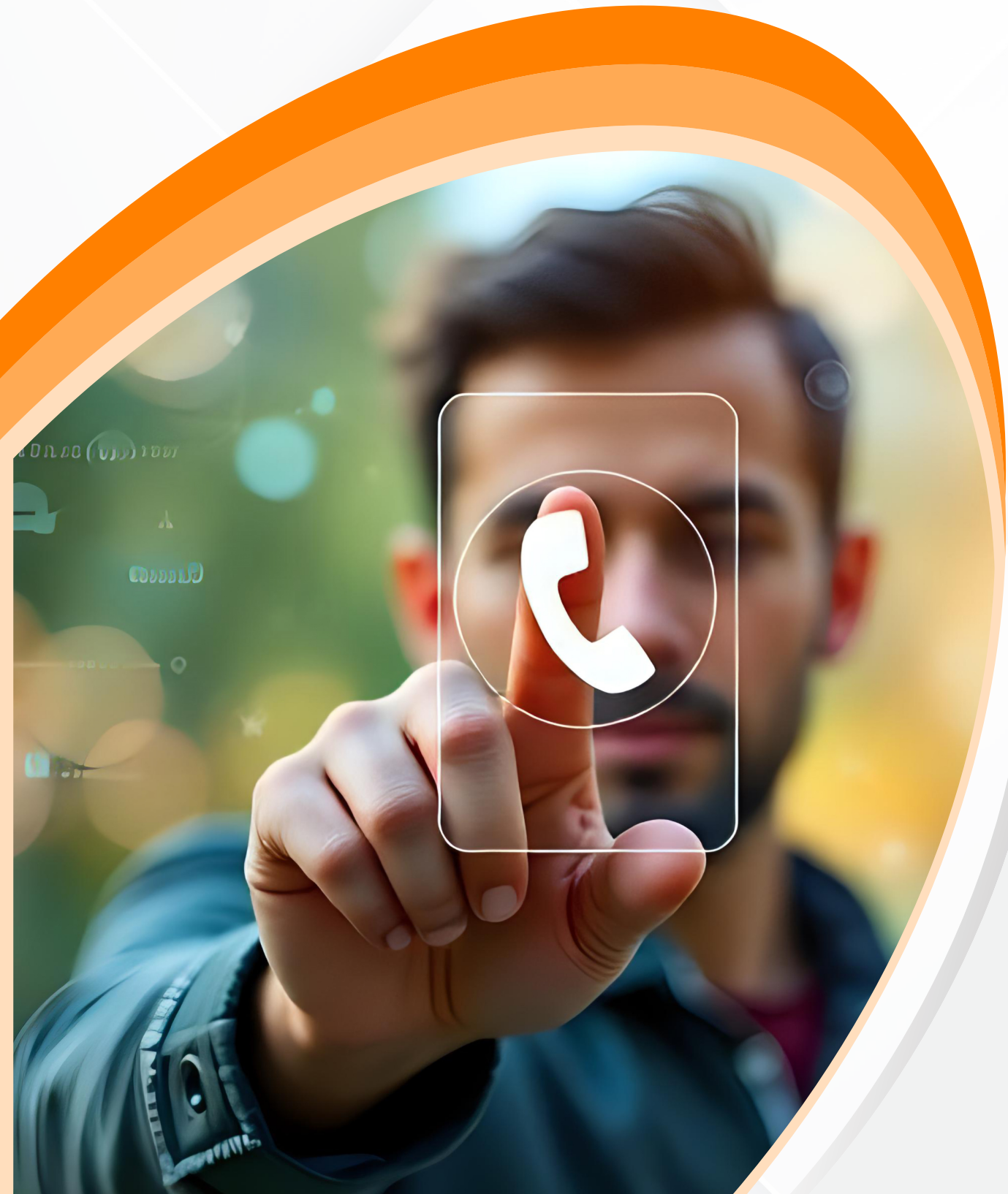


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# In-App Calling

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## How Can Businesses Leverage Mobile Apps?



Provide Better Customer Service



Get Market Visibility



Promote Brand Awareness Get Market Visibility

## What Incredible Benefits Do Powerful Apps Provide?



1. Advanced communication functions



3. Collaboration Features



2. In – App Engagement



4. Ease of use

At Bloom X, we pride ourselves on innovation and we are dedicated to pushing the boundaries of mobile communication. Our flagship feature, In-App Calling is an innovative feature that transforms the way users connect.

Built on WebRTC (Web Real-Time Communication) technology, this feature enables seamless audio and video calls directly within the app, without the need for third-party plugins or software. With robust encryption and optimized peer-to-peer connectivity, In-App Calling feature ensures secure, high-quality communication experiences across different devices and network conditions. Elevate your conversations with [Your App's Name], where superior WebRTC integration sets the standard for modern mobile communication.

This powerful feature is available as an Android SDK and iOS framework. Easily integrated into your existing apps, this technology keeps the backend transparent, ensuring a seamless launch of enhanced communication capabilities. By leveraging this solution, you can quickly enhance user experience with robust audio and video communication, setting new standards for connectivity in your application.

### Benefits of In-App Calling:

#### 1. Last mile connectivity Improving the Call Success Rate

Failover from internet line to mobile connectivity not with standing location or strength of coverage. Always on!

#### 2. Interworking with mobile or landline network

Party A is on app, but party B is on a landline or vice versa

#### 3. Boost App engagement with in-app chat/calling facility with features such as

- Single Click to Chat
- Single Click Audio Call
- Single Click Video Call
- Convert Chat to Call
- Convert Audio to Video or vice versa seamlessly

#### 4. Improved Collaboration

- Convert 1-1 Call to Conferencing
- Screen Sharing
- Digital Whiteboard

#### 5. Recording and AI Powered Search

- Enables fast search based on context, name etc.

## 6. Lightweight SDKs for mobile and web application

- Android, IOS and web SDKs are available.  
No need to install another App

## 7. Quick Onboarding

- Platform hosted in the cloud
- Easy integration with ready to use APIs

## 8. Lower costs

- Cut down your call costs significantly by switching from PSTN to App Calls

## 9. Improved customer engagement

- Remove friction & enable contextual calling right from your app.

## 10. Higher brand recall

- Deliver customized dialer screen with your own branding.

## 11. Better analytics with Dashboard

- Meeting reports, Recording reports, top hosts, number of monthly meetings.



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