

Converse platform enables next generation of conversational services.

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Converse's platform allows developers to easily build automated, conversational based services over existing message networks.

Edinburgh, UK – 4 November 2015 – [Converse](#), a startup in the emerging conversational messaging industry, today announced the beta release of its intelligent conversational messaging platform.

The Converse platform is built to make it incredibly simple for companies to develop their own services in a matter of hours, from simple services like 'Slackbots' or ChatOps offerings, to advanced solutions such as e-commerce basket abandonment assistance, front line support triage, or even for services like Facebook's upcoming 'M' platform.

Tony Lucas, Founder of Converse said, "For organizations using Converse, their customers can quickly and easily interact with them via enterprise messaging, text messages, social media, web or in-app . The result is better customer engagement helping to create brand loyalty, repeat revenue and improved customer service.

The Converse platform delivers all the underlying technical requirements needed to build innovative new services quickly and easily. Organizations can easily build into their app and customer communication strategy new ways to engage and interact with users to improve customer engagement and service.

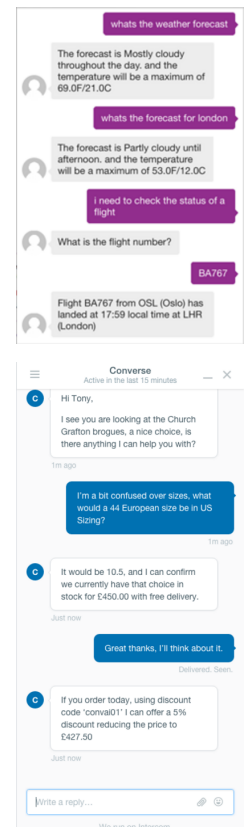
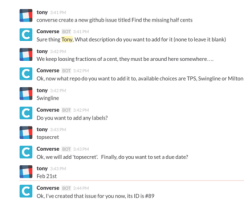
The Converse messaging platform includes:

- Integrations into popular services (Slack, Twilio, Twitter, Telegram, Intercom, Supportkit, Asana)
- Conversational and context awareness
- Natural language parsing
- Full REST API
- Hybrid Human/Machine capabilities
- Integrated E-Commerce support

Further detailed examples are available from the website at www.converse.ai.

About Converse: Converse (www.converse.ai) is a startup enabling companies across all industries to easily build their own conversational based messaging services.

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