



# WACADS Group Inc.

## We Automate Companies And Develop Successful Strategies

Looking to enhance customer acquisition, conversion, retention, and cost-savings? WACADS Group Inc. is your solution! We specialize in developing customized AI and automation solutions for repetitive activities in organizations resulting in employee retention, meaningful customer experiences, sales acceleration, operational resilience and business automation - all vital to your company's success.



### Why is this important?

It boils down to savings. Gartner reports that 91% of businesses are pursuing digital initiatives, and 87% of senior leaders prioritize digitalization.

- WACADS Group Inc. improves customer acquisition, conversion, retention, and cost-savings.
- We reduce repetitive tasks to retain employees and create meaningful customer experiences.
- Our focus includes sales acceleration, operational resilience, and business automation.
- Firms that embrace AI and automation to boost efficiency, drive innovation, and outperform competitors with our custom solutions.

### Industry Challenge

- The Telecommunications industry is struggling to improve outreach and conversion rates due to insufficient data segmentation and redundancy caused by antiquated system integration.
- Despite the industry's strong ability to attract new customers, its lagging operational systems and processes have fueled a discount-dependant subscription base. Automation and AI are forgotten in the solution stack to create meaningful customer experiences, improve retention and profitability.

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### Business Address:

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### WACADS Group Inc. offers the following expertise:

- Artificial Intelligence & Business Automation Solutions
- Website and Custom Software Development
- Business Automation Solutions & Project Management
- Design Thinking / Customer Experience Focused Modelling
- Automated Sales Optimization & Operational Resilience

### NAICS Codes

- 541511 [Custom Computer Programming]
- 541519 [Other Computer Related Services]
- 541618 [Project Management]
- 511210 [CRM / Software Publishers]
- 541618 [Management, Technical/Consulting Services]
- 611430 [Professional & Management Training]
- 611710 [Educational Support Services]

### OUR SOLUTIONS:

#### WG Learn

A web-based platform enables users to create and monetize dynamic, responsive courses with discussion groups, interactive content, quizzes, and certificates of achievement. Making it easy for users to learn on any device.

Our CXM Platform is an automation powerhouse that accelerates sales and operations through premium integration, offering versatile automated tools for nearly any system, making it easy to create effective funnels and personalized marketing plans.

#### Customer Experience Management Program

#### Training & Programs

Our training and mentoring programs assist organizations in developing sustainable, scalable, and profitable businesses by enhancing their comprehension of business automation and AI.

Our integrated event ticketing system streamlines registration, communication, and check-ins through Stripe, with a customizable check-in platform and user-friendly administrative tools.

#### Event Ticketing System

#### DCards

Our QR Code Enabled Business Cards enhance your ESG strategy by automating connections with customers and partners through database integration, enabling easy updates for individuals and centralized management for businesses with many employees.

Our AI-powered tool, aims to offer every website visitor, irrespective of disability or accessibility challenges, the chance to engage with your brand online.

#### EquiAccess





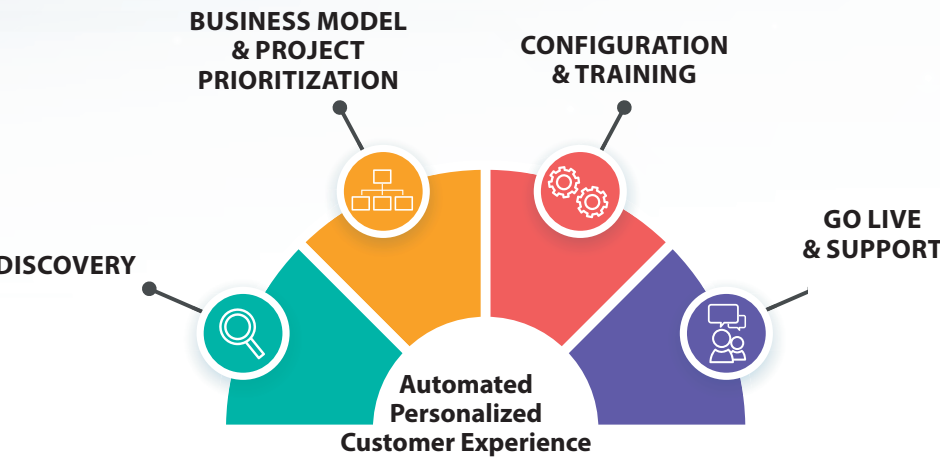
**WACADS Group Inc.**  
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**Our Process can streamline business workflows, automate routine tasks and give rise to a new generation of business applications.**

**Our Solution for Telecommunications**

WACADS Group Inc., offers customized AI and automation solutions to counter operational inefficiencies, including tools that integrate with martech and fintech systems. Together, they enhance customer interactions and drive sustainable meaningful growth.



**DISCOVERY**

This stage identifies your immediate and long-term requirements. A project charter detailing the scope, stakeholders and corresponding project management plans, time estimates and budget are agreed upon.

We are agile. Our work is based on incremental growth, with pre-negotiated timeframes. This ensures the project progresses quickly and cohesively.

**BUSINESS MODEL & PROJECT PRIORITIZATION**

Together, we create prototypes, wireframes, and process maps that delineate workflows, improving project clarity and fostering the achievement of optimal outcomes.

**CONFIGURATION & TRAINING**

Our technical team implements the agreed upon solution. We provide relevant progress reports, training scenarios and hands-on engagement to empower your team and validate requirements through the development process.

**GO LIVE & SUPPORT**

We collaborate closely with you to foster staff user adoption, and provide ongoing maintenance to keep your solution up-to-date as your needs evolve.

**Common Misconceptions about Automation & AI in Telecommunications:**

“My skills will become obsolete as technology advances, making me less competitive in the job”.

**Myth: Your skills evolve with technology, and adaptability adds value to organizations. Most employers value a blend of technical and interpersonal skills, ensuring your continued marketability.**

**Competitive Differentiators:**

- Using an agile framework our standout team combines software engineers, machine learning specialists, and solution architects to create proven customized AI and automation solutions.
- Our solutions go beyond boundaries, embodying Environmental Social Governance (ESG) values, making sustainability a defining feature of our innovations.

**Clients:**

“Liz Cripps and her team at WACADS provide professional and detailed support. Their ability to attentively listen to client’s needs and provide collaborative solutions is something anyone can expect when working with them”.

– **J.Campbell**  
**Broker Coldwell Banker Real Estate**

