

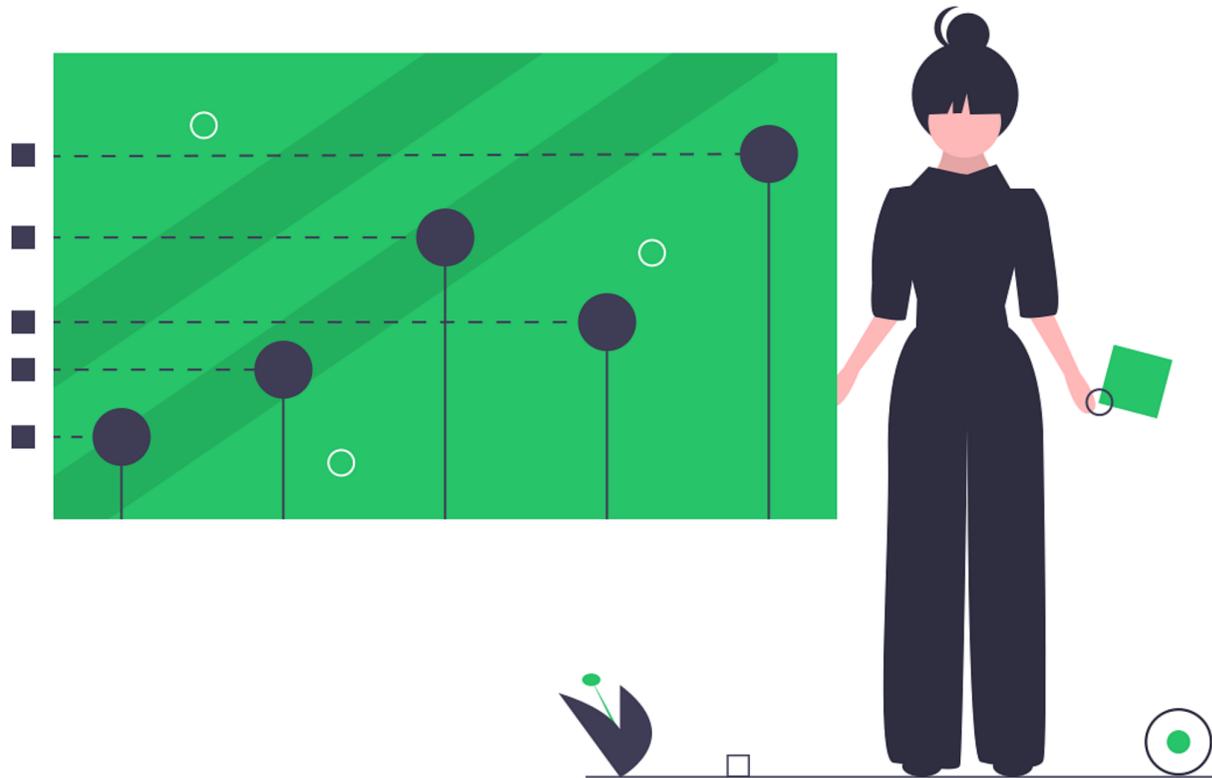
The logo for Xeno is rendered in a bold, white, sans-serif typeface. The letter 'X' is formed by two thick, slightly curved strokes that meet at the center. The letter 'E' consists of three thick, horizontal bars of equal length, connected to the 'X' on the left. The letter 'N' is a single, thick, slightly curved stroke that starts from the top of the 'E' and extends to the right. The letter 'O' is a thick, rounded stroke that forms a complete circle, also connected to the 'N' on the left. The entire logo is set against a vibrant green background that is densely populated with various white, hand-drawn style icons and symbols, including stars, arrows, circles, and abstract shapes.

Become part of the Xeno

**PARTNER PROGRAM**

**Making customers feel special.**

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## INTRODUCTION: XENO'S LIVE CONVERSATIONAL SALES



Modern customer communication is indispensable for businesses today. Customers are becoming more and more demanding in their requests, and expect to get their answers instantly, without hassle. It's to a point where 74% of customers now *expect* businesses to have multiple live communications channels available. But it's not only customers who have higher standards: businesses nowadays need and look for a tool that will let them have all of their customer communication unified in one place, at the tip of their fingers.

With businesses expanding globally, they need easy methods to resolve issues quickly, all the while being able to please foreign markets.

## INTRODUCTION: XENO'S LIVE CONVERSATIONAL SALES

The majority of products on today's markets are still unsuitable for managing live and delayed conversations. They're also unsuitable for international businesses, as most of them don't work too well with multiple languages. **Until now.**

Xeno pioneers in real-time technology, specifically tailoring to expanding international businesses. Xeno's **Live Conversational Sales** app plans to disrupt conventional Marketing, Sales, Support, and Feedback Collection strategies, paving the way for a whole new world of customer communication.



# XENO, THE NEW WAY OF CARING FOR YOUR CUSTOMERS

Users can look forward to having one shared team inbox: bringing leads, customers, partners, and team members together in one single spot. All customer communication channels are unified, be it websites, Facebook pages, Twitter pages, emails, etc. Xeno also offers a Smart Bot Assistant, to help automate Marketing, Sales, and Support tasks, as well as Feedback collection.

Xeno users can finally receive leads' and customers' questions and deliver live responses to them all over the web from one single spot in space.



# XENO'S PARTNER PROGRAM: WHAT'S IN IT FOR YOU?

## What is Xeno's Partner Program?

You'll be able to set up and take care of your clients' accounts, straight from your Partner dashboard. Your clients' accounts will be totally separated: client 1 will never have access to client 2's account, and so on.

From your Xeno dashboard, you'll be able to add new client accounts, check how many users there are in each client account, and see how many seats are left for you to distribute. From this dashboard, you can also access your clients' accounts, simply by clicking on the log-in button.



# XENO'S PARTNER PROGRAM: WHAT'S IN IT FOR YOU?

## Who is the Xeno Partner Program for?

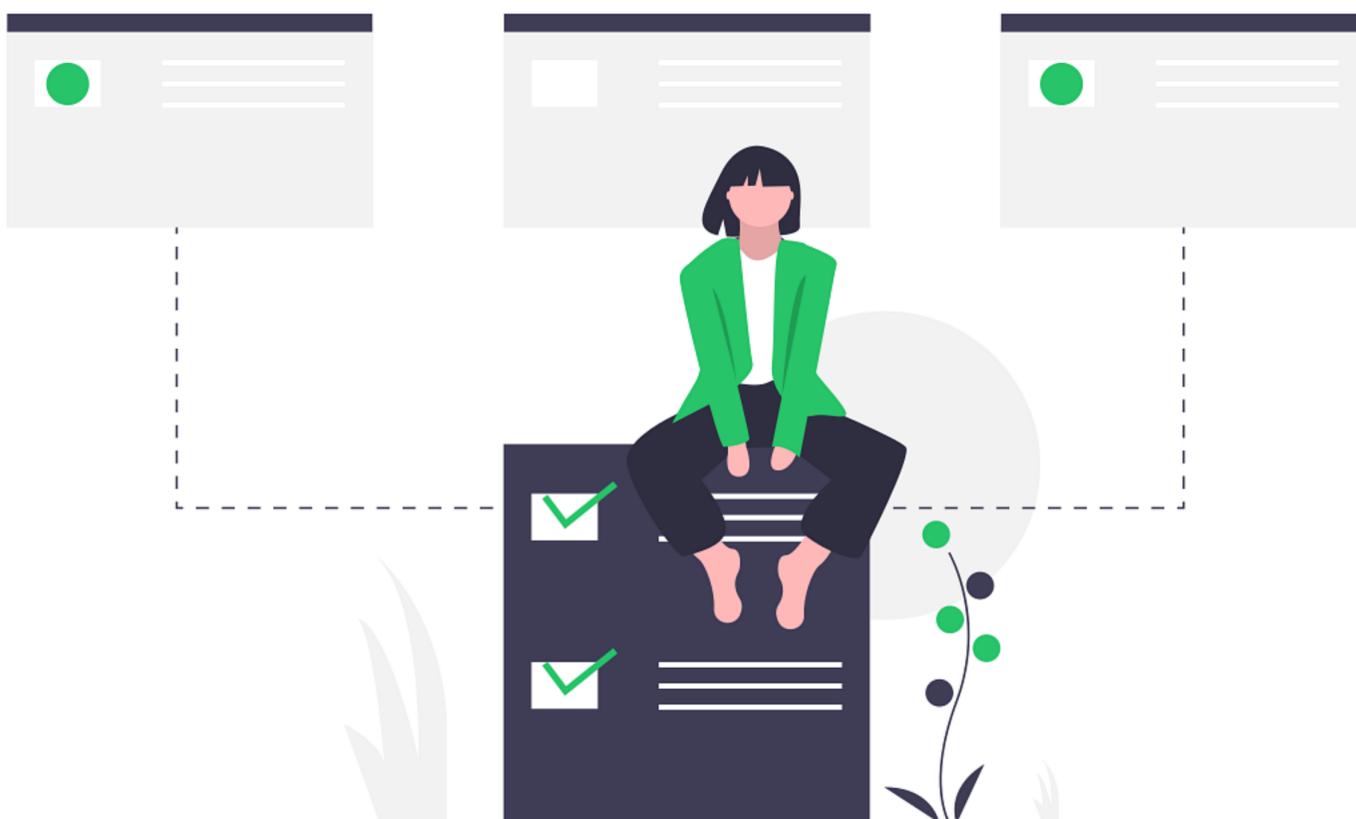
Xeno's Partner Program is an offer specifically tailored for agencies and consultants. Our Partner Program is perfect for forward-thinking businesses with multiple clients wanting to open themselves up to Live Conversational Sales.



## **XENO'S PARTNER PROGRAM: WHAT'S IN IT FOR YOU?**

### **Will your Partner Program allow me to have a specific Xeno account for myself?**

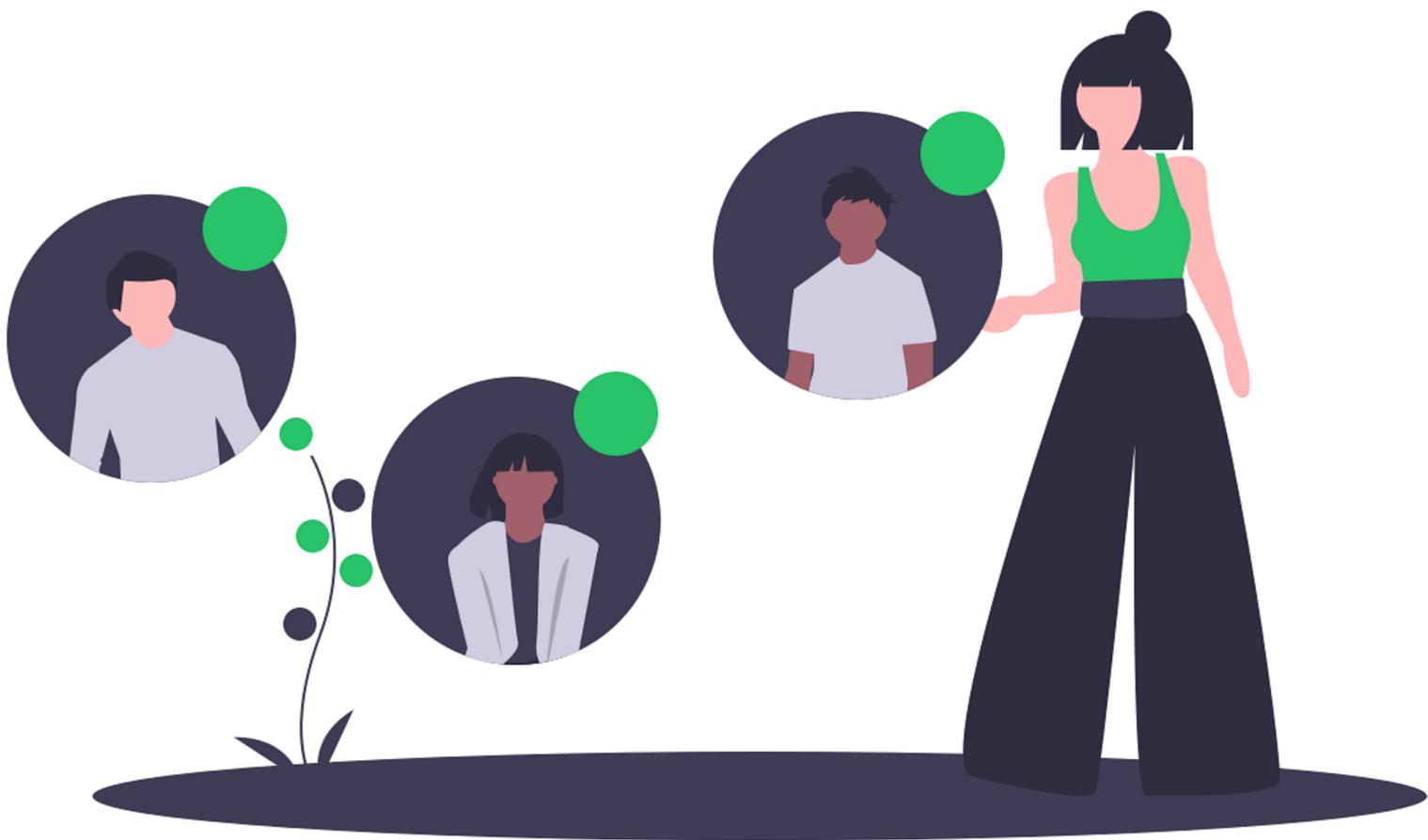
Thanks to our Partner Program, you'll get one specific account for your organization. You can connect Xeno to your email addresses, Facebook and Twitter pages, and also deploy a chatbox on your organization's website, as well as inside your clients' Xeno accounts. This way, you'll be able to give them direct support.



## **XENO'S PARTNER PROGRAM: WHAT'S IN IT FOR YOU?**

### **What is a seat VS. an account?**

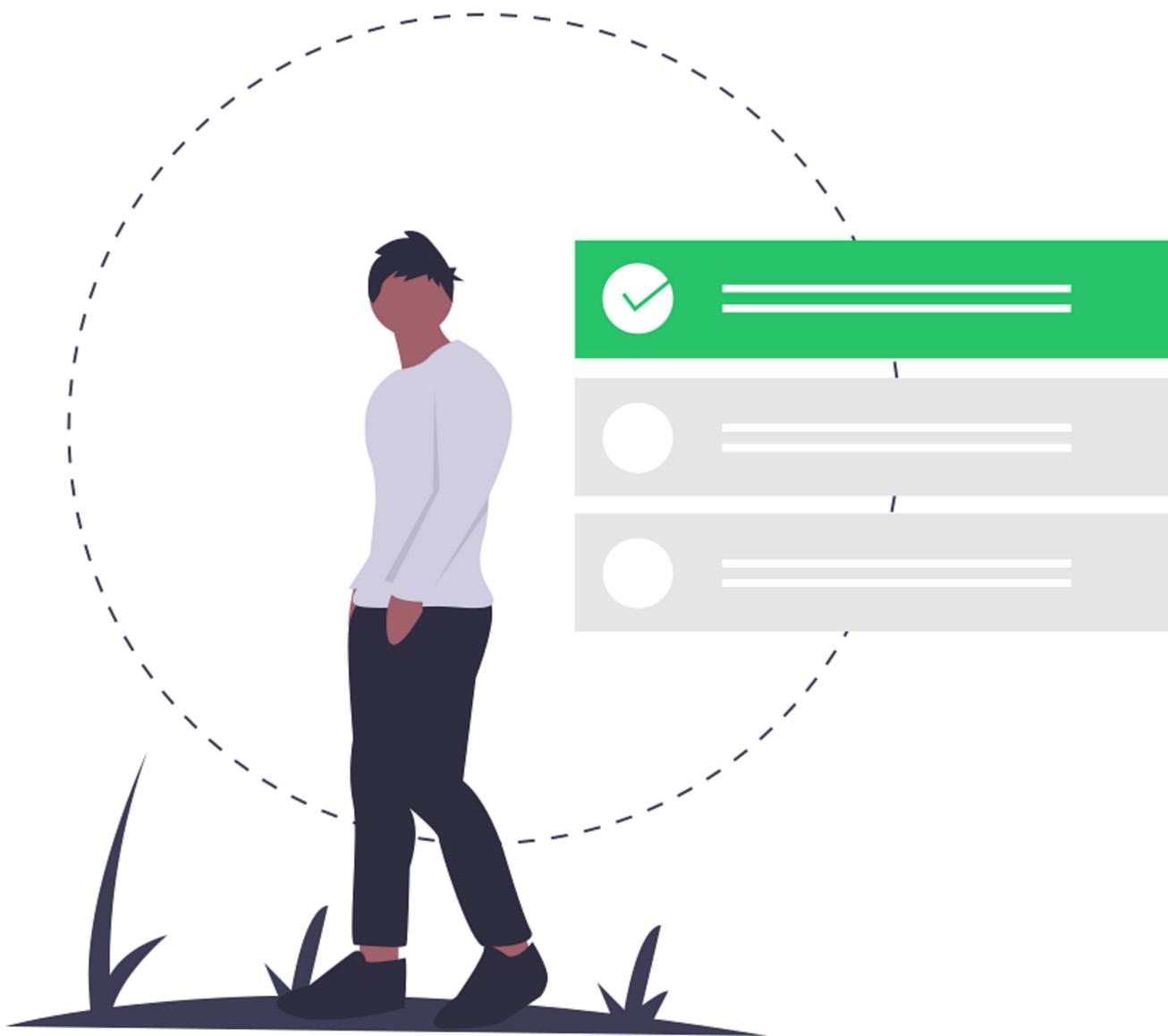
A seat is equivalent to a team member. Any team member with a dedicated login and password to access Xeno is considered a seat as soon he/she has logged on at least once to Xeno. A Xeno account is dedicated to a company. As a partner, you are only limited by your Partner number of seats and you can allocate your available number of seats as you like over any number of accounts you want.



# XENO'S PARTNER PROGRAM: WHAT'S IN IT FOR YOU?

## How do I know if my organization qualifies for the Xeno Partner Program?

Most agency and/or consultant organizations qualify to participate in the Partner Program. However, we reserve the right to refuse or revoke membership if we deem your website contains objectionable material, explicit language, supports violent groups, or if we suspect fraudulent behavior, or if your company seems to support said issues.



## **XENO'S PARTNER PROGRAM: WHAT'S IN IT FOR YOU?**

### **Are you GDPR compliant?**

We, at Xeno, believe that every individual has the right to have full control over his/her personal data. In this regard, we welcome the GDPR not as a constraint but rather as an opportunity for businesses to strengthen their customers' trust in them. Xeno is GDPR compliant. Find more details about that from our legal section, on [Xenoapp.com](https://Xenoapp.com).

### **Which legal document can I refer to as a Partner?**

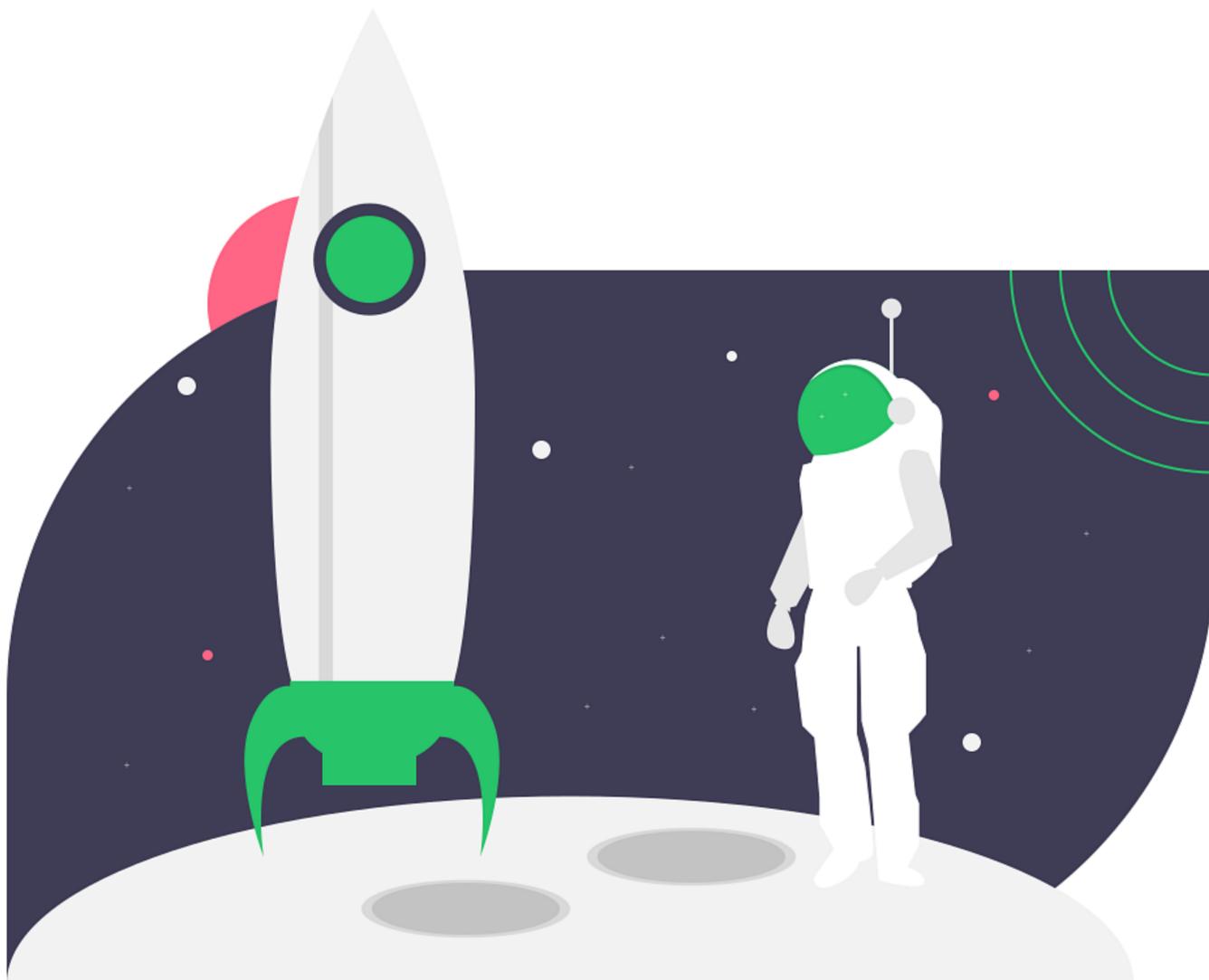
You can refer to our Partner agreement, that you can find on our legal pages on [Xenoapp.com](https://Xenoapp.com)



## **XENO'S PARTNER PROGRAM: WHAT'S IN IT FOR YOU?**

### **How much does it cost to join Xeno's Partner Program?**

Xeno's Partner Program has two different versions. We have a cost-free simple Partner Program, and depending on your needs, a \$300/year Partner Program. Xeno's Partner Program annual fee gives you access to different advantages (20% off the price of Xeno seats, for instance), that the cost-free version doesn't.



## **XENO'S PARTNER PROGRAM: WHAT'S IN IT FOR YOU?**

### **How many seats can I distribute with Xeno's Partner Program?**

The number of seats you can distribute when you're a Partner is unlimited. Depending on the Partner version you have, you can either purchase as many distributable seats you'd like, at the official Xeno price (to be resold at a price that suits you), or, if you're part of the yearly fee Partner version, you can distribute as many seats as you'd like and purchase them at a 20% discount (to be resold at a price that suits you).



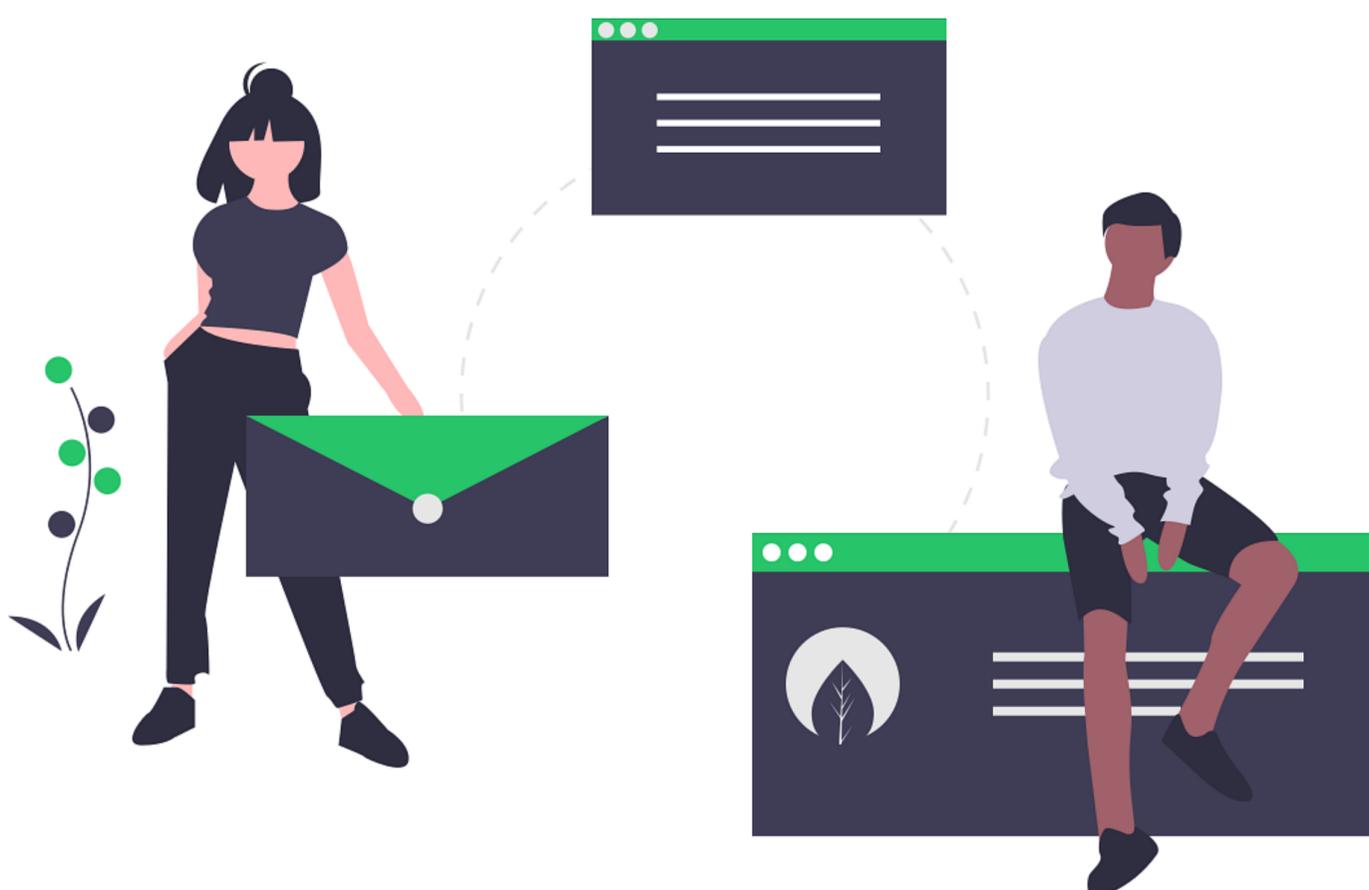
## XENO'S PARTNER PROGRAM: WHAT'S IN IT FOR YOU?

### I have product feedback. As a Partner, what should I do?

We are happy to use Hellonext as a collaborative feedback tool. Thanks to this tool, any Xeno user can suggest issues, improvements, new features, or integration needs. Users can also vote for already existing suggestions. In this tool, our distributing Partners have a specific section called **Partner Needs**, dedicated to them:

<https://xeno.hellonext.co/b/5-partner-needs>.

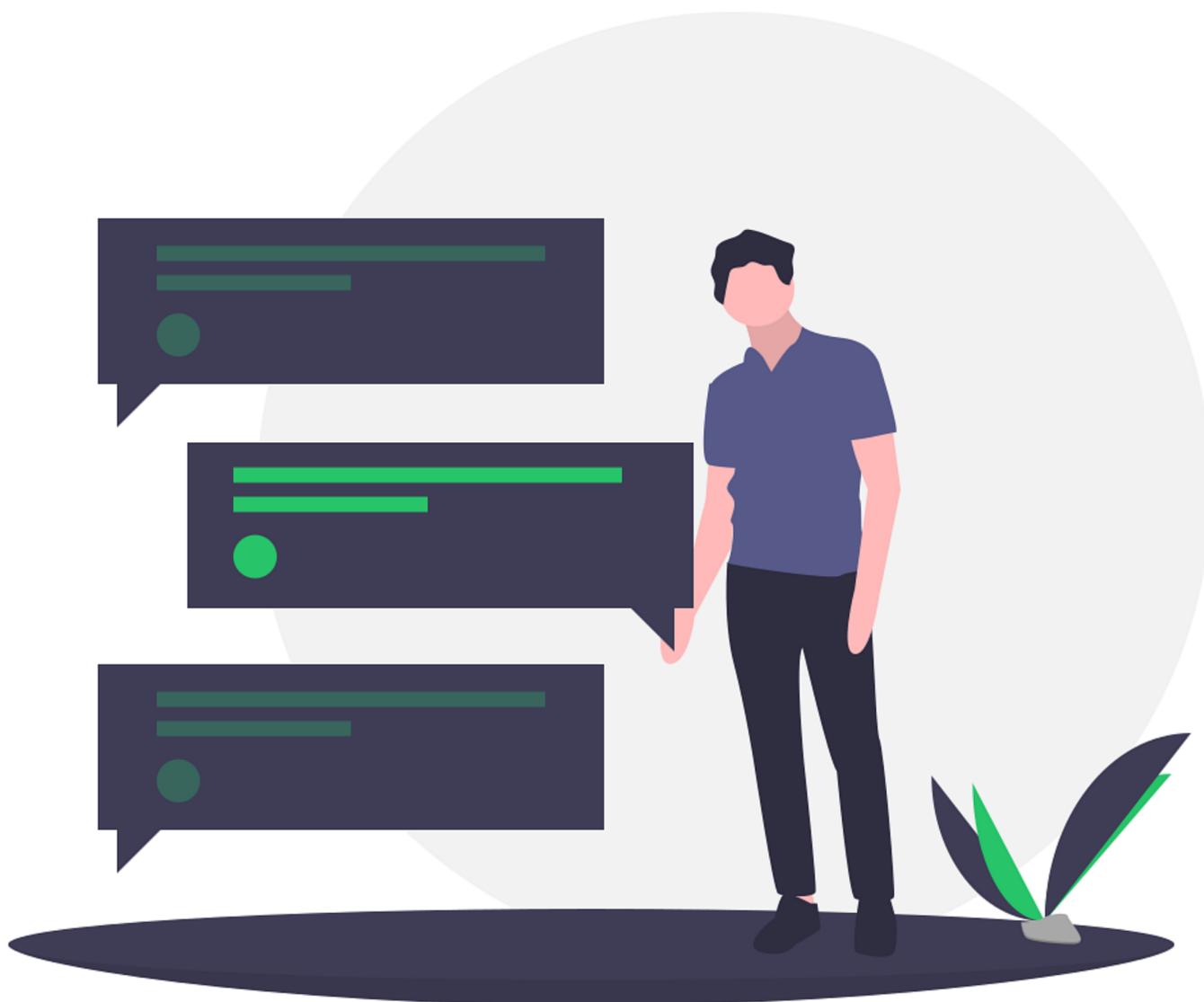
As a Partner, we recommend you use this section to share any issues, improvements, new features, or integration needs you may have.



## **XENO'S PARTNER PROGRAM: WHAT'S IN IT FOR YOU?**

### **How much conversation history will I and my clients have?**

On your Partner account, you'll be able to have unlimited conversation history. Your clients will also have unlimited conversation history on their accounts.

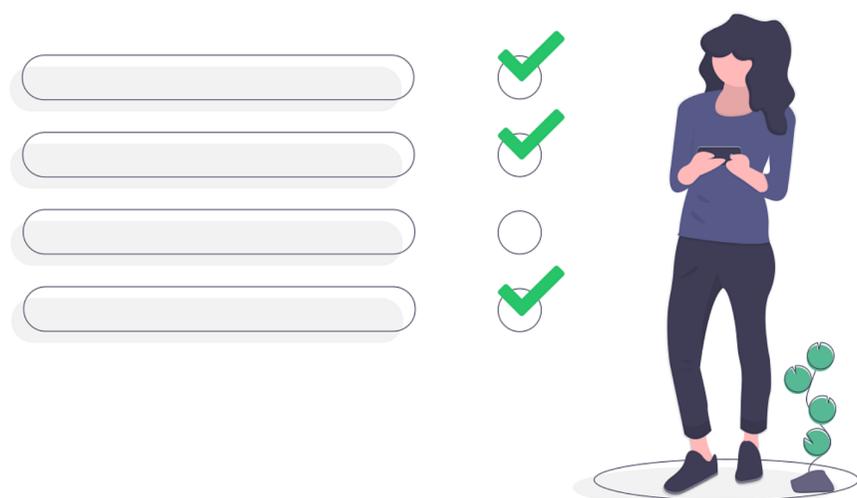


# XENO'S PARTNER PROGRAM: WHAT'S IN IT FOR YOU?

## What's the difference between the Affiliate Program and the Partner Program?

Our Affiliate Program is designed for people who want to promote Xeno and earn a commission in the process. Affiliates can post links through which they can send traffic to Xeno. An affiliate cannot distribute users seats, and does not have the Partner White Label option.

Our Partner Program is designed for Agencies, Consultants, or equivalent organizations, looking to distribute Xeno accounts to their clients. Partners get their own dashboard and can manage their clients' accounts. They distribute user seats that they can sell at their own rates (a higher rate than official Xeno prices). Partners are also part of our official Partner list, and have access to our Partner White Label option.



## WHITE LABELLING WITH THE PARTNER PROGRAM

In order to understand what our White Label entails, here are some more details below. To learn more about all of the exact definitions of the terms below, feel free to check out this page:

<https://partner-program.xenoapp.help/hc/general>

Chatbox	
Fully customizable	✓
Remove Xeno branding	✓

Custom domain names	
Knowledge Base	✓
Meetings	✓
News Feed	✓

Emails	
Email signature	✓
Email templates	✓
From	✓

Xeno back end	
Logo Co-branding	✓
URL	✗

## IN THE ERA OF XENO, LANGUAGE BARRIERS ARE A THING OF THE PAST

To take your Partner Program to the next level, and be able to cater to all of your clients, whatever their language, wherever they are in the world, Xeno offers a unique feature: **Auto-translate**. This feature helps push back the limits of your Partner Program advantages, enabling you to seize different markets all over the globe.

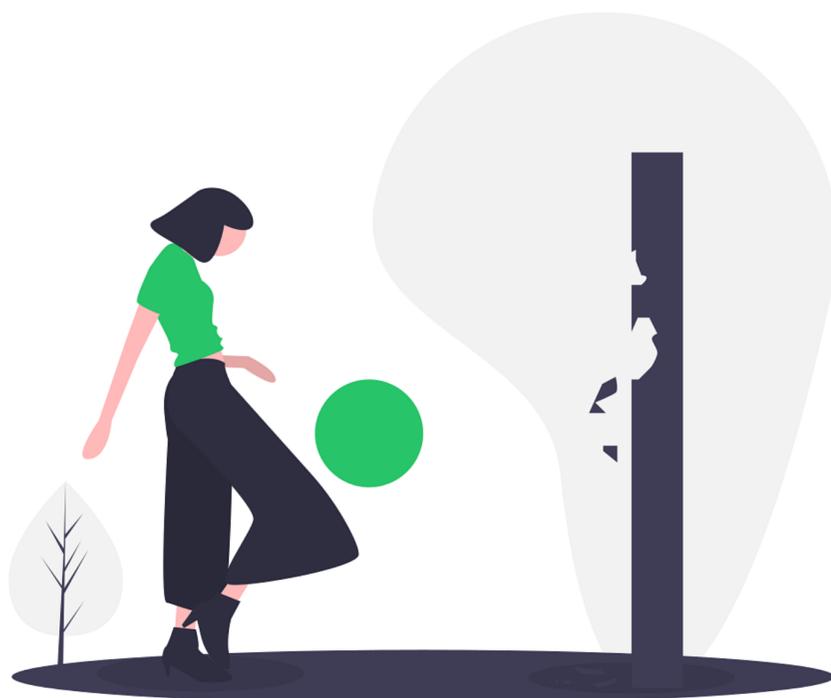
Indeed, only 6% of the world's population speaks English as a first language. So why are the majority of communication tools only offered in English? To remedy this, Xeno's Auto-translate feature automatically and instantly translates visitor and user messages from the source language to the target language, based on web browser languages.



## IN THE ERA OF XENO, LANGUAGE BARRIERS ARE A THING OF THE PAST

Thanks to Auto-Translate:

- **Language barriers** are officially a thing of the past. Businesses can now make the most of it and expand to new markets, which, at first, seem difficult to understand due to different alphabets. If a business has access to more markets, potential sales could rocket!
- **Potential savings** are huge for businesses, as a monolingual team can now answer any customer, regardless of where they are in the world.
- Customers are brought *closer* to the business, giving client communication a very personal touch.



## IN THE ERA OF XENO, LANGUAGE BARRIERS ARE A THING OF THE PAST

Auto-translate is made unique by the fact that it is functional in over **100 languages**, and thousands of language pairs. Auto-translate is mistake-proof: informal language is translated and mistakes are dynamically interpreted.



Xeno even takes multilingual to a whole new level, by offering the actual chatbox in a multitude of languages, too! Depending on the visitor's browser language, the chatbox itself will appear in English, French, German, Russian, even Japanese! Xeno's chatbox is available in over 50 languages, pushing the multilingual position of the company to center stage!

## WHERE DID XENO COME FROM?

Xeno was founded in 2018 by Alexis Lewalle and Rémi Delhaye, in San Francisco. Xeno is supported by TripAdvisor executives, including Stephen Kaufer, who operate under a single motto: speed wins.



Alexis has worked in project management, web development and digital Marketing for over 10 years, overseeing the international roll-out of several online projects.



Rémi has worked in web design and development for several years. He is fluent in multiple programming languages and, as a former professional horse rider, has a very competitive spirit.

## MORE HANDY RESSOURCES

To learn more about Xeno:

<https://xenoapp.com>

Share the love and give us a review on Facebook:

<https://www.facebook.com/Xenocares>

Tweet about Xeno:

<https://www.twitter.com/Xenocares>

Follow us on LinkedIn:

<https://www.linkedin.com/company/Xenoapp>



**It's like my clients are  
right there with me in  
my office.**

**XENO**