



# Building a World of Connections

2020 Corporate Social Responsibility Report





# ABOUT INFOBIP

## Worlds Connected

Everything we do at Infobip centers around making **meaningful connections**.

It's been our focus from the outset, ever since three engineers got together in 2006 to build something that would connect a Croatian community with their local authorities.

This inspired a business that's dedicated to making it easy for people to connect with the brands they use in their daily lives.

Today, we connect people, businesses, and internet-connected "things" on a truly global scale.

Our cloud communications platform is the largest of its kind and reaches almost 70% of the world's population. We can connect with more than seven billion people and devices in 190+ countries. We're directly connected to more than 700 telecom networks. And our 2,500+ employees are based across six continents and 65+ offices.

Infobip is a privately-owned company. We were entirely self-financed until 2020, when we achieved unicorn status and received our first strategic investment from US-based One Equity Partners. In the same year, we made our first M&A steps in North America,

with the acquisition of OpenMarket.

Behind this exponential growth is the creativity and integrity of our people – most of all, our ability to make meaningful connections with each other, and our clients around the world.

We know that we achieve our best outcomes together – and that our long-term success is deeply connected with the world around us.

It's why collaboration is one of our core company values. And it's why teamwork, empathy, and connection will be key to reaching our next strategic milestones and defining the future of customer engagement.



*The Infobip "Pangea" campus, Vodnjan, Croatia*



## A word from **Infobip's CEO**

In 2020, companies around the world were forced to re-imagine what it means to connect with their audiences – to add value and build lasting relationships.

Here at Infobip, we've been in the business of making connections for more than a decade.

That's why, when the pandemic hit, we were well positioned to help businesses, governments, and health organizations bridge physical distances and find more ways to make meaningful connections at scale.

**“IN THE WAKE OF A GLOBAL PANDEMIC THAT LEFT SO MANY ISOLATED, CONNECTION HAS NEVER BEEN MORE IMPORTANT.”**

We helped public, government, and health organizations share updates in real time, provide answers, and combat the spread of misinformation. And we helped organizations to adopt digital communications and digitally transform in a matter of weeks as their offline channels closed.

This shift to digital channels will outlive the pandemic, but so too will the renewed focus on making meaningful connections. Our own future as a business revolves around making

smarter connections with the world around us.

That's why connection will be key as we pursue a larger social purpose and formalize our CSR agenda under the leadership of our new Corporate Social Responsibility Director.

At Infobip we have a saying that captures our curiosity and spirit of innovation: “We are just starting.”

We recognize that our first CSR report is just a starting point, with opportunities for improvement. But in launching this at the beginning of our official CSR journey, it's our intention to bring transparency to our social, environmental, and governance initiatives, as well as our efforts to make meaningful connections – with more people and communities around the world.

Our global CSR strategy is still being conceived. Going forward, our reporting will provide a clear overview of our strategic CSR priorities, with data-driven insights into how we're progressing against those strategic goals.

In the meantime, this first report aims to provide a picture of who we are as an organization, the initiatives, programs, and activities that fuelled our CSR momentum in a tumultuous year.

I want to take this opportunity to thank my fellow “Bippers” around the world for their incredible efforts to prioritize community, wellbeing, and the quest for better standards of living – in a difficult and surprising year. You are the lifeblood of this company, and I can't wait to see what we build together in the years to come.

Silvio Kutić, CEO



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*At Infobip we have a saying that captures our curiosity and spirit of innovation:*

**“We are just starting.”**

**Silvio Kutić**

Chief Executive Officer





# OUR PEOPLE

We're a team of 2,500+ engineers, designers, creatives, and much more – based across 54 countries and six continents.

What unites us is our appetite to learn and grow together, to create the best possible outcomes for our clients, their customers, and each other.

Infobip employees – or “Bippers” – enjoy a company culture that’s centered on collaboration, lifelong learning, adding value, community, and creativity.





*Bippers gather at an Infobip campus*





# Infobip by numbers: 2020 at a glance

 **127,061**  
job applications

 **2,500+**  
employees

**95%**    
of engineers would recommend Infobip

**91%**    
of employees are proud to work for Infobip

**81%**    
employee engagement score

 **54**  
countries

 **33**  
average workforce age

 **800**  
new hires

 **7**  
regions

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*“We are living through a fundamental change in the way we as humans communicate. Our team of more than 2,500 people is the reason Infobip is the industry leader. Our people’s energy and creativity are vital for helping customers and partners interact meaningfully with their consumers – more easily and faster than ever.”*

**Aleksandar Raić**

Vice President,  
People and Transformation



## Employer awards



Infobip was recognized as a great place to work in a year that posed new challenges for employers and employees alike.

This included:

- **2020 Best Employer Brand in the IT sector**
- **2020 Best Employer Branding Team**

For the second year in a row, Infobip received an accolade at **The Golden Index Awards**, this time in the “2020 Best Student

Program” category for the Infobip Virtual Classroom, our program of online webinars and seminars attended by 761 undergraduate students.

This unique awards program sees students reward companies that support the growth and development of students, and help improve their prospects in the business world.



# Safeguarding employees during COVID-19



COVID-19 forced every aspect of our lives online and posed continually evolving challenges for employers and their teams. Here are just a few of the ways in which we prioritized the health, wellbeing, and the continuous development of our teams.

## Wellbeing and work environment

### Rapid pivot to remote

We enabled 100% of our workforce to work remotely within the space of a week in February 2020.

### “Wellbipping” program

We launched an internal website to make it easy for staff to access health and wellbeing tips, COVID-19 guidance from our Safety Team, remote work best practices, quarantine activities for kids, and more.

### Wellbeing chatbot

We created Joy, a chatbot designed to help Bippers focus on their wellbeing. Joy and our employees exchanged 24,894 messages throughout the year.

### Employee feedback

Our work from home (WFH) and virtual meeting surveys identified key challenges and opportunities around the remote working experience. Insights from our employees directly informed our WFH guidelines and other remote working initiatives.

### WFH equipment

We encouraged employees to enhance their remote working environment using the likes of ergonomic chairs, additional monitors, keyboards, wrist rests, and more.







## Learning and development

### Upskilling

Our Upskilling program is designed to promote innovation and help our people grow professionally by applying and expanding their skills. In 2020, our primary focus was on growing capabilities, minimizing skill gaps, enabling internal career changes, and promoting lifelong learning. This included identifying and mapping the skills of 40% of our employee base.

### Onboarding academy

Starting in March, we reimaged our regular two-week onboarding academy as a virtual event, connecting all new Bippers virtually on the same platform.

This internal education program gives all new employees a global overview of Infobip's business, services, industry, and

ways of working. It introduces new Bippers to our culture and connects them with colleagues around the world – something that's especially important in a remote working environment.

- 747 participants
- 51 countries
- 27 academies

### Bippers Educating Bippers

Bippers Educating Bippers (BeB) is an internal knowledge-sharing program – for employees, by employees. The schedule caters to employees in different time zones, and recordings are available on-demand, helping to grow our internal learnings library. The trainings celebrate our multiculturalism and focus on topics such as promoting diversity and supporting innovation.

- 744 participants
- 73 trainers trained
- 20 sessions

### Virtual Leadership Summit Series

Virtual Leadership Summits are online gatherings to engage our audience of leaders on hot topics presented to them by internal and external leaders and experts. Our Summits enable leaders and managers around the business to hone their leadership qualities, share learnings, pitch ideas, and increase their visibility within the Infobip leadership community.

- 200 attendees
- 90% would recommend to other Infobip leaders
- 3 events

### WFH sessions

We launched our weekly WFH Sessions to bring our community together and help people build personal and professional connections. We held 41 of these virtual educational seminars, featuring internal and external speakers, with an average audience of more than 200 employees per session.

The program was key to maintaining our focus on lifelong learning in a remote working environment.

### University partnerships

Sharing our learnings with the student community has long been a priority at Infobip. We're committed to supporting younger generations and encouraging their participation in STEM subjects and careers.

In 2020, we partnered with seven universities in Croatia and Bosnia and Herzegovina (BiH), pivoting from our regular internship program to Infobip Virtual Classroom. This provided a safe environment to share our knowledge and expertise with 761 undergraduate students. Technology, engineering, and social science students joined our online workshops and lectures to gain industry knowledge and practical insights to support their career ambitions.





## Diversity and inclusion

Our team of more than 2,500 people, based across six continents, is the company's greatest strength.

We know that our achievements and capabilities are the sum of our individual differences, life experiences, knowledge, self-expression, and capabilities.

That's why we embrace and celebrate our employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and cognitive capabilities, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make our employees unique.

We believe that establishing a true culture of diversity and inclusion is key to creating the best possible environment for our people, and for achieving our best outcomes as a business. We believe that diverse teams are better problem-solvers, and that our workplace should represent society and the people we build products for. And we believe that our industry will only reach its full potential when everyone has equal opportunities to participate.

Our diversity initiatives are applicable, but not limited to, our practices and policies on recruitment and selection, compensation, and benefits, professional development and training, promotions, social and recreational programs, and the ongoing development of a work environment built on the premise of

gender and diversity equity.

When it comes to gender, we are comparable with our peers, with more than a third (35%) of our roles held by women. We know that there is a clear need to build on this, particularly when it comes to positions held by women in senior management, which we are focused on improving.

## Anti-discrimination and harassment

Infobip is committed to preventing discrimination. We ensure equal treatment and equal opportunities for all our employees in all aspects of working practice,

including recruitment and selection, employment terms and conditions, training, salary, work allocation, promotion, and our Grievance Policy and Procedure and Disciplinary Code.

We consistently review our recruitment, selection, and promotion procedures to ensure fair and equal treatment for all employees and candidates. We also require all employees to acknowledge and implement our Anti-Discrimination and Harassment Policy.



# INVESTING IN OUR COMMUNITIES

Here's how we supported our communities in 2020.

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Our community investments are directed towards charitable projects in the areas of science, technology, engineering and mathematics (STEM), health, and humanitarian need. In 2020, we invested more than €100,000 in supporting 100 not-for-profit organizations and social enterprises globally.

As part of our community investment strategy, we give back through monetary and in-kind donations as well as through the Infobip employee volunteering initiatives around the world. We also provide competitive pricing and free access to our products and solutions for non-profit organizations on a global scale.

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*“At Infobip, giving back is deeply rooted in our mission and core values. We continue to remain committed to making a positive social and environmental impact in the communities where we live and work.”*

**Anisa Taraj**

Director,  
Corporate Social  
Responsibility





## Croatia

During the COVID-19 pandemic, we equipped Pula Hospital with critical life-saving devices, including respirators and equipment for non-invasive breathing support, as part of our pandemic relief efforts.

Many not-for-profit organizations around the world benefited from free access to our solutions. A great example is Plavi Telefon, which used our WhatsApp Business solution to provide a new emergency line dedicated to helping children and parents cope with the impact of COVID-19.

When schools closed, we provided IT equipment, including laptops, monitors, and docking stations, to elementary schools in Vodnjan to help with the transition to remote learning.

## Bosnia and Herzegovina

Thanks to a partnership with humanitarian organization Pomozi.ba, our employees in Bosnia and Herzegovina were able to provide 150 meals for elderly citizens as part of the “Meals for Everyone” initiative. We also provided funding to help 10 individuals receive life-saving medical treatment.

Our engineers in Sarajevo used their skills to help a young boy with cerebral palsy interact with his tablet. Within an hour of meeting him and his carer, the Bipper engineering team of three had calibrated his tablet for eye motion tracking, and he was able to open YouTube, pick his favorite song, and play it for the team – all by simply moving his eyes.



Bippers and students join forces to fundraise for charity



Bippers distribute “thank you” kits to health workers in Bengaluru, India

## Infobip in North America

In Canada, we partnered with Startups Care, a tech community that raises funds for worthy causes. Through this partnership, Bippers raised funds for Fresh Roots, a nonprofit society that “Grows Good Food For All.”

Fresh Roots transforms urban spaces into communal places for learning, sharing, and connecting. The organization is volunteer-based, and all the funding is directed to various causes. Bippers in Canada and United States supported programs that champion healthy eating, ecological stewardship, and celebrating communities.

## Infobip in LATAM

Bippers in Bogotá partnered with Banquete del Bronx, a local non-profit that supports homeless people. During the Christmas holidays, our team made backpacks with personal hygiene products and clothes, which were distributed to 3,000 people in need.

In the Brazil office, we turned the “Secret Santa” tradition into an opportunity to give back. We partnered with our client World Vision, and utilized the power of our own chatbots, to help raise funds for several charitable causes.





## Infobip in Africa

As part of our Tech4Good program, we helped social enterprise UBONGO, Africa's leading "edutainment" company, to implement a WhatsApp keyword chatbot that makes it easier for kids to access fun, multimedia, educational content in English and Kiswahili. UBONGO's programs significantly improve school readiness and learning outcomes for kids, and promote social and behavioral change for children, caregivers, and educators.



**ubongo**



**Try it out:** scan the QR code and say "Hi" over WhatsApp.

We gave Laerskool Leondale school free access to our communications platform to promote inclusive, high-quality education for all children. The school used our platform to communicate with students, parents, and staff across SMS and email in a cost-effective, efficient way – using detailed reporting to continually improve communications.







Adopted by all the United Nations Member States in 2015, the 17 Sustainable Development Goals (SDGs) provide a guideline towards ending all forms of poverty, fighting inequalities, and tackling climate change by 2030.

**Here's how we worked towards these goals in 2020:**



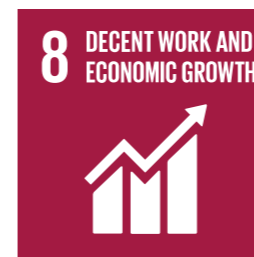
**SDG 3:** Throughout the COVID-19 pandemic, we proactively deployed several measures to support the wellbeing of employees as we lived our “new normal.” We launched the “Wellbipping” program to prioritize the mental health of our employees. This included the launch of “Joy,” a wellbeing chatbot designed to help Bippers focus on their health and happiness. Infobip also partnered with healthcare, government, and other organizations on chatbot initiatives to help share real-time COVID-19 information across people’s preferred channels.



**SDG 4:** We used our international footprint and community partnerships to promote IT and communications learning. We partnered with STEMI in 2020 to promote STEM subjects and careers by giving students a hands-on look at the world of artificial intelligence. We believe employee development is key to the success of every organization, and that internal and external educational events are some of the best ways to grow, learn, and gain new perspectives. That’s why all Bippers receive an education budget to grow their capabilities and enrich their teams.



**SDG 5:** Infobip recognizes the vital role of women as agents of development. We believe that gender equality and the empowerment of women must be achieved to accelerate sustainable development and the critical success of all the sustainable development goals. In 2020, 35% of positions at Infobip were held by women.



**SDG 8:** We protect labor rights and promote safe and secure working environments for all Bippers in the 54 countries where we operate. Our focus on digital transformation enabled us to continue to provide customers with essential communication services during a global pandemic. Our products were used by public and government health organizations worldwide to keep the public informed and safe during COVID-19.



**SDG 9:** The economic and social ramifications of COVID-19 significantly impacted the lives of millions of people. We advanced the digitization of communications technology, business models, and information, especially in the healthcare sector where citizens worldwide sought real-time information from trusted sources. We helped our clients and partners pivot to digital business models and digital channels to better meet the changing needs of their audiences.



**SDG 13:** Climate action is a pressing issue for our world. To reduce our impact, we built our Zagreb and Vodnjan campuses in Croatia under the EU directive 2010/31/EU, achieving an “A” grade EPC certificate. Our campuses were designed in line with greener structure best practices, and we will explore opportunities to further reduce our environmental impact in 2021.





# ENVIRONMENT

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## Connecting with our environment

We conduct our business in an environmentally and socially responsible manner, ensuring that our success and development does not exploit our natural resources. We're committed to minimizing our environmental footprint by making changes in our everyday business, as well as pursuing sustainability initiatives such as reducing waste, conserving energy and water, and promoting recycling.



**Minimal heat waste:** Campus buildings are well insulated to minimize heat waste and keep things warm in winter, and cool in summer.



**Energy management:** Energy management is currently handled on an office-by-office basis, but across the board we regularly assess our energy consumption and optimize for efficiencies.



**Environmentally-friendly travel policies:** We actively promote responsible and sustainable principles across our travel policies. Even before the pandemic, virtual meetings were standard practice, and inter-office travel is organized with an emphasis on ride sharing and minimizing vehicle count.



## Building an energy-efficient campus

Our Vodnjan HQ campus received an “A” grade energy efficiency certificate under the EU directive 2010/31/EU. This is the highest energy efficiency rating.

Here are some of the ways we achieved this milestone:



### Automated, energy-efficient lighting

We use automated lighting systems, based on timers and motion sensors, and energy-efficient LED bulbs throughout the buildings.



### Reduce, reuse, recycle

We banned single-use kitchenware and included extensive recycling facilities.



### Water efficiency

Our taps have been engineered to reduce water waste by up to 50%. Drinking water is heated exclusively by solar power, and our green outdoor spaces are served by a rainwater irrigation system.



### Minimal food waste

Canteen meals must be ordered a day in advance to optimize planning and minimize food waste. We use local food suppliers to help minimize the environmental footprint of our food and to help support the local economy.



The Infobip “Pangea” campus, Vodnjan, Croatia





# GOVERNANCE

The Infobip Management Board is responsible for overseeing the business strategy, including the review and approval of our strategic plan and long-term objectives. Strong management is the backbone of Infobip's success. It's made up of the [Management Board and Regional Managing Directors Board](#), with an average board tenure of seven years.

## Business Continuity Management

The Infobip Business Continuity Management program, approved by the Infobip Management Board, provides a proactive framework and an adequate approach to avoiding and mitigating risks that may impact business operations, such as unplanned threats and/or incidents.

The Business Continuity Management plan is made up of up of four pillars: **crisis management, business recovery, technology recovery, and premises recovery plans**. Periodic tests and exercises are conducted to validate, update, and maintain plans that support each BCM program pillar. Ongoing education and awareness programs ensure that all employees are familiar with Program goals, priorities, responsibilities, and response requirements.

## Donations Committee Composition

The Infobip Donations Committee was established to handle global decision-making relating to charitable donations. The committee is made up of 13 employees at different levels within the organization, with a gender split of 61% women and 39% men.

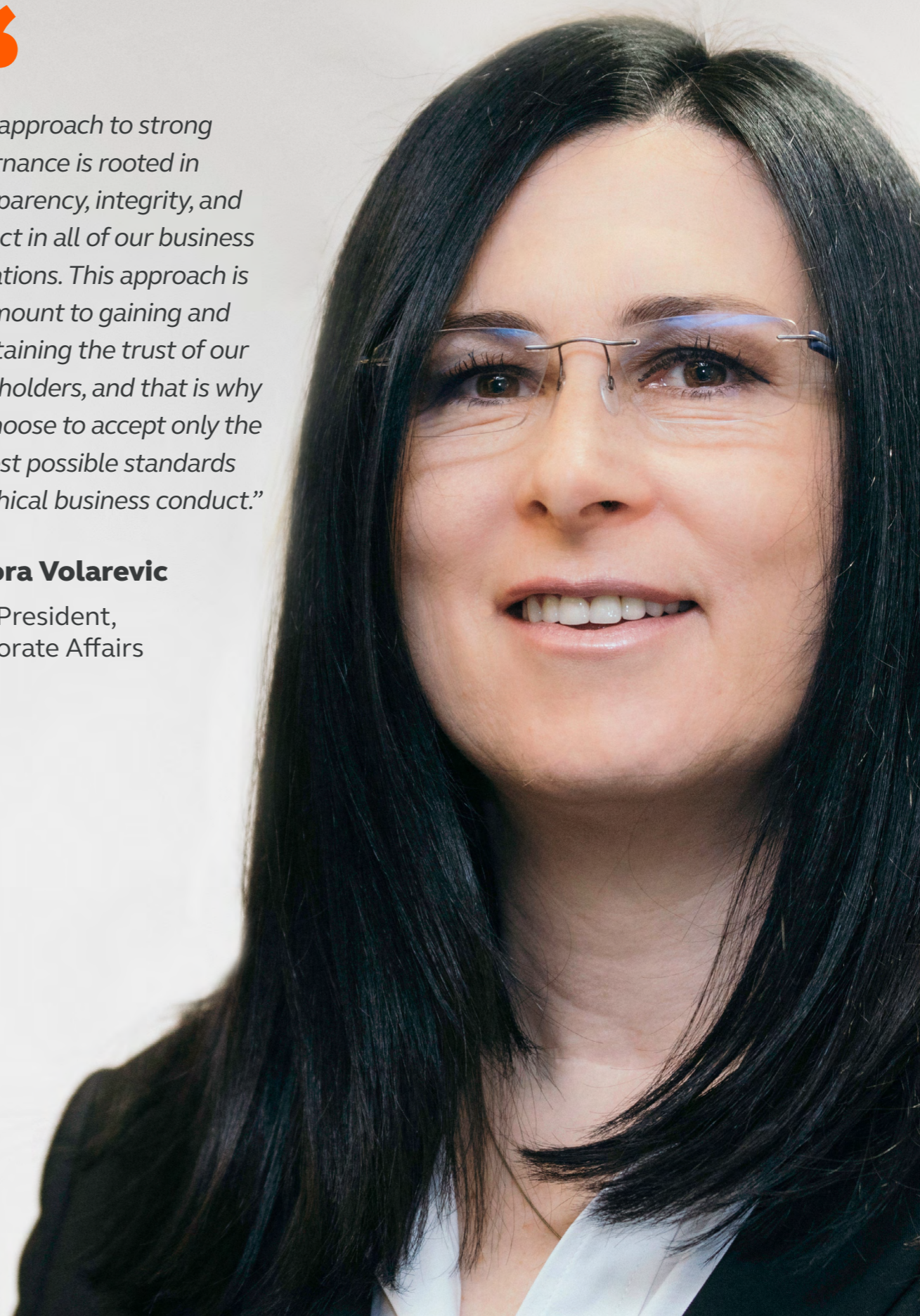
The donations committee meets monthly in both Croatia and Bosnia and Herzegovina to make decisions on donation requests, or more frequently in the case of urgent requests. In 2020, we reviewed a large number of donation requests and provided funding to more than 100 not-for-profit organizations on a global level.

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*Our approach to strong governance is rooted in transparency, integrity, and respect in all of our business operations. This approach is paramount to gaining and maintaining the trust of our stakeholders, and that is why we choose to accept only the highest possible standards on ethical business conduct.”*

### Aurora Volarevic

Vice President,  
Corporate Affairs







## Enterprise Risk Management

Enterprise Risk Management (ERM) represents a holistic approach to risk management across the Infobip business. The ERM strategy and process systematically and comprehensively identifies and qualifies various business risks. It effectively manages them, with the goal of increasing the Infobip competitive position and achieving long-term business sustainability.

Under the oversight of the Board and executive management, Infobip implemented the three lines of defense model to establish control, accountability, ownership, and confidence in our risk management models. Risk at Infobip is also managed through various means such as internal controls, company policies, procedure, guidelines, audits, and other company processes.

## Raising Concerns

We are committed to providing a safe and pleasant workplace for all employees, together with compliant business conduct and in line with rules and regulations in the countries where we operate. It's our policy to provide an effective process for employees to express concerns or report potential misconduct without retaliation or intimidation, in accordance with applicable laws and regulations, and to report any such concerns.

Employees are encouraged to ask questions about Infobip's compliance policies, procedures, and practices, and to speak up if they're unsure whether an action, activity, or decision is consistent with regulatory requirements, our own policies, our business ethics, or our company values.

We have a robust process for reporting non-compliance with Infobip's Code of Conduct, and a zero-tolerance approach to retaliation against any employee who raises concerns or questions regarding a potential violation of policy.

## Privacy Commitment

As a global cloud communication platform, we process a significant amount of personal data. As such, it's our responsibility to integrate data protection and privacy into our business practices, products, and services.

We pride ourselves on being a reliable business partner and employer. Our privacy commitment is about more than compliance with privacy laws. We want to foster a data protection culture within our organization through four privacy pillars:

### Establish and maintain good data protection practices

We've set up an efficient privacy and security organization, with policies and procedures in place to guarantee that client communications and data entrusted to Infobip is handled properly and protected.

### Use consistent global standards

The General Data Protection Regulation (GDPR) provides the backbone of our

privacy program since it requires high standards practice when handling personal data. We work hard to provide the same high standards of data protection to all employees, clients, and partners, wherever they're based in the world.

### Apply data protection principles

All personal data obtained and held by Infobip is processed according to a set of core principles. In accordance with these principles we ensure a fair, lawful, and transparent process on data collection, retention, and processing.

### Hire the right people

Our dedicated data protection team is composed of privacy enthusiasts and experts who love what they do. They proactively support our business in launching products and services that are created and developed with data protection requirements in mind.



# OUR CUSTOMERS

Infobip has more than 10,000 customers globally. Our clients and partners include enterprises, mobile operators, retailers, financial organizations, messaging apps, social networks, tech companies, and more. Many of these are household names and leaders in their industries including Uber, Facebook, Unilever, LG, Bolt, and Burger King.



## OUR CUSTOMERS

We help organizations deliver business impact by **making better connections** with their audiences:

### Bolt

Ride-hailing company Bolt **increased driver conversion 40%** with a new registration journey powered by our complete suite of customer engagement tools



Car manufacturer Nissan generated **2,400 sales leads** using our WhatsApp Business solution.



Raiffeisenbank (Russia) made its customer support **10 times more cost effective** using our cloud contact center solution.



Indian financial services company BankBazaar **raised CTR 130%** using our RCS business messaging solution.



Southeast Asia retail group The Primer Group achieved **sales growth of 225%** using our Viber business messaging solution.





*“Infobip helped us grow our business during the global pandemic. Our customers are satisfied with the fast and convenient customer service, and our agents are happy they have a user-friendly, easy-to-onboard solution.”*

**Claudia Constanza Wilches**, IT and Supply Manager, Flamingo



*“Infobip is a great partner because of their ability to keep up with our global growth and provide the type of service we need to meet our users’ demands. Their dedication, 24/7 communication, and knowing there is always someone to support Uber sets Infobip apart from other providers.”*

**Yoon Jung**, Procurement Manager, Uber



*“In today’s delivery environment, we need to have a reliable communication partner. Increasing customer satisfaction and cutting costs 20% are some of the results we achieved using the Viber with SMS failover solution from Infobip in partnership with Croatian Telecom.”*

**Tomislav Lažeta**, Sales Director, DPD

## A word from our Chief Customer Officer



*“Making meaningful connections with our clients is key to the mutual success of our businesses. That’s why we treat our customers like partners, or an extension of our own teams – and vice versa. We want the same outcomes – and we know that we achieve the best possible outcomes through close collaboration.”*

**Adrian Grbavac**  
Chief Customer Officer



# Our work with public and non-profit organizations

Our products and solutions helped enterprises achieve their goals in 2020. But they also helped public and non-profit organizations to navigate the global pandemic and improve life for citizens worldwide.

## Keeping people informed during COVID-19

To help prevent the spread of COVID-19, Infobip gave public health and government organizations free access to its global cloud communication platform for the duration of the pandemic, as part of its [“Worlds Connected for the Greater Good”](#) initiative.

Public Health England and other government health organizations around the world used our chatbot-building platform to build and launch self-service WhatsApp chatbots that answered people’s COVID-19 questions and combated the spread of misinformation.

Public and health bodies worldwide needed to provide information quickly and at scale as the global pandemic escalated. Citizens around the world wanted fast and reliable access to information from trusted sources as the situation continued to change. But traditional channels like websites and call centres presented bottlenecks and were unsuitable for

managing the high volume of queries.

Our WhatsApp Business API and chatbot building platform, Answers, helped solve this challenge, with WhatsApp chatbots launched by health authorities in the United Kingdom, France, Germany, India, Nigeria, Russia, Qatar, Pakistan, UAE, and the World Health Organization’s Southeast Asia office.

As well as being accessible and easy to use, these chatbots operated 24/7 to provide critical information, around the clock. More than 70 million messages were exchanged between health authorities and citizens using chatbots built on our platform.

## Bringing healthcare communications into the digital age

Healthcare organizations used our products and services to rapidly digitize their patient communications as the pandemic forced our lives online.

**Healthcare at Home**, the UK’s leading provider of out-of-hospital health-

care, partnered with Infobip to quickly adopt new communications tech as demand for its at-home services soared.

The healthcare provider, which works with more than 3.2 million patient contacts each year, used our two-way messaging flows for patient and staff communication to enable SMS and TTS (text-to-speech) notifications for patients and its 1,500 employees.

Our collaboration allowed the organization to digitize and automate the likes of appointment reminders, prescription notifications, patient feedback surveys, and aftercare communications. Crucially, it made it easy to share wellbeing communications with employees at a time when healthcare professionals were under enormous pressure.

Meanwhile, the **Zulekha Healthcare Group**, which has medical facilities in the UAE and India, used our technologies to com-

municate with patients over their preferred channels, including WhatsApp, Facebook Messenger, and Live Chat.

Patients received real-time support when making appointments, locating their hospital, and getting answers to their questions.

Customer support staff now provide omnichannel support from a single interface. They can handle multiple conversations over different channels, without having to switch tools, and without losing conversation history or contextual information.

What’s more, our cloud contact center made it easy to pivot to work-from-home models, enabling agents able to handle inquiries anywhere, anytime.

## Building connections between a United Nations agency and its donors

**UNICEF** and its partners work in 190 countries and territories to promote the rights and wellbeing of every child, with a focus on reaching the most vulnerable and excluded children.

We helped the UN agency to improve engagement and help convert every communication into a donation. UNICEF Brazil used our cloud-based customer engagement tools, communication channel integrations, and professional services to improve their customer journey for existing and prospective donors.

The team can now manage all its communication channels through a single interface, meeting donors on the channels where they want to engage. We also enabled UNICEF to profile specific donor groups and use segmentation to deliver tailored campaigns that translate into higher conversion rates.





# OUR PRODUCTS

Our products and solutions help organizations communicate with their audiences across any channel, any device – anytime and anywhere in the world.

## Programmable communications

Businesses use our communications platform (CPaaS) to reduce the complexity of customer communications and connect with audiences over a large and growing array of channels, including SMS, email, chat apps, social media, RCS, voice, mobile app messaging, voice, and video.

They can protect their customers while still providing the optimal customer experience, thanks to [Mobile Identity](#), which provides silent mobile verification, know your customer, SIM swap check, and more.

The bottom line is faster, more secure, more reliable connections.

## Customer engagement solutions

With digital customer experience now the leading brand differentiator, we launched a suite of integrated cloud-based customer engagement solutions in 2020 to help businesses craft superior customer experiences that deliver business impact.

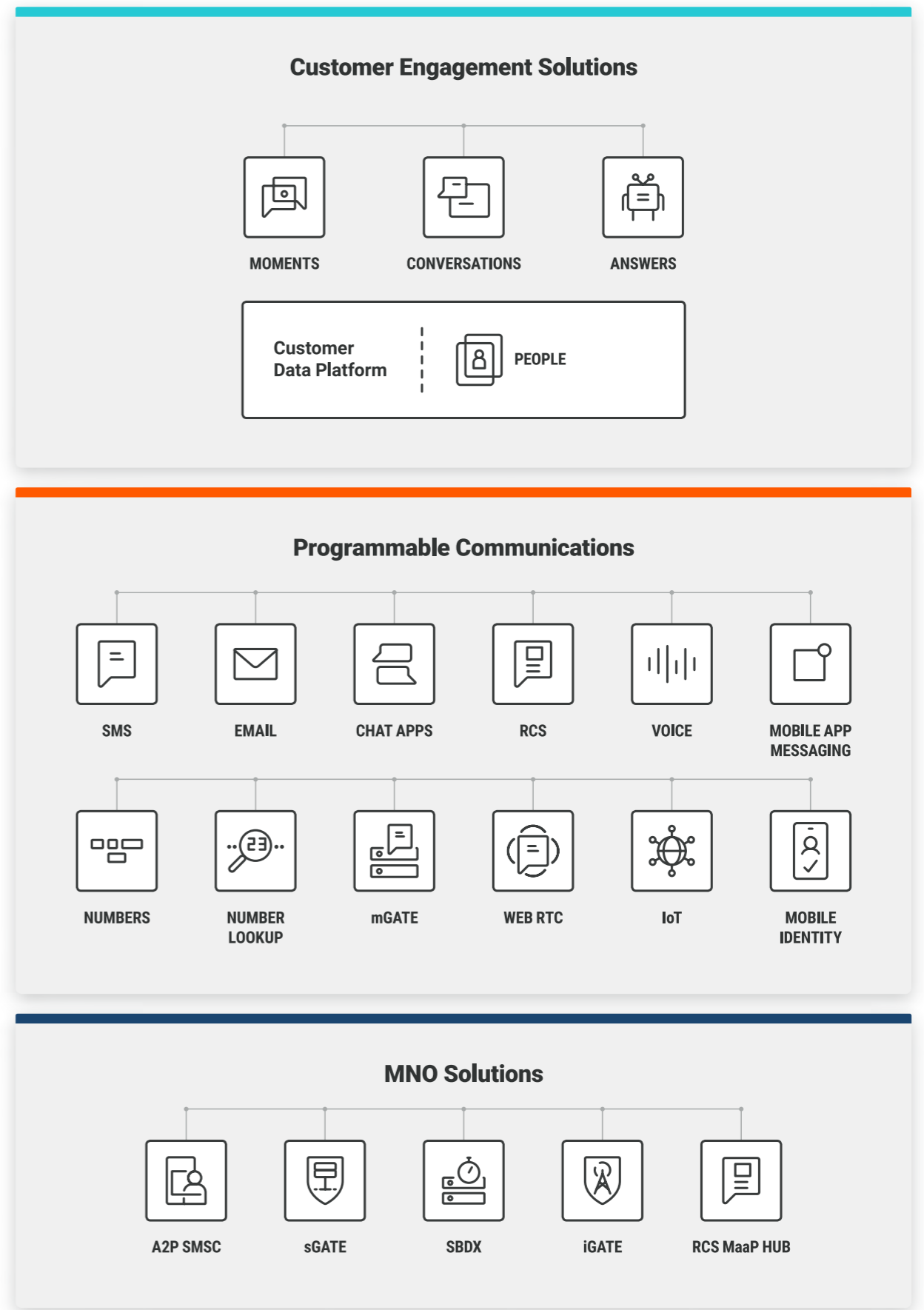
These integrated tools include [Moments](#), our omnichannel customer engagement hub, [Answers](#), our chatbot-building platform,

and [Conversations](#), our cloud contact center solution. Meanwhile, our customer data platform [People](#) offers a true 360° customer view for personalization at scale.

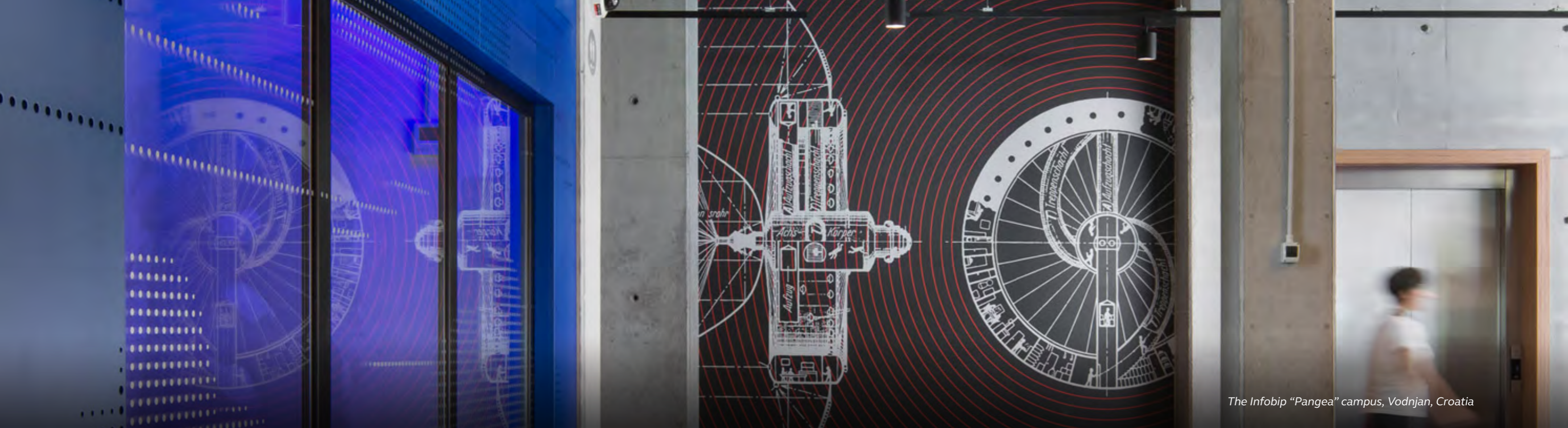
- **Moments** helps companies communicate at the right time, when attention and interest are both available, using intelligent, event-based triggers.
- **Answers** provides more opportunities to connect, while **Conversations** provides enhanced conversational tools that improve customer interactions and optimize resources.
- **People** enables a unified customer view that integrates engagement through call centers, SMS, in-app messaging, and other channels. The result: companies can transform customer interactions into meaningful connections.

## MNO solutions

Alongside our enterprise portfolio, Infobip also provides mobile operators around the world with solutions designed to generate revenue from A2P messaging, optimize network functions, and introduce new technologies and new revenue streams.

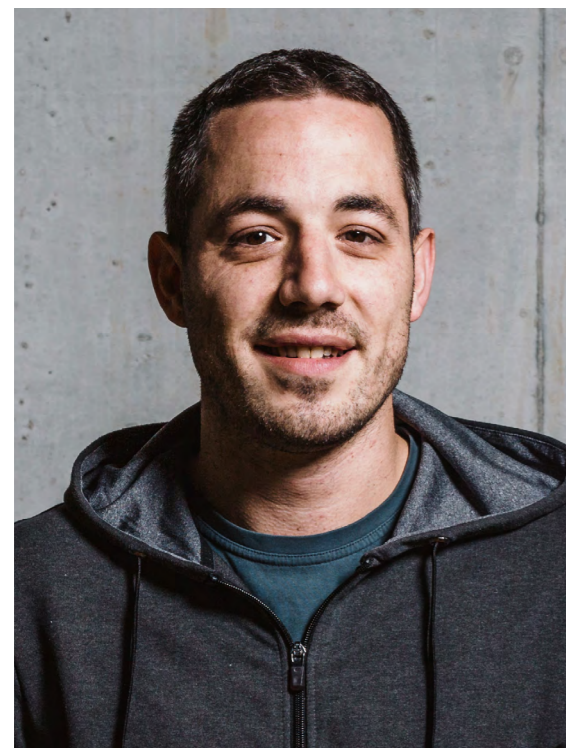






The Infobip "Pangea" campus, Vodnjan, Croatia

## A word from our Chief Product Officer



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*The rules of customer engagement are changing very quickly. The global pandemic accelerated this change, but things will not slow down in a post-pandemic world. Our products and solutions add value by helping organizations to thrive in this environment. We give them the tools to become genuinely data-driven and customer-centric digital businesses.”*

**Adrian Benić**

Chief Product Officer

## 2020 Product Awards



ROCCO

**BEST A2P SMS VENDOR AS RATED BY MNO'S**

**BEST A2P SMS VENDOR AS RATED BY ENTERPRISES**

**TIER 1 SMS FIREWALL VENDOR**

**TOP 10 INOVATOR**



Recognizing Challengers and Disruptors



**PLATINUM AWARD AS THE GLOBAL CPAAS PROVIDER**

**PLATINUM AWARD AS THE EMEA CPAAS PROVIDER**

**PLATINUM AWARD AS THE BEST RCS PROVIDER**

**GOLD AWARD AS THE BEST DIGITAL IDENTITY SOLUTION**



**BEST CUSTOMER ENGAGEMENT PLATFORM**



**BEST GLOBAL SMS SERVICE PROVIDER - WHOLESALE SOLUTION**





The Infobip "Pangea" campus, Vodnjan, Croatia

# FINAL THOUGHTS

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2020 was a remarkable and challenging year, and we're proud of what we achieved together as a global organization.

We mobilized more than 2,500 people to work entirely remotely in less than a week. We enabled governments and health bodies to share vital, trustworthy, real-time information about COVID-19, and we provided life-saving equipment to hospitals and medical centres around the world.

On top of this, we launched three customer engagement solutions, made our first acquisition in North America, and started the process of formalizing our global CSR strategy.

This report highlights our successes, but also identifies the need for a strategic and measurable approach to tackling the

issues we value as an organization – from diversity and inclusion, to reducing our environmental impact.

As part of our 2021 CSR reporting onwards, we will outline these CSR strategies as they're defined and share data-driven insights into how we're progressing against our strategic priorities.

Creating positive impact has always been a company priority. Now, as we begin our official CSR journey, we look forward to sharing our achievements and learnings along the way.

**Thanks for reading!**





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