

Executive Overview

CX platform built in 2015 by seasoned technologists with more than two decades of experience building Customer Service software.

- Headquartered in Greater New York
- 200 employees
- 700+ customers across 6 continents
- \$60M raised in 2023 from Battery, Redpoint, Boldstart Ventures

Product & Service Offerings

- CRM
- Knowledge Base
- Agent Service Desk
- Omnichannel Support
- Agentic AI
- Automation
- Implementation and Integration Services

Sales Engineer Take On Best Fit

Kustomer is a CX platform that includes CRM, AI Agent Studio, and Omnichannel workflows to provide an enterprise with a full CX solution. They have actionable insights that cater to B2C businesses. The ideal customer would be between 125-1250 employees in the Healthcare, Retail, and Fintech verticals.

Hunter Edmisten, UCaaS, CCaaS, CX AI

Key Features & Differentiators

- **Customer-Centric Data Structure** - Kustomer organizes all interactions around the customer, consolidating conversations & tickets into a single view for personalized support
- **Advanced Automation and AI** - The platform uses AI to automate routine tasks, improving response times and allowing agents to focus on complex issues
- **Omnichannel Support** - Kustomer offers seamless communication across multiple channels in a unified dashboard, enhancing efficiency and consistency
- **Unified Customer View** - Kustomer provides a comprehensive view of customer interactions across all channels in a chronological timeline view, empowering agents with complete context to deliver informed support
- **Analytics and Reporting** - Kustomer offers robust, customizable analytics and reporting tools for data-driven insights

- **Comprehensive Analytics & Reporting**
decision-making and performance measurement

Top Industries Served

- Media & Entertainment
- Hospitality (Hotels, Food, Beverage)
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

- B2C or B2B2C (on-demand services, marketplaces) companies
- NORAM, LATAM, EMEA
- 125-2500 employees
- Retail, Travel & Hospitality, Consumer Services, Health & Wellness, Fintech
- Customer-centric culture with a vision and strategy for CX

Qualifying & Technical Questions

- What's your business model? (some, but not all B2B is a fit)
- How many customer service agents do you have? (ICP is 8+ seats)
- Are your service agents in-house or external via agency/BPO?
- What solution are you currently using to service customers?
- What are your frustrations with your current platform?
- What tools do you need to integrate with your customer service platform?
- Which service channels are important to you? (email, voice, chat, sms, social, etc.)
- What's your timeline for choosing and implementing a new CX platform

Elevator Pitch

Kustomer is the industry-leading conversational CRM platform helping businesses perfect every customer interaction to build deeply loyal relationships. Built with intelligent tools such as AI and Automation, no-code configuration, and a connected data platform that unifies data from multiple sources through a single timeline, Kustomer empowers businesses to operate with greater efficiency and deliver more personalized service to customers across any channel.

Objections & Rebuttals

No ticket management system:

Kustomer offers a more modern and effective approach by organizing all interactions around the customer rather than individual tickets. This customer-centric approach consolidates all communications into a single view, providing agents with comprehensive context and enabling more personalized and efficient support. Kustomer's powerful automation and AI capabilities streamline workflows and handle routine tasks, ensuring that customer issues are managed effectively without the need for conventional ticketing.