



COMMERCE: **UNIFIED.**

THE MAN BEHIND THE CLOUD

ORIGINATOR OF CLOUD BASED TECHNOLOGY FOR SPECIALTY RETAILERS.



Thoughts from Sam Kliger

Sam Kliger

President & CEO of KWVI, Inc.

What Good Is The Software Without The Service?

June 6, 2017

Providing a great customer service to go with your product is going to cost you.

In the technology market it stands to reason that a pure software company will make higher margins

than if you build a service provision into your business model.

It's why many hugely profitable marketing technologies don't add a massive support function. If you're a customer of Salesforce with a sales team of four people you can't call them up and ask them to share best practices. There's no person on the end of the phone that you can have a personal conversation with or that can offer you tips or thought leadership.

If there is a phone number at all it's there for you to talk to someone about paying your bill. And yet, clients will always want to buy the best technologies so these companies will always make their money.

I think the reason I decided to build a different model with KWVI, one where we continue to invest in service, is that I had the best training in the world. In a previous job I was a waiter in a hotel serving what seemed like some of the most impossible customers in the world. I made my living through tips.

Since then I've always been extremely focused on the transformational value of service.

Fast forward to now and it makes sense for KWI to aid our mid-market retail customers every step of their journey with dedicated business analyst teams. In the high-end, tier one marketplace – we're talking about the likes of Walmart - this wouldn't be necessary. They have teams of business analysts within the company that select and use systems to transform their organizations. The analysts are there to ensure their companies use all the features and functionalities of their software.

At the lower end of the marketplace - mom and pop retailers that have one or two stores each - they don't need anything like that level of sophistication. The owner is in the store all day and has a first hand perspective on inventory, stock, sales and so on.

But in the mid-market, retailers have a real problem. These are companies big enough that they require the sophistication and complexity of an enterprise system but too small to have teams of employees on hand to utilize it in any meaningful way. If they're having trouble with their system or their platform they may call the vendor but most vendors would suggest to them that they go hire a consulting firm to advise them.

As a result, the mid-market in retail is inundated with companies that have acquired technologies and are not using them well. So at KWI we provide assistive use of technology as a core part of our offering.

We're becoming a part of our customers' companies, a part of their teams. We share best practices and thought leadership with them every day. They challenge and stretch us and we

work to find them solutions and answers. There's a good business reason behind this. The more stores our customers have the more we can bill them so we want them to grow.



*"I've always been **extremely focused** on the transformational value of service."*

We believe that technology works best when it's powered by smart, creative people. If your business strategy is to charge retailers upfront for your system with no incentive on the tail end for ongoing strategy & assistance, then in my opinion you won't be successful in the cloud technology market for retail.

We provide continuous assisted use of our technology to our customer accounts permanently. That's the secret sauce at KWI. We don't just sell customers a shiny new object – we commit to helping them use it to grow their business.

As a business model, what we do here at KWI goes against what the Wall Street and the private equity backed competition is looking to achieve. Those guys are only interested in increasing the technology company's profitability and valuation for some sort of exit.

*“We provide continuous assisted use of our technology to our customer accounts permanently. **That's the secret sauce at KWI.** We don't just sell customers a shiny new object – we commit to helping them use it to grow their business.”*

We know though, that there is huge business value in delivering both solutions and customer satisfaction to our client base on a daily basis. That's how we've remained market leader for more than 30 years and why we simply don't lose clients.

We're waiters. We know the value of great service. We couldn't be happier that most of our competitors would disagree.



KWI offers a complete commerce solution for specialty retailers. Our cloud-based technology powers all the solutions you need to create unified customer experiences. It is a Point of Sale, Merchandising, eCommerce, CRM, and Loss Prevention solution, all from a single database.

Let's get in touch!

www.kwi.com
sales@kwi.com
1 (800) 873-5944