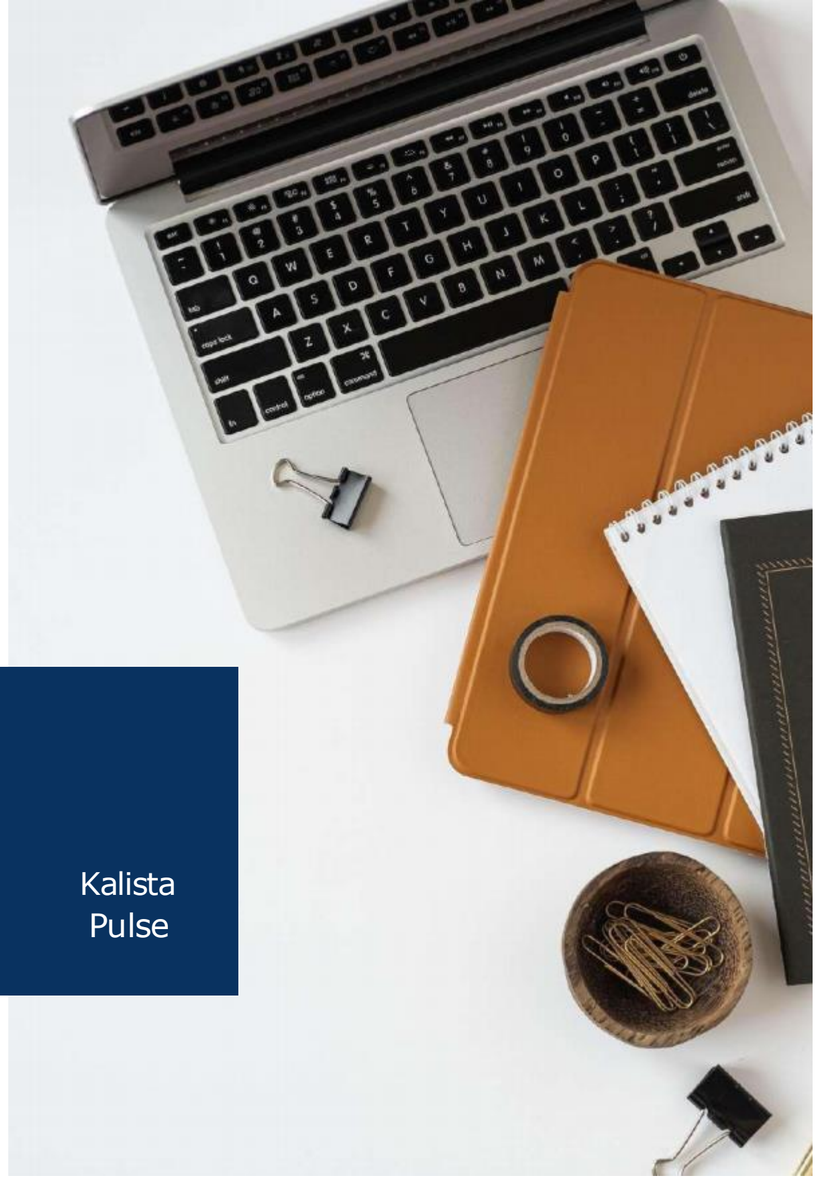
We believe in building long-term relationships based on trust, integrity, transparency, and consistent performance.



CONTINUOUS INNOVATION

We continuously explore new ideas and innovative solutions to help our clients stay ahead and achieve their business goals.

SYSTEM & TECHNOLOGY



CRM & Telephony WhatsApp System

Verified Business API

Voice AI

WhatsApp Chatbot

Kalista Pulse

SYSTEM & TECHNOLOGY

INBOUND&OUTBOUND



Handles both inbound and outbound contact center operations with a focus on efficiency and customer satisfaction. Our team manages customer inquiries, promotions, surveys, and sales follow-ups through a structured and data-driven approach. Supported by a customizable dashboard and detailed reporting system, it also serves as a CRM platform to optimize performance and enhance client engagement.

SYSTEM & TECHNOLOGY

WHATSAPP BUSINESS API



WhatsApp Business Verification is the process of getting the green verified badge on your WhatsApp Business account. This badge shows that your business is officially verified by WhatsApp, helping build trust and credibility with customers by assuring them they're chatting with a legitimate brand.

SYSTEM & TECHNOLOGY

WHATSAPP CHATBOT



The WhatsApp bot is a feature of the WhatsApp Business API that usesAIto respond to messages 24/7. It automates customer interactions by answering FAQs, guiding users, handling tasks like bookings or order checks, and escalating to a live agent when needed. By operating around the clock, it helps improve service and efficiency—especially for businesses with high message volumes.

SYSTEM & TECHNOLOGY

VOICE AI&CHAT AI



Voice AI is an AI-powered tool that can make automated phone calls to deliver voice messages. It can speak clearly, mention specific details like names or promo amounts, and is ideal for sending out promotional messages, reminders, or announcements—without needing a two-way conversation.

Connect to your chat widget, website, and WhatsApp, Chat AI hold casual or professional conversations, answer questions, provide information, assist with tasks, on a wide range of topics. Its goal is to make interacting with technology as simple and human-like as possible.

SYSTEM & TECHNOLOGY

KALISTA PULSE



KALISTA PULSE assists businesses in sending automated bulk messages to customers through a single dashboard.

01

MANPOWER SUPPLY

Profesional Workforce Solutions

OFFICE SUPPORT

- Office Boy
- Office Girl
- Receptionist
- Messenger
- Pantry Staff
- Admin Support

MANUFACTURING

- Operator Produksi
- Warehouse Staff
- Packing Staff
- QC Inspector
- Forklift Operator
- Helper Produksi

PROFESSIONAL STAFF

- Customer Service
- Telemarketing
- Sales
- Finance
- HR
- IT Support

FAST RECRUITMENT | **REPLACEMENT GUARANTEE** | **PAYROLL MANAGEMENT** | **BPJS ADMINISTRATION** | **NATIONWIDE COVERAGE**

02 HEAD HUNTING

Finding The Right Talent For Your Business



MANAGEMENT

- General Manager
- Senior Manager
- Operation Manager
- HR Manager
- Sales Mager
- Plant Manager

SPECIALIST

- Software Engineer
- Network Engineer
- Business Analyst
- AI Engineer
- Project Manager
- Legal
- Finance
- Procurement

REQUREMENT DISCUSSION | **TALENT MAPPING** | **EXECUTE SEARCH** | **ASSESEMENT AND INTERVIEW** | **HIRING AND ON BOARDING**

03

OUTSOURCING
CLEANING SERVICE

Professional Cleaning Solutions



1 DAILY CLEANING

- ❑ Office Area
- ❑ Meeting Room
- ❑ Toilet
- ❑ Pantry
- ❑ Reception
- ❑ Lobby
- ❑ Corridor

2 GENERAL CLEANING

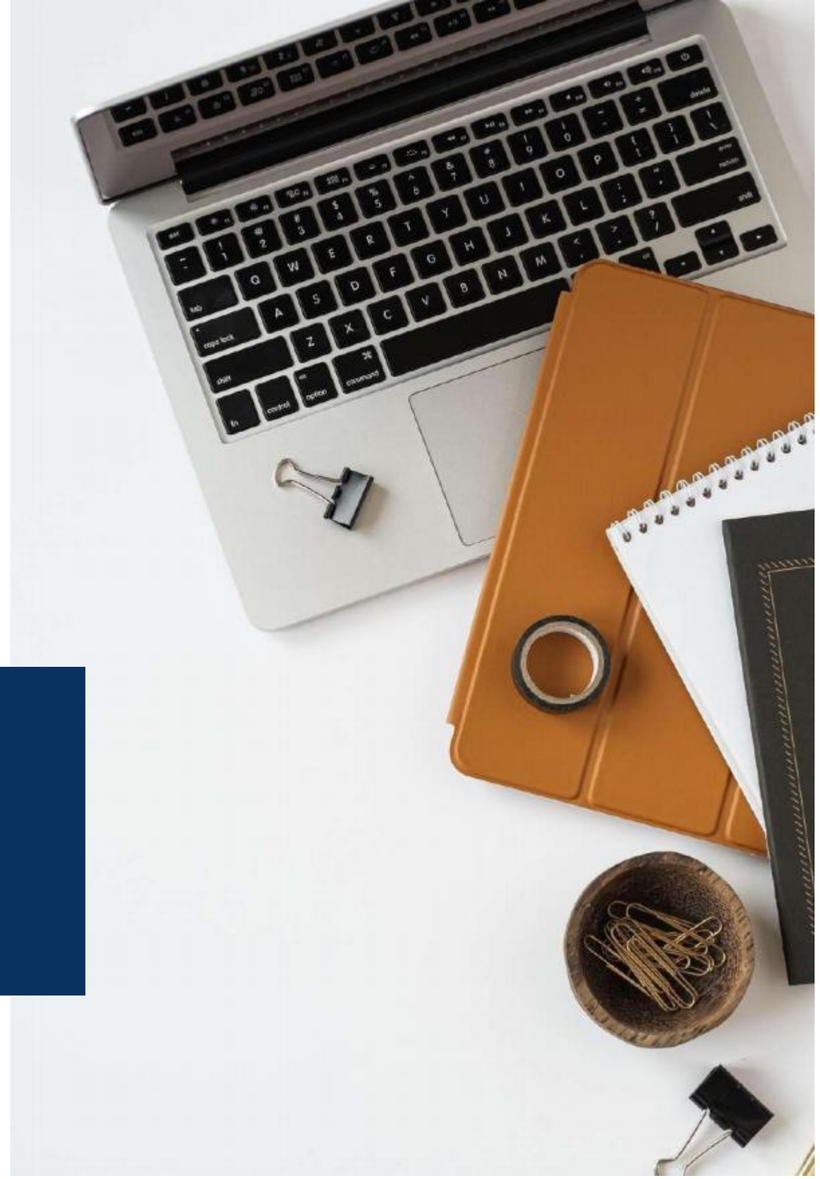
- ❑ Carpet Cleaning
- ❑ Sofa Cleaning
- ❑ Glass Cleaning
- ❑ Deep Cleaning
- ❑ High Dusting
- ❑ Floor Polishing
- ❑ Toilet Treatment

3 PANTRY SERVICES

- ❑ Beverage Preparation
- ❑ Pantry Stock
- ❑ Meeting Refreshment

TRAINED PERSONAL | **SOP BASED** | **SITE SUPERVISIOR** | **ATTENDING MONITORING AND MONTHLY REPORT** | **QUALITY INSPECITON AND REPLACEMENT**

MANPOWER SUPPLY



Recruitment Process

Operation Process

End-to-End Operation Process

MANPOWER SUPPLY

RECRUITMENT PROCESS



COLLECTING CV

within 2 days

SCREENING CV & CANDIDATE

within 5 days

REPLACEMENT

within 3 days

MANPOWER SUPPLY

OPERATION PROCESS



PROFILING CANDIDATE

JOURNEY PROCESS

DEVELOPMENT PROGRAM

ACHIEVING GOALS

MANPOWER SUPPLY

END-TO-END OPERATION PROCESS



HIRE

- Recruiting
- Screening
- Skill Validation
- Background Check
- Benefit Enrollment

DEVELOP

- Increase Productivity
- Employee Handbooks
- Workshop
- Training
- Coaching

RETAIN

- Empowering Employee
- Increase Loyalty
- Appraisal

MANAGE

- Online Presence
- Custom Reporting
- Manage Result
- Reporting

RETIRE

- Manage & Ensure Activities
- Transfers & Layoffs
- Investment Planning
- Exit/Clearance

ACHIEVING GOALS

- Ensure SLLA beyond the target
- Ensure Productivity beyond the target
- Ensure Attrition Below 5%

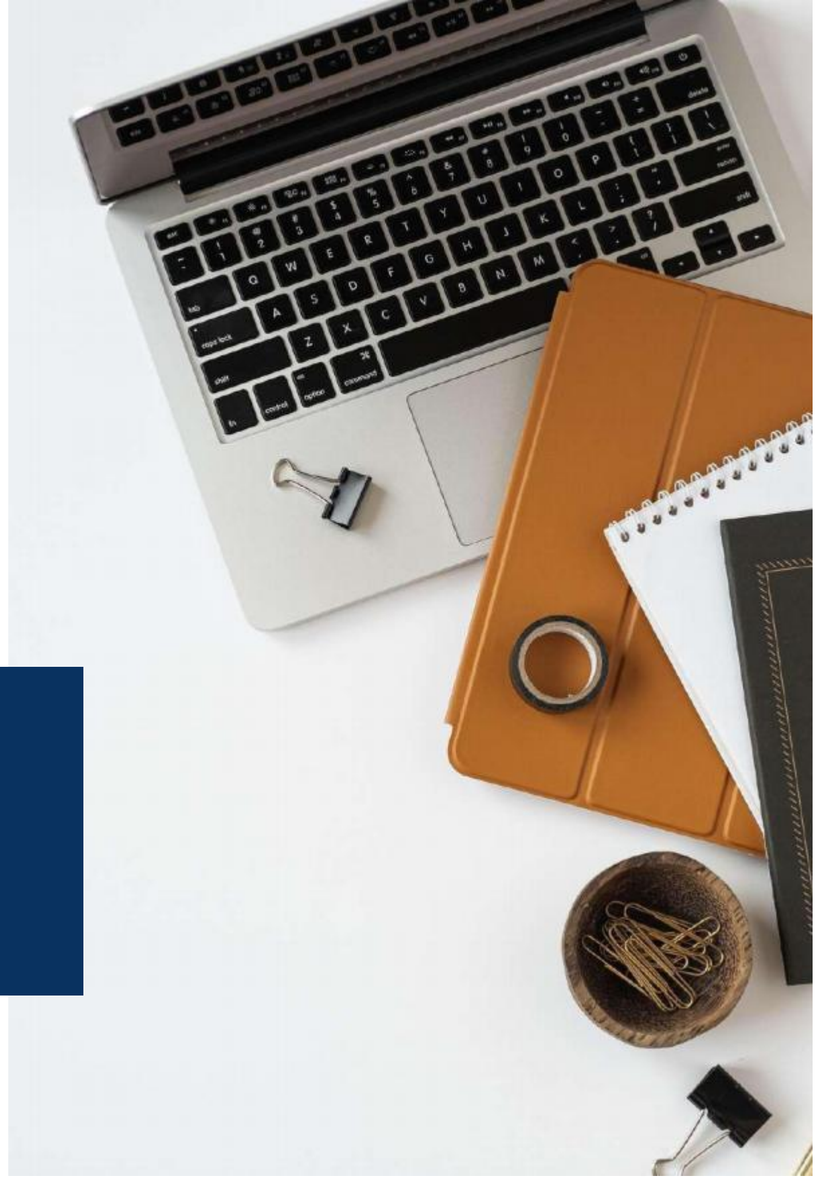
OUR PREMISES



Jakarta



Yogyakarta



PREMISE &FACILITIES

Premises

- Work station
- Cubical
- Office maintenance
- Office facilities
- Parking space

Office Supply

- Finger print
- Locker
- Drinking water
- Security
- Cleaning service
- CCTV
- AC
- Fire extinguisher
- Air purifier

Room Facilities

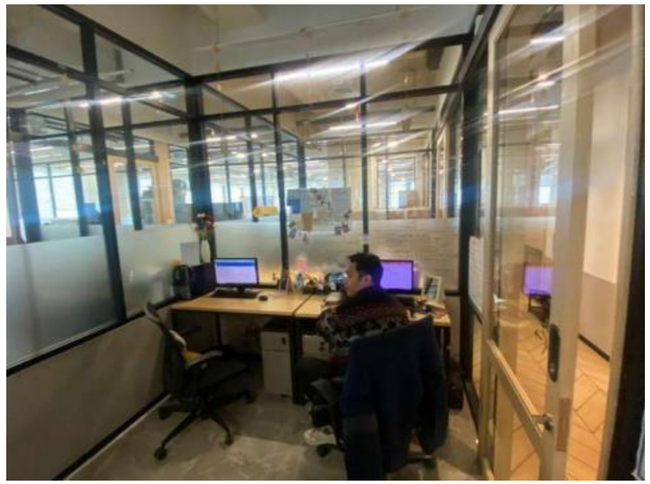
- Manager & SPV room
- Team leader room
- Meeting room
- Praying room
- Pantry
- Nursery room

Facilities

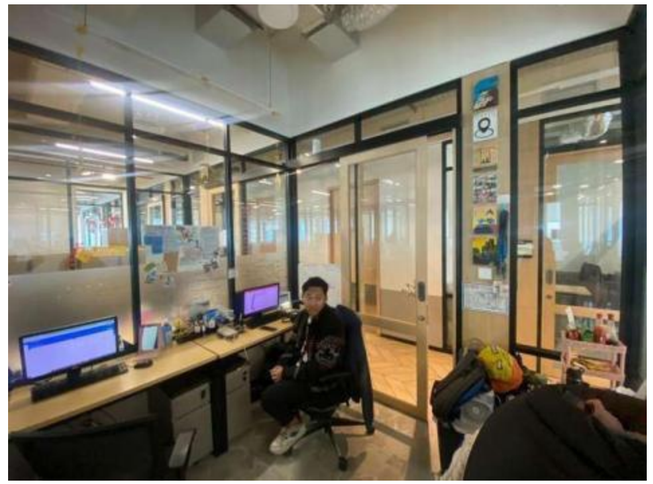
- Internet connection
- Networking
- Electricity



OUR PREMISE (JAKARTA)







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Jakarta Selatan, 12950

OUR PREMISE (YOGYAKARTA)









Jl. Kabupaten No. 303, Nusupan, Trihanggo, Kec. Gamping, KabupatenSleman, DaerahIstimewa Yogyakarta 55291

DIGITAL MARKETING



Website Development	SEO	SEM	Social Media Management	Social Media Ads

	**Website Development**	Professional, responsive websites that build trust and reach customers anytime, anywhere.
	**SEO**	Improve search rankings and increase organic traffic with effective optimization strategies.
	**SEM**	Paid campaigns on search engines that reach the right audience and deliver measurable ROI.
	**Social Media Management**	Strengthen your brand through consistent, engaging, and creative social media content.
	**Social Media Ads**	Data-driven ad campaigns on Facebook, Instagram, and Google to boost awareness, leads, and sales. (Meta & Google Ads)

Understand Interaction Reveal Hidden Value

QAlista

Interaction Intelligence

Generative AI-Powered **Interaction Intelligence** to extract every implicit intention of information and produce high quality business insights.



Did You Know? Enterprises Produce Enormous Customer Interaction

We run comprehensive researches to understand the estimated **number of Recorded Customer Interaction** in across the globe.

Est. 145.6 Billions

Interaction annually

Every Second	**~4,618 interactions** Occur across all channel (Voice & Text)
Every Minute	**~277,083 interactions** happen across Voice & Digital Channel
Every Day	**398,999,895 interactions** occurred with Enterprises

[1] https://goldenratio.id/index.php/grmapb/article/view/870
[2] https://www.mordorintelligence.com/industry-reports/asia-pacific-speech-analytics-market-industry
[3] https://www.uniphore.com/press-releases/57-companies-in-southeast-asia-reveal-speech-analytics-helps-discover-root-cause-of-customer-experience-failures/

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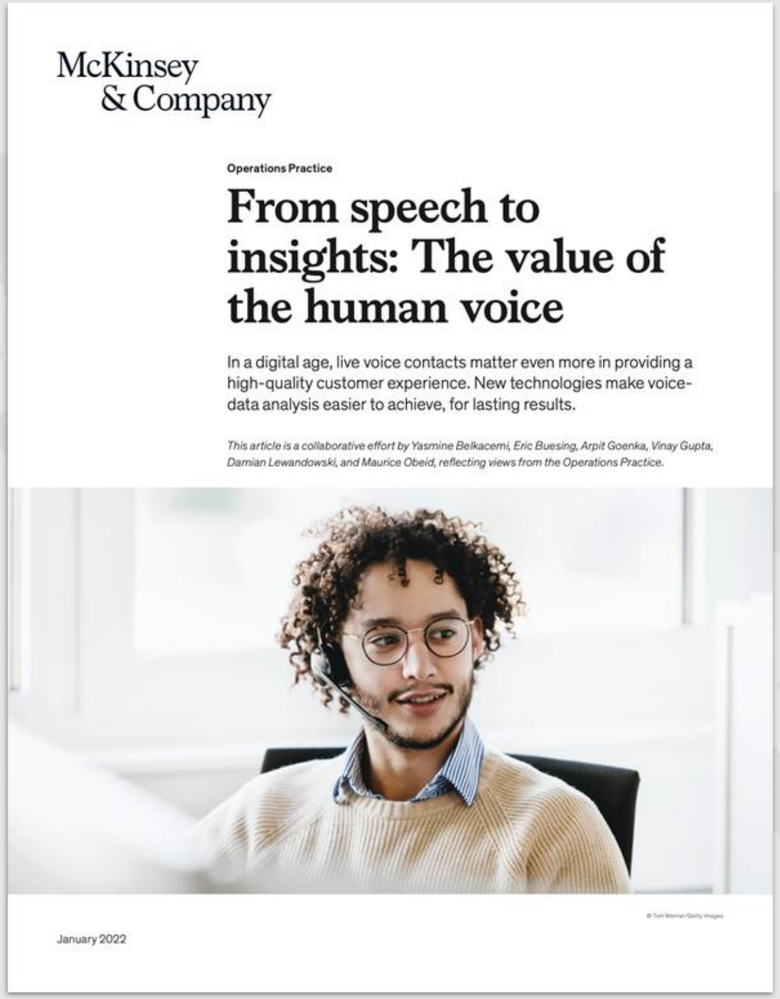
Interestingly, Customer Interactions Contain "**Signals**"

Leveraging **Behavioral Science** as modern approach to **capture these signals** and **increase business performance**





Sales/ Marketing Signals

- Buying
- Deal Acceleration
- Cross Sell/Upsell
- Competitive Displacement
- Deal Stagnation
- Resell/Renewal



Desk Collection Signals

- Payment Commitment
- High-Risk Default
- Financial Hardship
- Negotiation Readiness



Customer Support Signals

- High Churn Risk
- Coaching Urge
- Escalation Need
- Net Promoter Driver

Source: https://www.mckinsey.com/capabilities/operations/our-insights/from-speech-to-insights-the-value-of-the-human-voice

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Problems Occured. More Than 95% of Interaction Remain **Unanalyzed**

Industry standards require **~5%** Interaction Analysis Coverage. Global Enterprise Operation average at **0,4%**, exposing them to unknown violations, potential revenue leakage and hidden negative feedback.

Human Limitation

~10-15 Minutes

Time required to analyze single Interaction with 5-10 minutes duration.

~40-60

Interaction analysis coverage per day per single Human.

~US$4-8

Cost Per Analysis per Customer Interaction conducted by Human

Inconsistent Performance

Delayed Detection

Human Analyst operates on weekly/monthly review cycles, not real-time monitoring

Inconsistent Analysis

Human Analyst apply compliance rules subjectively, with inter-rater reliability issues

Sampling Bias

Random sampling may miss systematic compliance violations occurring in the unsampled 95%.

Output Leakage

Missed Opportunity

Average enterprise misses IDR 5,000,000,000 Monthly in identifiable upsell revenue

Invisible Churn

Enterprise produces 5x-25x Cost to Acquire versus retaining customer

Hidden Violations

Hidden negative feedback, compliance error and procedure violation remain unknown

Introducing

QAlista

Interaction Intelligence

Next-generation **AI Agent** for

Augmenting **Interaction Analysis**

Capability across Sales/Marketing,

Customer Support or Desk

Collection.

Brands/Enterprises

For Voice

Interaction Intelligence

Thought Leadership

Professional Service & Customer Success

For Text

Interaction Intelligence



Customers

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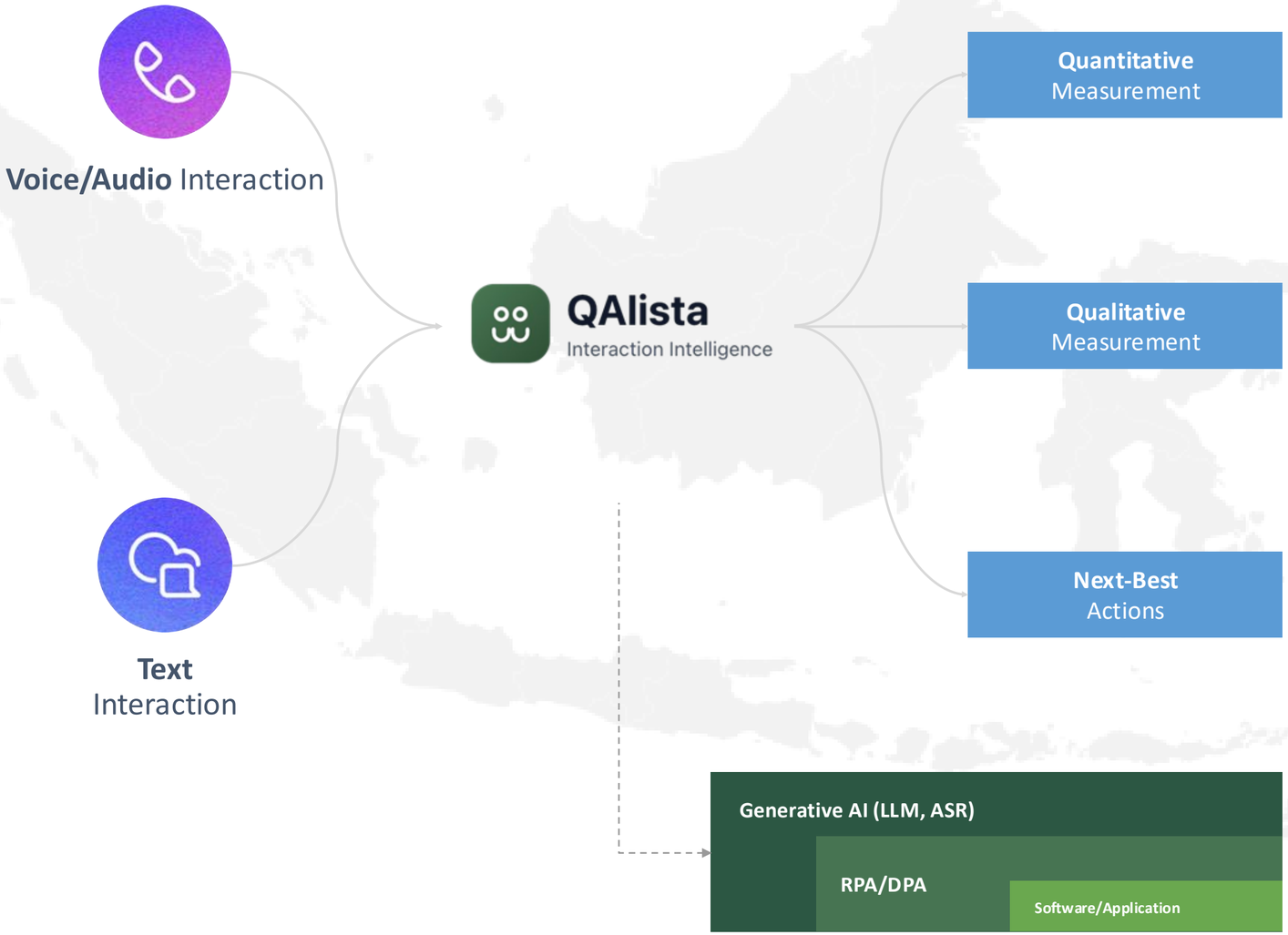
Interaction Intelligence: AI Agent for Scaling Up Customer Understanding Capability

Utilizing **AI Agent Concept** to Provide **Fresh Perspective** on Detecting Customer's Intentions in **Voice & Text** Interaction.



Benefit For Your Business

Speed to Process

Process 10 conversations per minute while humans handle ~20 per workday.

Dynamic Scale

We do up/downscale with minimal hassle as per your needs

Minimal Bias, Max Truth

No measurement drift, leniency bias or burnout. Consistently performing

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Interaction Intelligence: Enable High Value Customer-to-Business Use Cases

Understanding Conversation is **The First Step** Towards **More Beneficial** Use Cases

Industry:

Telecommunication	Automotive	Public Service	Retail/FMCG	Fintech	Hospitality	Banking/Insurance

"Principally, every industry which have verbal or written Conversation as part of important business function will be hugely benefited from this solution."

Domain:



Customer Experience

Use Case:

QA Analysis

Analyzes communication skills, empathy, and performance, delivering instant post-call coaching insights for continuous agent development.

Consumer Intelligence

Aggregates Conversation data to identify product gaps and service issues, driving data-driven development and operational optimization post-Conversation.



Sales & Marketing

Upsell/Cross-sell Signals

Detects expansion opportunities and revenue triggers in real-time, enabling immediate post-call sales optimization and follow-up action.

Cold Lead Assessment

Auto-scores leads on buying signals and budget indicators, optimizing pipeline prioritization and resource deployment after each Conversation.



Desk Collection

Promise-to-Pay Analysis

Analyzes payment commitments and negotiation outcomes to predict recovery rates and optimize future collection strategies.

Recovery Strategy Optimization

Post-Conversation analytics optimize collection strategies through behavioral pattern recognition and response timing intelligence.

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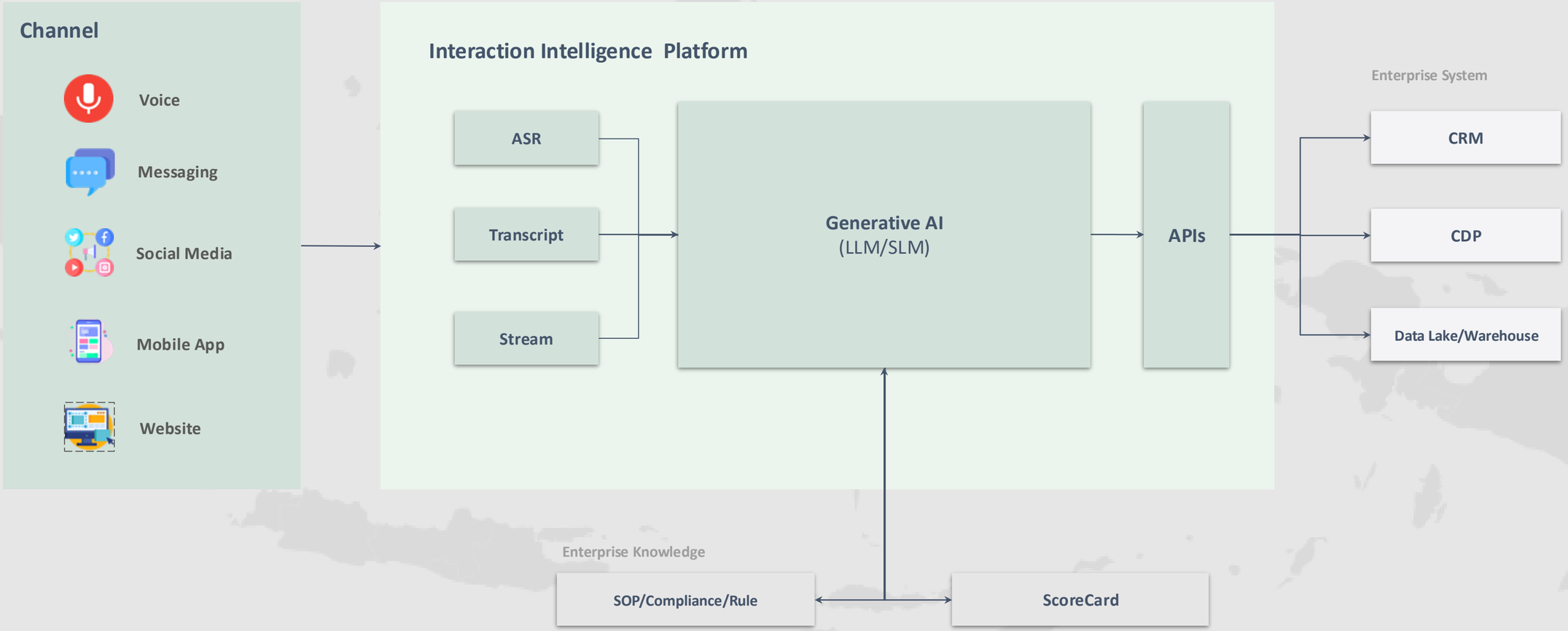
Interaction Intelligence: Integrated Architecture, Promote Modularity.

"Wrapper" Concept with **Modular Architecture**, Enabling Both On-Cloud & On-Premise Installation



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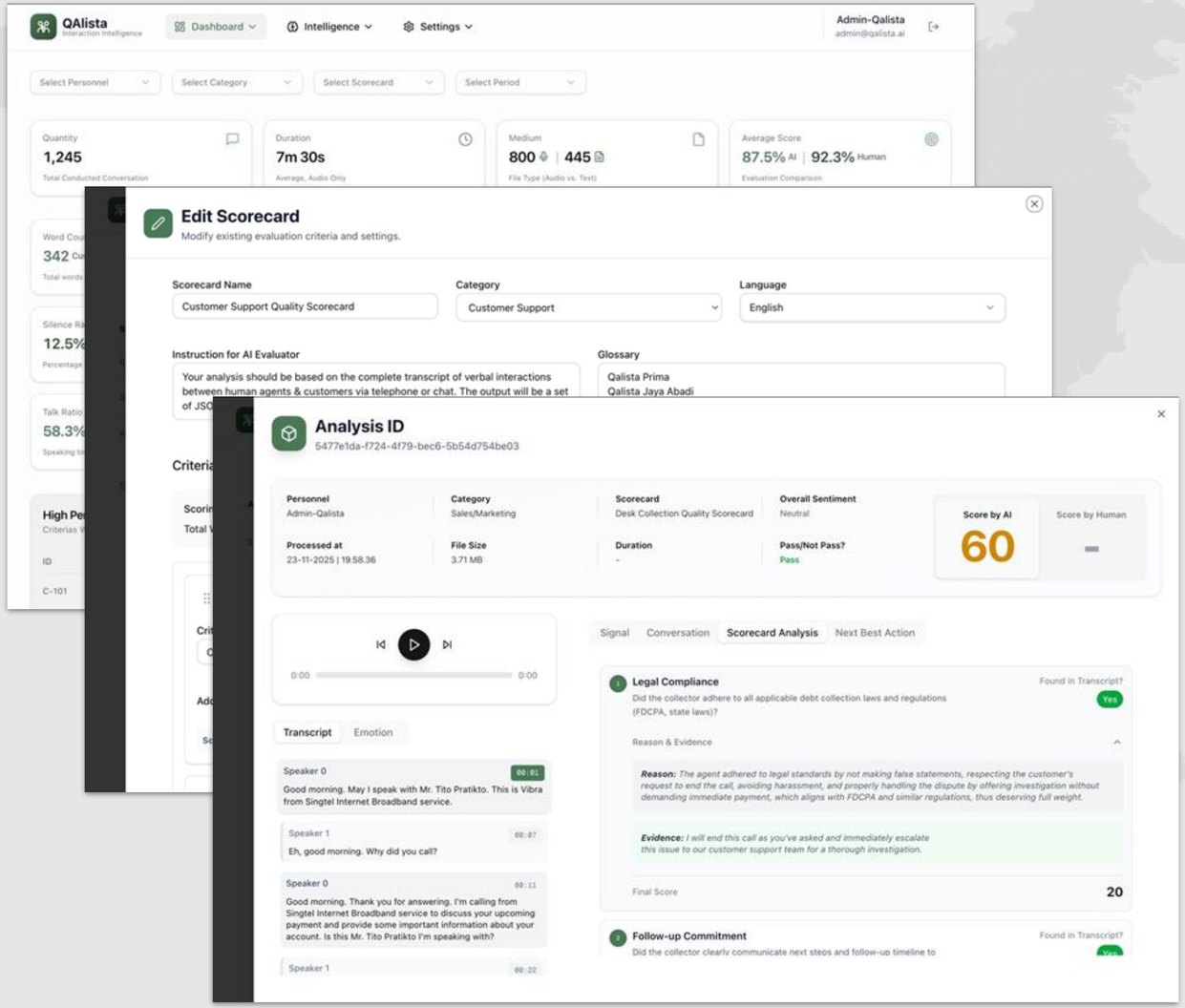
Interaction Intelligence: High-Quality Feature for Comprehensive Insight

Built-in Functional Features to Support All Round Interaction Intelligence Activities.



Feature Highlights

Voice/Text Data Source
Ability to accommodate Voice and Text-based data source.

Dynamic Scorecard
Ability to create and formulate your own Scorecard

Human-in-The-Loop
Involve Human as part of the as checking procedure.

On-Premise Deployment
Let our Platform run in your own server, ensure maximum data security & sovereignty.

Dynamic LLM
Along with our own proprietary fine-tuned or **Bring Your Own**

Next-Based Action
Ability to create your own Scorecard, using our dynamic engine

3rd Party Integration
Built-in integration and API Gateway for seamless interoperability.

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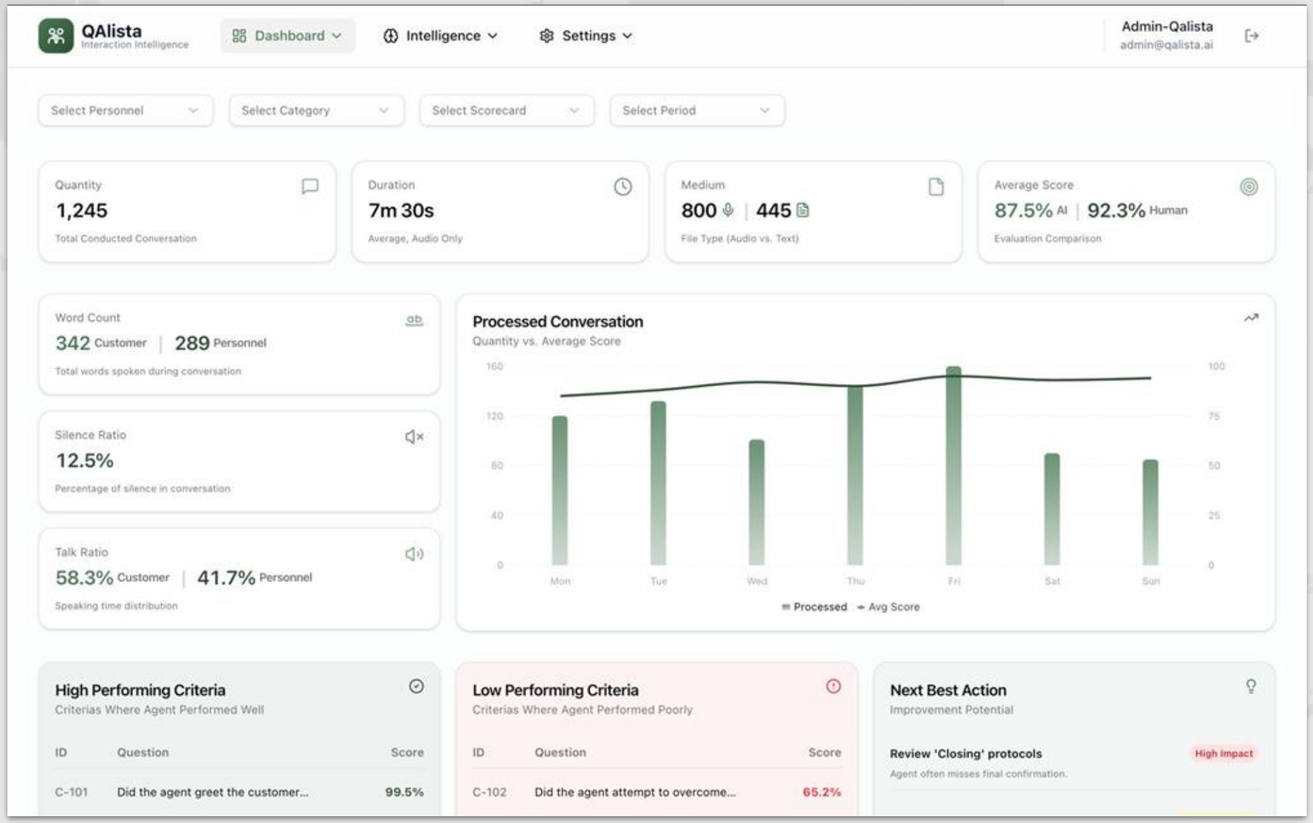
Interaction Intelligence: Less Than 3 Minutes to Retrieve Actionable Insight

Asynchronous, **Quick**, **Less-Effort** Process to Understand What Customers Really Want.



Capture → Transcribe → Analyze → Measure → Act



Key Capabilities

- **Multi-Channel Interaction** across voice, chat, and digital channels with enterprise-grade compliance protocols.
- **ASR with > 89% accuracy** for global languages and near real-time processing capabilities.
- **LLM Powered** sentiment analysis, intent recognition, and compliance monitoring with guaranteed accuracy for business intelligence.
- **Real-time KPI and BI dashboards** delivering actionable insights for operational excellence and revenue optimization.
- **LLM Powered Next-Best Action** for agent coaching, process improvement, and customer handling delivered in seconds

Interaction Intelligence: Adaptability on **Enterprise-Grade** Security Standard

Multi-Layered Security Strategy, Combined with **Operational** & **Compliance** Operating Procedures.





















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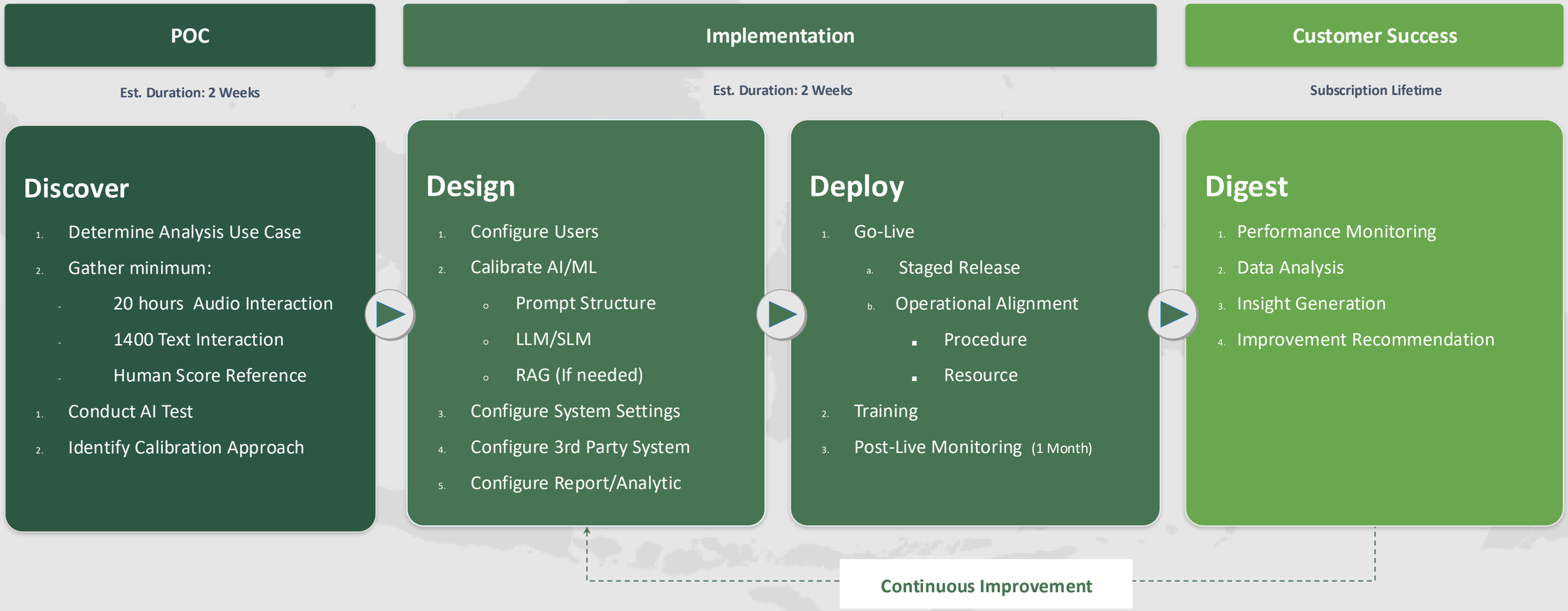
Interaction Intelligence: Speed to Set Up, Implement and Utilize Become Our Priority

Structured implementation methodology minimizes disruption, accelerates value realization, and ensures adoption success across all stakeholder group.



Notes:

1. Integration with Enterprise Contact Center/Telephony/Digital Channel system will typically require additional **10-20 man/days.**
2. integration with 3rd Party System (e.g. Ticketing, CDP, CRM, Enterprise Data Warehouse would typically require additional **10-30 man/days**

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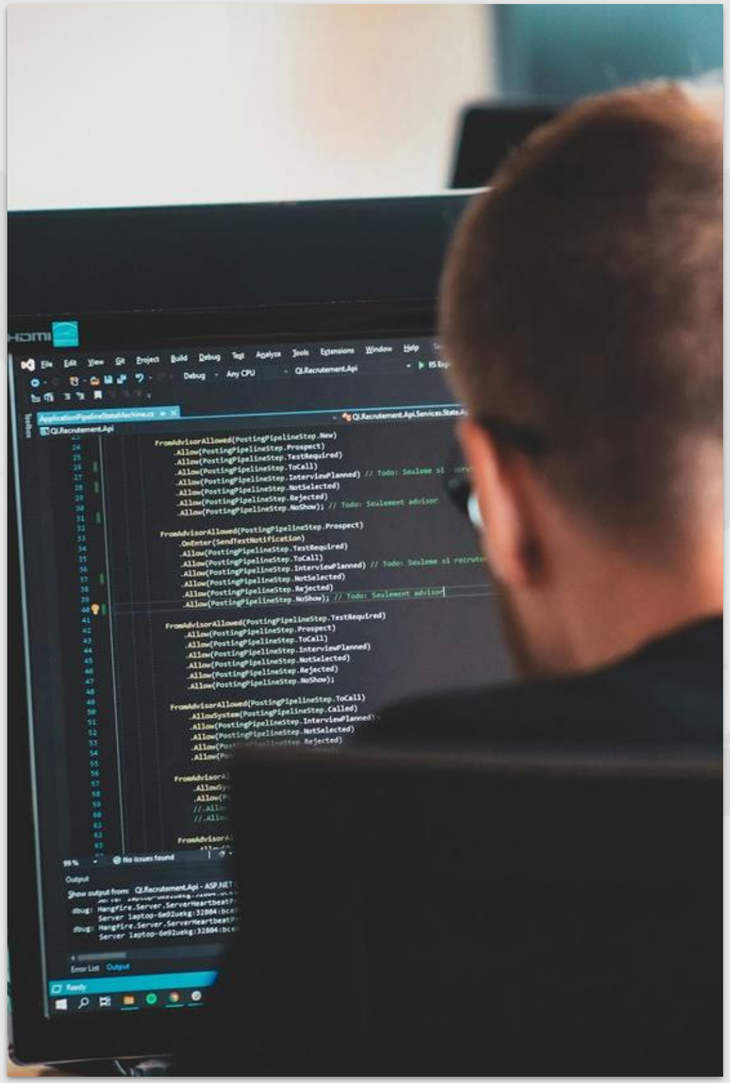
Interaction Intelligence: Proficient Thought Leadership Program, Available Today

Elevate your strategy with **data-driven interaction insights**. This program establishes your brand as the primary authority in your field.





Implementation Strategist

We handle the nuts and bolts; you get the "aha!" moments.



Support & Maintenance

High availability, quick to response and resolve issues.



Customer Success

Your success is our favorite subject. Let's ace this together.

Networking Solutions



FTTx

C-LIGHT PRODUCTS

- XGSPON/GPON Combo OLT N1/N2/E1/E2 SFP+
- XGSPON OLT STICK
- XGSPON ONU C+ SFP+
- XGSPON ONU STICK
- XPON ONU STICK SFP
- GPON ONU C+ SFP
- GPON OLT C++++ SFP
- 10G Copper 100m SFP+

Target to replace: **ZTE HUAWEI Nokia Calix Adtran DZS**



Data Center & AI

C-LIGHT PRODUCTS

- 800G OSFP, QSFP-DD
- 400G QSFP-DD SR8 100m, DR4 500m, FR4 2km, LR4 10km/20km
- 200G QSFP56 SR4 100m
- 100G QSFP28 SR4 100m CW4 2km, LR4 2km/10km
- 10G~50G LR 100m~2km
- 10G~400G AOC Cable
- 10G~400G DAC Cable

Target to replace: **Cisco Juniper HPE Arista Mellanox Dell Intel IBM**

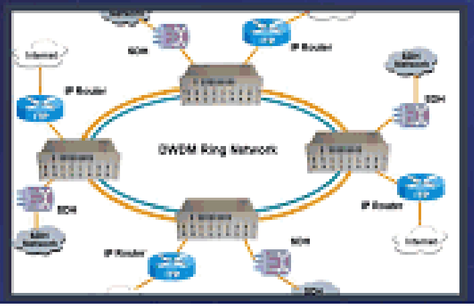


Telecom

C-LIGHT PRODUCTS

- 400G ZR+ 500km/1000km
- 400G LR4 20km/10km
- 100G QSFP28 ZR4 100km, ER4 40km, LR4 40km
- 100G BIDI QSFP28 ZR4 80km, ER4 40km
- 25G SFP28 ZR 80km, ER 40km, LR 10km, BiDi 40km
- 10G SFP+ ZR 80km, ER 40km, LR 10km, BiDi 40km

Target to replace: **ZTE Ericsson Noika Cisco HUAWEI**



DWDM CWDM Network

C-LIGHT PRODUCTS

- 400G QSFP-DD DCO DWDM C-BAND 100km-1000km
- 32G/25G/16G SFP28 DWDM CWDM 10km / 40km
- 155M~10G C-BAND DWDM CWDM 40km/80km/100km ~150km
- 25G,10G Tunable DWDM
- EDFA, MUX/DEMUX, DCM

Target to replace: **Cisco Nokia Juniper Adva Ciena HUAWEI**



High Temp.Product

C-LIGHT PRODUCTS

- 400G ZR, LR4, FR4
- 100G QSFP28 ZR4 80km, ER4 40km, LR4 20km/10km
- 40G QSFP+ ER4 40km, LR4 20km/ 10km
- 25G SFP28 ZR, ER
- 10G SFP+ ZR 80km, ER 40km, LR 10km, BiDi 80km, 40km, Copper RJ45 100m

Target to replace: **Cisco HP Juniper Ciena HUAWEI ZTE H3C Zyxel**

KALAPA TECHNOLOGY

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Thank You, Mate !

KALAPA TECHNOLOGY

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