CallGate

Best Connections Between Business & Customers

CallGate's vision is to facilitate swift and efficient communication through enterprise web content and mobile services upon phone connection and now we are gearing up to offer enhanced level of services.

CallGate aims to deliver more effective communication for our customers providing diverse contents including payment solution on top of visible ARS* service.

※ ARS: Automated Response System
   aka: IVR, Interactive Voice Response

Contents

Intro

01

Overview

CallGate is the prominent visible ARS company that delivers diverse mobile contents to customers' smartphone screens utilizing mobile platform used by over 30 million customers in Korea

Company Name	CallGate Co., Ltd.
CEO	Kang M. Lee
Establishment Date	December 2005
HQ Address	8th floor, Dongo Building, 28 Hyoryeong-ro 77-gil, Seocho-gu, Seoul, Korea
US Address	Mountain View, CA 94043
Contacts	Email info@callgate.com Office (650) 713-4388
Website	www.callgate.com

Team Structure

We have organized and are managing our team with focus on core functions to provide stable and seamless service, covering from product design to technology development and operation.

CEO

Sales	Product & Strategy	R&D	G&A

Service consulting

Enterprise Consulting
Governments Consulting

Service Support

Service Technical Support
Customer Integration Support

Product Management

Business Strategy
Product Design
Marketing & PR
UI/UX

Partnership

Business Development & Partnership

Contents

Visible ARS Service Content Design

Technology Research & Development Institute

Architectural Design & Prototype Development
Server Development
Client (SDK) Development
Application Development
Quality Assurance (QA)

System Operations

Server Setup & Management
Network Systems Operation

Accounting

Human Resources & General Administration

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History

CallGate, taking its first step in 2005, has been leading contact center solutions through continuous research and development in step with latest trends and changes in the digital environment. As the leader in visible ARS, CallGate is setting the standards for contact centers and expanding to new mobile services that suit diverse business environment.

2005-2011

2005.12	CallGate founded
2007.08	Launched mobile contact center service for SK Telecom's feature phones
2009.10	Partnership agreement with three major telecommunications companies for CallGate services
2010.04	Hyundai Home Shopping introduced the first generation of visible ARS service (Visible Link)

2019-2020

2019.05	Over 40 million CallGate SDK activated
2019.08	Launched CallGate service for ASN (Australia Shopping Network, Hyundai Home Shopping Australia Corporation) as the first overseas project
2019.12	Surpassed 7 million monthly active users (MAU) for the CallGate services
2020.01	Reached more than 200 client companies
2020.12	Opened cloud-based customer service center service the 'Call'

2023-Current

2023.05	Investment received from The Wells-Kiwoom Growth Capital Investment Association
2023.06	KIS Information and Communications Sign Agreement to Spread Mobile Payment Business
2023.10	Exis Mobility MOUs to Build Mobility Systems
2023.11	Hyundai Home Shopping Opens Visible Payment Service
2024.01	Selection of Youth-Friendly Small and Medium Enterprises Designated by the Ministry of Employment and Labor
2024.11	Surpassed 10 million monthly active users (MAU) for the CallGate services

2012-2018

2013.08	First to launch the second-generation visible ARS (Text Voice) service for CJ O Shopping
2015.12	Surpassed 500 million CallGate service calls in one year
2017.02	First to launch the third-generation Web Voice service
2017.12	Surpassed 5 million monthly active users (MAU) for the CallGate services
2018.11	Reached over 150 client companies
2018.12	Over 1 billion CallGate service calls recorded in one Year

2021-2022

2021.04	Kang M. Lee has been appointed as the new CEO
2021.11	Secured over 300 client companies deploying CallGate's service
2022.06	Launched a new product 'Call Connect', a telephone-based B2B2C platform solution
2022.07	Surpassed 8 million monthly active users (MAU) for the CallGate services
2022.11	Launched 'TapPay', a payment solution based on visible ARS service
2022.12	TapPay was awarded the Korea Best Patent Award in the electric/electronic category in the second half of 2022

Business

Why CallGate

CallGate offers distinctive services backed by Korea's largest user coverage.
With extensive reach and diverse solutions, DT* platform service can be experienced right on your smartphone screen.
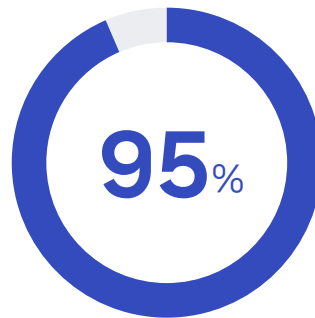
※ DT : Digital Transformation

CallGate SDK installation based on solid business

Partner Apps
147

Downloads
80million

Continuous research & development
The number of Class A patents on visible ARS

4

Total of 20 domestic & international patents
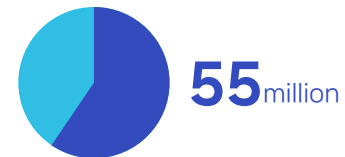
Customer choice
Overwhelming Market share

95%

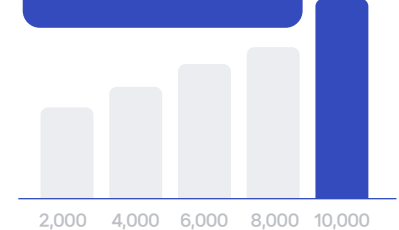The visible ARS service market share of CallGate

Clear-cut impact enabled by massive user Coverage

55million

● Automatic pop-up **25million**
● Manual pop-up **30million**

Proven market demand
Monthly incoming call

113.04million

2,000 4,000 6,000 8,000 10,000

Patents

Based on 10 domestic patents, including 4 core patents, and 10 overseas patents, it is possible to provide services in a more effective driving method and a wide range of coverage.

Key Patents

No. 10-1169062   A service server for providing platform-based services and how it operates
No. 10-1064609   A system and method for providing screen switching services during phone call
No. 10-1499068   Application sharing service method and device applied thereto
No. 10-1169045   Voice-screen ARS service system, its provision method, and recording medium

Other Major Patents

No. 10-0936757   A system and operation method for providing screen ARS service through a mobile communication terminal call control function
No. 10-0974523   Call conversion-based advertising service provision system and method
No. 10-1134774   Data communication method and system to which it is applied during voice call connection
No. 10-1369981   Call processing value-added service provision terminal device and its operation method
No. 10-1499068   Application sharing service method and device applied thereto
No. 10-1544856   Unlocking method and terminal device applied thereto

System & method for providing visible ARS service (Australia, Japan, the United States, Canada, Europe)
System & method for providing a screen switching service (the United States) etc.

Customer Coverage

Building upon our vast experience in providing services across diverse domains, we assist you in achieving effective communication by tailoring service plans to suit your specific needs.

CallGate Coverage

Shopping · Commerce

Bank · Securities Companies · Card Companies

Public Sector · Local Governments

| Broadcasting · Communication | Construction · Manufacturing | Book · Ticket · Culture | Hotel · Travel · Airlines |

| Parcel Service · Distribution | Department Store · Groceries | Education | Others |

Service Offerings

CallGate connects enterprise and its customers by 'screen'.
Enterprise can provide service by showing various contents on customers' pop-up screen depends on the status of the call.
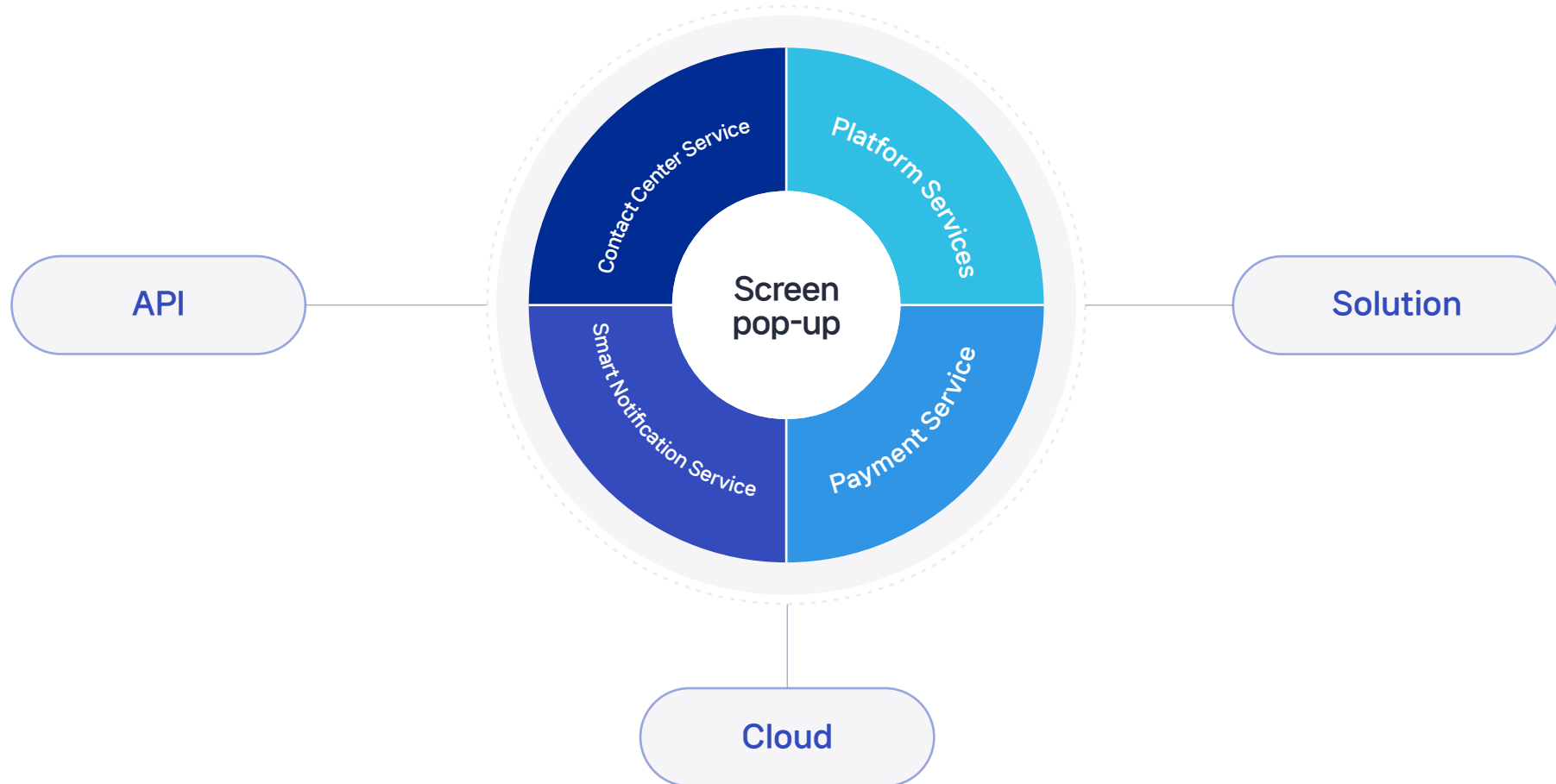
Products

We provide most suitable solutions by comprehensively considering the company's needs, such as purpose of implementation and system environment. Contact centers, platforms, payments, and other required services for customers can be implemented through a visible ARS screen.

Info Push **Web Voice** **Digital ARS** **TapPay** **Call Connect**

Products   Info Push

This service pops up content on the customer's smartphone screen based on the call status (prologue, epilogue).
It is widely used in the public sector, local governments, and the financial industry (insurance, credit cards, banks, etc.), displaying images that guide the purpose of the call during incoming calls or showing relevant web pages after the phone call.

Related Products   Info Push Prologue   Info Push Epilogue   Info Push Plus

01   Better call reception success rate

Enhancing the reception rate by conveying purpose of the phone call as Images on the smartphone screen

02   Out-of-office message & branding promotion

Displaying OOO message and/or promotional contents of the company

03   Additional contents delivery

After a phone call, customers can receive various mobile web contents such as survey/reservation/information

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Products   Web Voice

Web Voice is a multi-channel service that provides both interactive voice response and screen response through the web. Customers can use the service menu by looking and by directly touching⊠the screen while hearing the voice guide.

Related Products   [WebView]   [Web Voice Cloud]

01 **Voice-Screen Multi-channel Configuration**

Improve content delivery by guiding voice and screen ARS simultaneously

02 **Connecting Screen pop-ups Consideration Of Mobile Environment**

Connect to appropriate channels, such as apps or mobile web, depending on whether the customer has the app installed

03 **Customer Self-Service Screen Support**

By providing self-service through screen without waiting for agent connection, it is possible to use desired service easily and conveniently

Products   Digital ARS

This service offers phone-calling customers a visible ARS service that appears on the mobile web-based platform.
Thanks to flexible scenario setups and user-friendly interface, users can conveniently utilize various services as they would on mobile web or apps.

**Related Products**   Visual Link   WebView Plus

01 Easy configuration

Customize service scenarios as you want regardless of voice ARS menu setup

02 Easy-to-use page design & improved user convenience

Improved user convenience with flexible UI/UX and various authentication methods

03 Expeditious CS(Customer Service) channel

Depending on the menu you choose, you are guided to either a web page or an AI chatbot to process customer inquiries effectively

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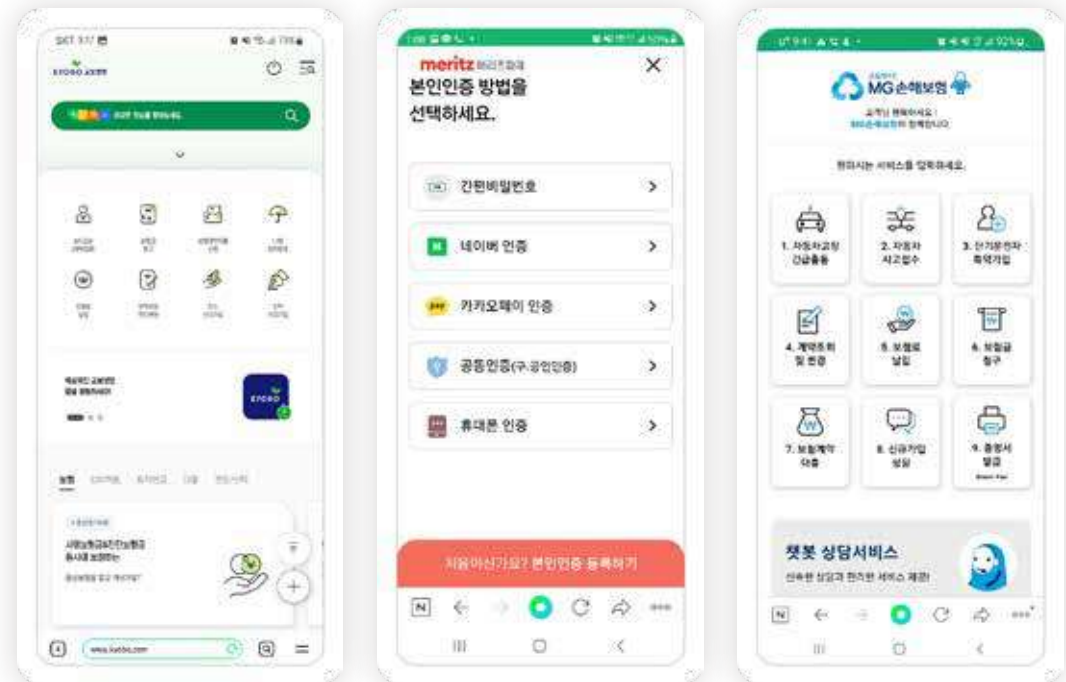
Products   TapPay

It is a new form of payment service that pops up the payment function during a call through visible ARS allowing easy and convenient payment experience. Companies can provide TapPay service without card terminals or POS devices and users can make payments effortlessly by simply tapping plastic card on a smartphone without app installation or complicated authentication.

**Related Products**   **WebView**

01   A wide range of cards
Credit/Debit cards equipped with postpaid transportation card function can all be used

02   Without hassle
Can use the service without installing an app, signing up, or logging in

03   Easy and fast authentication steps
Easily recognize card information with a single tap without complicated authentication process

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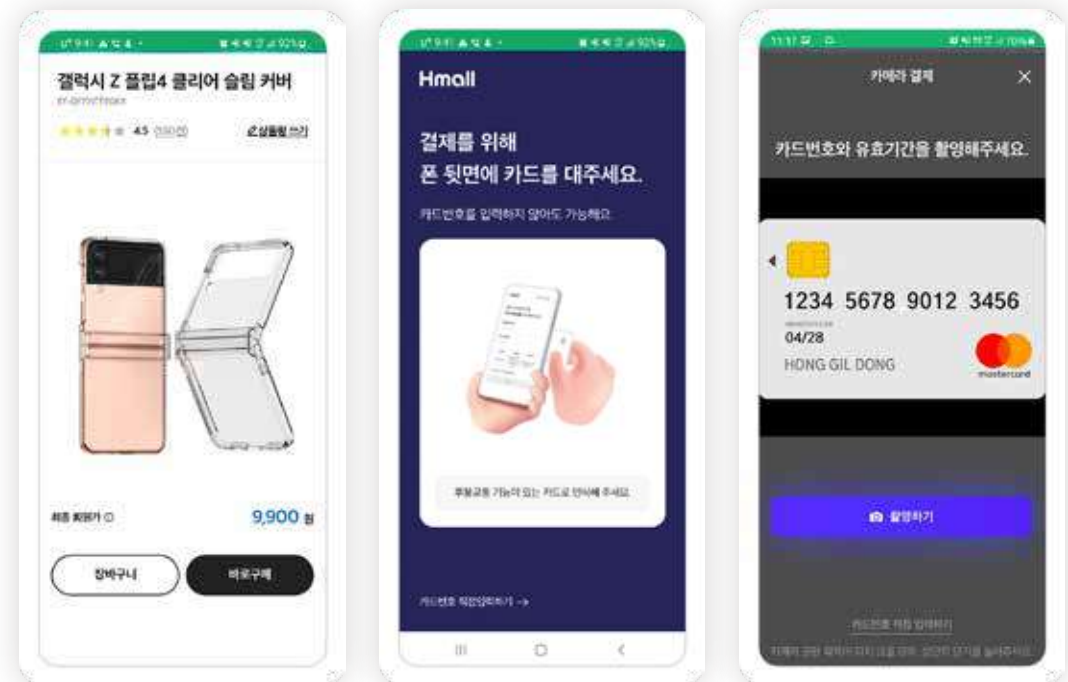
Products   Call Connect

A call platform service suitable for O2O business that connects customers and service providers using voice calls.
You can select and customize a variety of components to suit your enterprise deployment environment, and you can choose from wired, wireless, and data call platform.

Related Products   Call   Info Push

01 **Shows the information you want**
Display web contents related to the call on your smartphone

02 **Provides a wide range of features**
Cloud components provide a variety of features that fit your platform

03 **Delivers web-contents during a phone call**
Partner apps can deliver web-contents to the users during the phone call

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Customers

Best Practices

Samsung Card, with a keen interest in digital services, has been continuously upgrading its ARS service in line with the latest trends. In an efforts to enhance customer convenience at the same time with improving the efficiency of internal operations of CS agents, the company was among the first to adopt digital ARS.

SAMSUNG CARD

Company	Samsung Card
Category	Credit card & installment financing
Sales	33.7 billion USD (as of Dec. 2020)
Employee	1,980 (as of Sep. 2021)
Service Introduced	Digital ARS
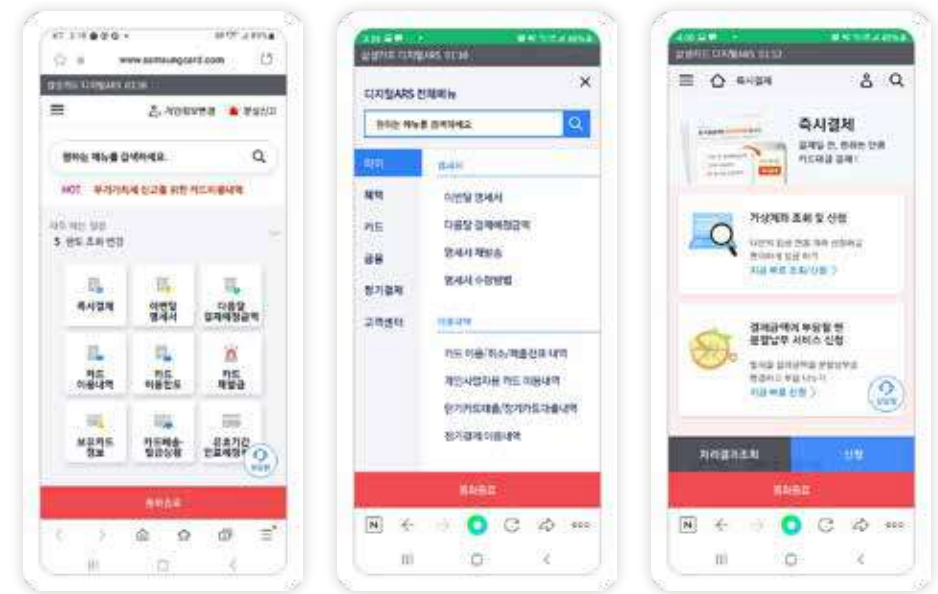
Solution 1

Improved screen design by analyzing customer service usage patterns in detail.

Solution 2

Provide the same level of user experience as a mobile app without installing an app.

Solution 3

Decrease in simple call inquiries. Average monthly calls drop by more than 200,000.
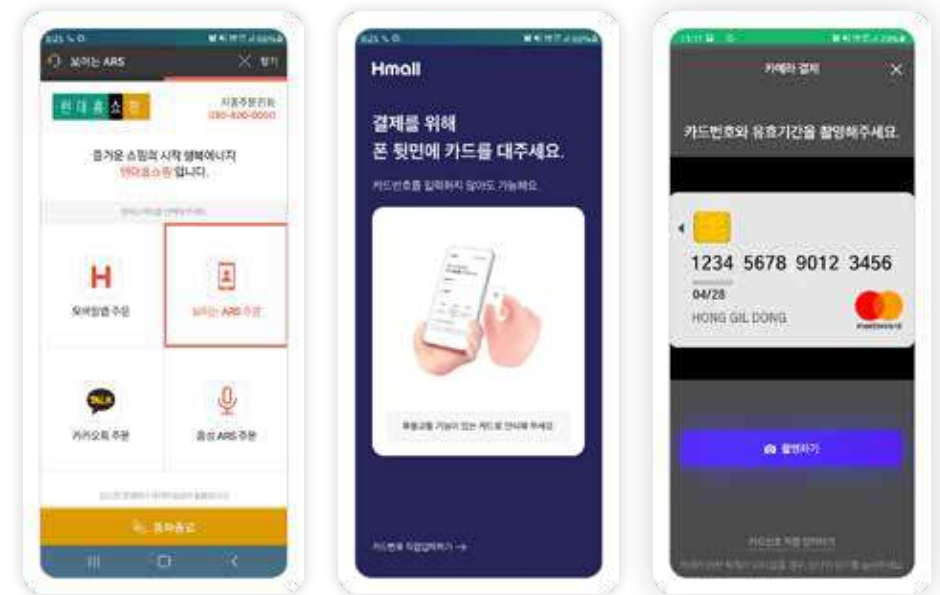
Solution 4

KS-CQI (Call Center Quality Index) survey selected as the excellent company in the credit card sector for eight consecutive years.

Best Practices

To reduce customer churn during payment process, Hyundai Home Shopping has always sought new payment solutions to fulfill their needs. As a proactive measure to cater to customers who may abandon the process during card number entry, they have adopted the user-friendly payment service 'TapPay,' which allows for easy payments by tapping on a smartphone.

Company	Hyundai Home Shopping
Category	Other mail order businesses
Sales	21.4 billion USD (as of Dec. 2020)
Employee	1,013 (as of Sep. 2021)
Service Introduced	TapPay

Solution 1

Payments can be made with credit/debit cards equipped with NFC-based postpaid transportation function.

Solution 2

Can be used without installing an app, signing up for membership, or complicated authentication steps.

Solution 3

Just one tap to recognize card information in a second quickly and easily.
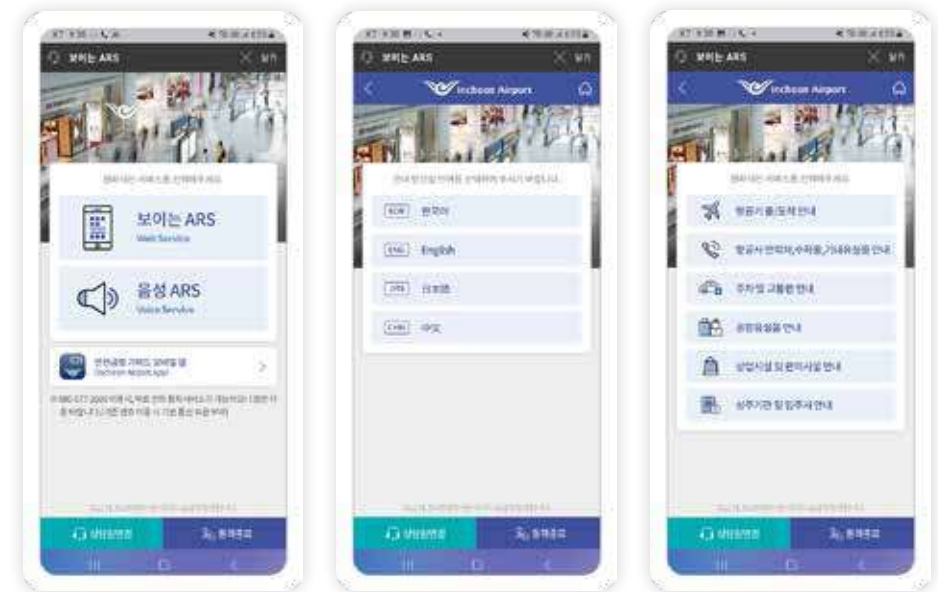
Solution 4

Simple payment process reduced payment churn rate and improved payment success rates.

Best Practices

Incheon International Airport offers 24-hour counseling services, but it takes a long time to connect to the counselor, and it was difficult to find the menu you wanted due to the information during Voice ARS. We have introduced visible ARS to provide simple customer inquiries for fast and easy delivery.

Company	Incheon Airport
Category	A public institution
Sales	500 billion
Employee	1,000
Service Introduced	Web Voice

Solution 1

Analysis of call center guidance performance over 3 years.
6 key menus, including flight departure/ arrival, are first-screened.

Solution 2

Korean, English, Japanese, and Chines
4 language services.
Foreign customers can easily use the service.

Solution 3

Reduce customer latency and save call time.
Improve operational efficiency and customer convenience.

Customers

More than 300 large companies, many medium-sized and small-sized companies, as well as public institutions and local governments, are using CallGate's solutions to provide best-in-class customer service.

Finance · Insurance	Shopping · Commerce	The public · Local government	Construction · Manufacturing · Medicine	Transportation · Leisure	Broadcasting · Communication

a number of other clients

Contact

Contact Us

Contact Us

We listen to the customers and wait for various partnership offers.

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Business Partnership

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Advertising, Marketing Proposal

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Please feel free to contact us anytime.

Thank you.

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