

COMPANY OVERVIEW

aviata

Powering Frictionless Customer Experiences

Welcome to the Future of Connected Devices

Today's companies struggle to capture the attention of consumers amid overcrowded inboxes and the noise and busyness of everyday life. While email was once the preferred method for sharing product news and offers with consumers, many companies report low engagement and conversion rates.

Aviata wants to change that.

Aviata connects companies with their customers through in-product communications, enabling companies to stay proactive, increase conversion rates, and boost feedback on products -- all critical components of business success.

3 IN-PRODUCT COMMUNICATION (IPC) CHANNELS



In-App

This mobile channel offers native & pop-up messaging, as well as classic push notifications, and SMS.



Direct-to-Desktop

This desktop channel offers direct messaging for PCs & connected peripherals.



In-Device

This unique channel offers direct messaging for smart, connected devices with displays.

PowerENGAGE™ Platform

The PowerENGAGE modules enable companies to communicate with their customers easily and directly.

PowerREGISTER™
Customer data capture & product registration.

PowerFEEDBACK™
Product surveys, reviews, & feedback.

PowerSALES™
Marketing & ecommerce for cross- and up-sells.

PowerSUPPORT™
Customer support, loyalty, and tips & tricks.

"The collaboration with Aviata has had impressive results, greater than 5x previous rates. Aviata's expertise in this area is robust as well as impactful."

ALIENWARE

Top 5 Problems Solved with In-Product Communication

- 1) Reduce drop-offs and cart abandonment, by bringing the purchase process *in-product* to the customer.
- 2) Increase conversion rates by communicating *in-product*, in addition to email, phone and social media.
- 3) Gather 5x-7x more surveys, reviews, and user feedback by asking the right person at the right time, *in-product*.
- 4) Achieve faster support resolution times by proactively engaging with problematic customer segments, *in-product*.
- 5) Capture 5x more customer data at registration by asking the user to register *in-product*.

Our Company

Aviata has offices in Albuquerque, New Mexico, San Francisco and Palo Alto, California.

Our Customers

Leading global companies like Lenovo, Epson, and NVIDIA use Aviata to create frictionless customer experiences.

Our Ecosystem

We partner with Tableau, Merkle, Bazaarvoice, Marketo, and others to bring you the most robust in-product communication solution.