

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
- 180 employees
- 600+ customers across 6 continents
- \$60M raised in 2023 from Battery, Redpoint, Boldstart Ventures

Product & Service Offerings

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

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
- **Comprehensive Analytics & Reporting** - Kustomer offers robust, customizable analytics and reporting tools for data-driven 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