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In too many cases, customer service is broken, with companies using software that treats customers like tickets, not people. Teams are often inundated by data which cannot be properly used due to disconnected applications that do not give a complete view of their customers. Kustomer believes it's time for a platform that gives agents a fully actionable view of a company's unique customers and their interactions across all channels. Having this capability can immediately make agents more productive and enable them to build better long-term relationships. Alon Waks, VP of Marketing filled in the details.

Why is it so important for CX teams to have a platform for all their customer data?

Often, customer data lives across a variety of different applications and silos. This makes delivering a consistent, unified customer experience very difficult. Agents must work across multiple windows, slowing them down. Crucial information isn't available at different parts of the journey, leading to customers being asked the same questions over and over again. It's a recipe for a negative experience.

Kustomer helps prevent this by making the customer the atomic unit within its platform and delivering a complete view within a single timeline—driving informed decisions to serve each customer effectively.

Kustomer enables companies to know everything about every customer. Unlike other platforms that focus on tickets, Kustomer puts the entire history of actions and interactions with customers into a single, easy-to-understand view—empowering businesses and agents to give a better experience than ever before.

How does your solution enable actionable integrations across a variety of business applications?

Integration is about making the customer experience as simple and intuitive as possible. Things should work as the customer expects them to work—if you're on a call with an agent but then need to follow up over chat, you expect things to pick up where you left off. Our API has the ability to integrate customer data as contextual information that's actionable for every agent while being easy to use. Our Interface is clear and focused, centered around the customer timeline—not different screens for every application.

Automation's value increases exponentially when coupled with rich customer insight. Combined with intelligent, time-based workflows, the entire business logic can enable better personal engagement with customers—whether it's reactive or proactive. With the right information, businesses can deliver outreach that's targeted and economical. For example, a customer changing their subscription status can lead to an SMS and alert to an agent, or a change in sentiment after trying to return an item online can fast track them for VIP treatment next time. With actionable integrations, organizations can address large-scale issues and instead use them to build loyalty.

In what ways do your branched workflows enable organizations to eliminate tedious and inefficient manual tasks while automating business processes?

Kustomer's integrated workflows can also do-away with rote tasks and save your agents time so they can focus on the more complex, emotional service customers expect.

Integrations with chatbots can automatically collect customer info or solve easy problems, then escalate the interaction to an informed and empowered agent once they reach their limit. Others can automate tasks that used to be fully hands-on. For example, if a customer needs to change their appointment with a dog walker through a pet care app, how does the business reach out without having agents call manually? Using a smart workflow, it can send an SMS to the customer and replacement dog walker, giving them new options so that they can accept or inquire accordingly.

Similarly, weather delays cause companies massive inefficiencies and greatly inconvenience customers— whether it's perishables food, diapers, or a dress for special occasion. With Kustomer, interaction channels (SMS, email, and more) can be combined with customer data and inventory management systems. Now when customers can get an alert that there is a delay, the company can provide them a similar option from a local warehouse, or they can opt to receive the original with a 1-day delay. This is just as true for rideshare systems and other services as it for products and shipments.

What differentiates your solution from other similar offerings in the marketplace?

We designed Kustomer as the only platform for CX, service, and support that makes the customer the atomic unit of understanding. We believe that there aren't any other true platforms for CX on the market—current vendors only offer an application approach without a data platform for CRM capability to store, understand, and personalize every interaction. Zendesk provides ticketing that is event and case-focused, not a full customer view. Existing solutions don't take a platform approach, and thus can't put all the information about the customers into a 1-screen timeline. Doing this is the only way to drive the right, personally-informed action for every customer.