

MEDIA RELEASE 10 April, 2018

AustralianSuper and LivePerson bring in-app messaging to more than 2 million members

Chatbot 'Ash' also launched for live chat on website

Sydney, Australia April 11, 2018: [LivePerson](#), Inc., (Nasdaq: LPSN) a leading provider of cloud mobile and online business messaging solutions, and AustralianSuper, Australia's largest superannuation fund, have partnered to bring in-app messaging to over two million members, with a view to providing them with better service.

Since the launch in December 2017, AustralianSuper and its members have sent more than 50,000 messages through in-app messaging, with an overall customer satisfaction score (CSAT) of 92%.

AustralianSuper and LivePerson first partnered in May 2015 with live webchat. Now, in addition to in-app mobile messaging technology, AustralianSuper is also introducing a chatbot within LivePerson's LiveEngage platform. Currently integrated into AustralianSuper's website, the chatbot, "Ash" (AustralianSuper HelpBot), helps customers with frequently asked questions. Within the next year, AustralianSuper plans to integrate Ash into in-app messaging as well.

Using data intelligence, the bot is able to handle an expanded range of superannuation related questions and respond to customer questions quickly and efficiently. Organisations using messaging and AI to connect with consumers have increased their operational efficiencies, seen agent productivity double, and increased CSAT, compared to voice interactions.

AustralianSuper Group Executive Member Experience and Advice, Shawn Blackmore, said: "We saw an opportunity to better build relationships and talk with our members to help them achieve their retirement goals. With the updated mobile app that includes in-app messaging, members can now have direct access to AustralianSuper instantly.

Messaging apps are now the primary way consumers engage with each other, so it seemed like a natural progression for AustralianSuper to take. It enables members and prospective members to connect with us wherever and whenever they want."

We are planning to take what we have learned from our text based chat capability and apply it to the voice domain in the near future."

Andrew Cannington LivePerson's regional VP, APAC, said: "Consumers have moved away from traditional voice-based communication and toward conversational interfaces such as messaging platforms.

“They want a simplified hassle-free experience. We’re excited to be working with AustralianSuper to provide its members with a convenient way for them to get help conversationally – it’s the future of consumer-to-brand communications.”

About LivePerson:

LivePerson makes life easier by transforming how people communicate with brands. LiveEngage, the Company's enterprise-class platform, empowers consumers to stop wasting time on hold with 1-800 numbers, and instead message their favorite brands, just as they do with friends and family. More than 18,000 businesses, including Adobe, Citibank, HSBC, EE, IBM, L'Oreal, Orange, PNC and The Home Depot rely on the unparalleled intelligence, security and scalability of LiveEngage to reduce costs, increase lifetime value and create meaningful connection with consumers.

For more information about LivePerson (NASDAQ: LPSN), please visit www.liveperson.com.

About AustralianSuper:

AustralianSuper manages more than \$130 billion of members’ retirement savings on behalf of more than 2.2 million members from around 270,000 businesses. AustralianSuper is the nation’s largest superannuation fund.

Media Enquiries

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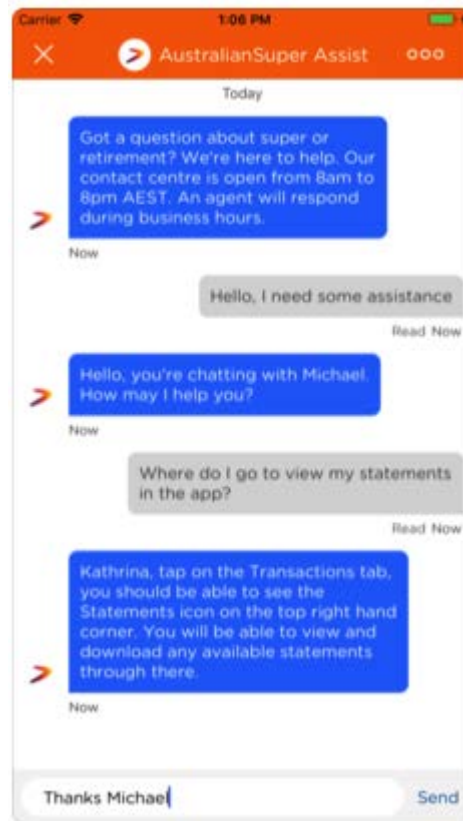
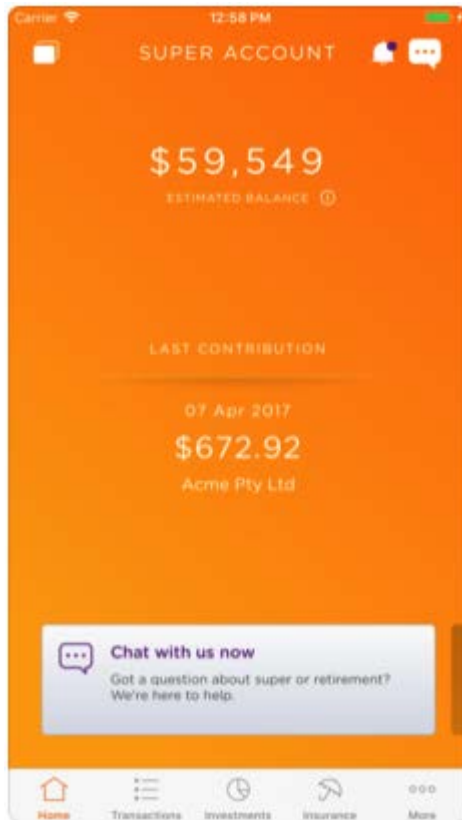
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In-app messaging:



Web-chat / Ash HelpBot:



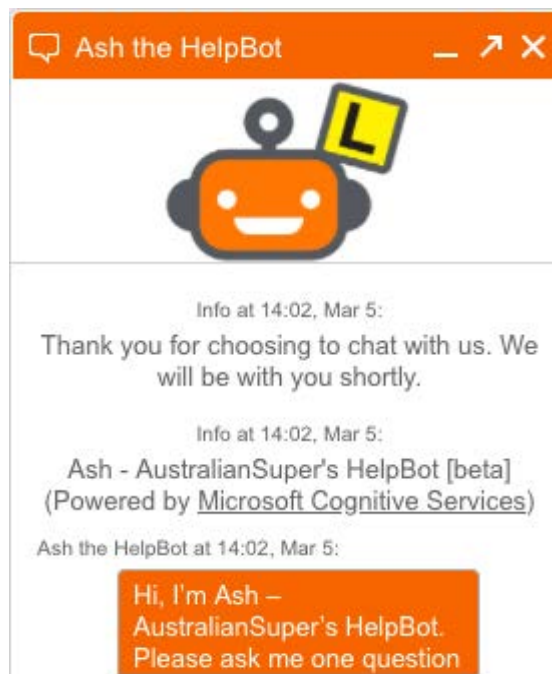
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