



*New Customer-Centric is **Customer Friendship.***

Follow: @kustomer

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Customer Friendship *(Definition)*

When every customer feels as if they are being served by... attended by... cared by... a Friend.



What's in a name?

Neighbours, Brand Ambassadors,
Consultants, Advisors, Stylists...


People-first companies give their agents a name
that represent the value they are expected
to give their customers

Building Brand Ambassadors ...

1.14.2019

Why I Love Rent the Runway Unlimited and What It Is





The Farmer's Dog
@thefarmersdog

Home

About

Photos

Jobs

Videos

Posts

Events

Community

Info and Ads


Create a Page

Like

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Share


...



Lisa MacCrindle Hernandez Rizzo loves her food and the customer service is outstanding. **Congratulations** on your success.


Like · Reply · 9w

1



The Farmer's Dog This means so much to us, Lisa! We love feeding Rizzo and are so grateful for your support ❤️


Like · Reply · 9w



Renee Jackson Lee I have 2 of the pickiest yorkies on the face of this earth! I have tried every single kind of dog food and a few months ago I came across the farmers dog website. Decided to try it....My little 4 pounders push their dishes around until we feed them, they love this food! Thank you for saving us ❤️


Like · Reply · 9w

1



The Farmer's Dog Hi Renee! Please get that on video sometime -- it would make our day! We're so grateful we get to the feed them and love having you all in The Farmer's Dog family ❤️

Like · Reply · 9w



Linda McCallister How are your meals for dogs with pancreatic disease? I've been feeding raw but, I'm going to need to change for this problem. Thanks!

Like · Reply · 6w

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Dog Trainer

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The Dapper Dog Box
Pet Supplies


Like



Pet Plate
Pet Supplies


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The Dodo

Like




Throw The Damn Ball

Like



Best in Show

Like



https://i.redd.it/au2tq9s3ave11.jpg

brands on the market. Get out over packaging... whatever takes your fancy! Anyone is welcome ❤️ NOTE: Self-promo/BFF code posts and comments are NOT allowed. If you wish to share your code, please do so in the stickied thread.

SUBSCRIBE

CREATE POST

R/GLOSSIER RULES

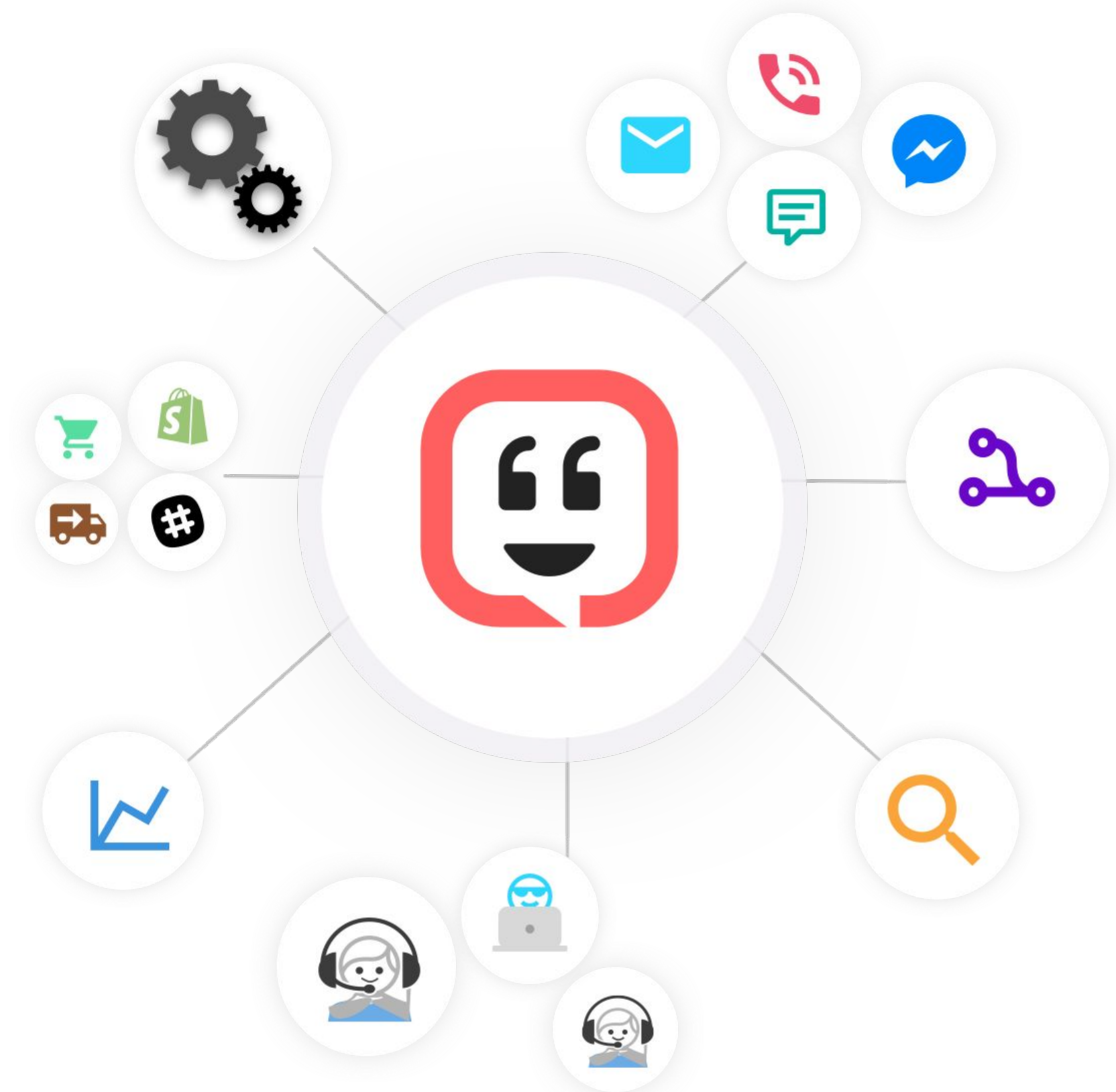
Kustomer

Brands I'm Friends With...



About Kustomer.

Kustomer is the first of its kind enterprise-grade Customer Management Platform for CX that you'll never need to replace. Kustomer enables a full view of your customer stories, business process automation, and knowing everything about every customer, to drive informed actions and create Customer Friendships



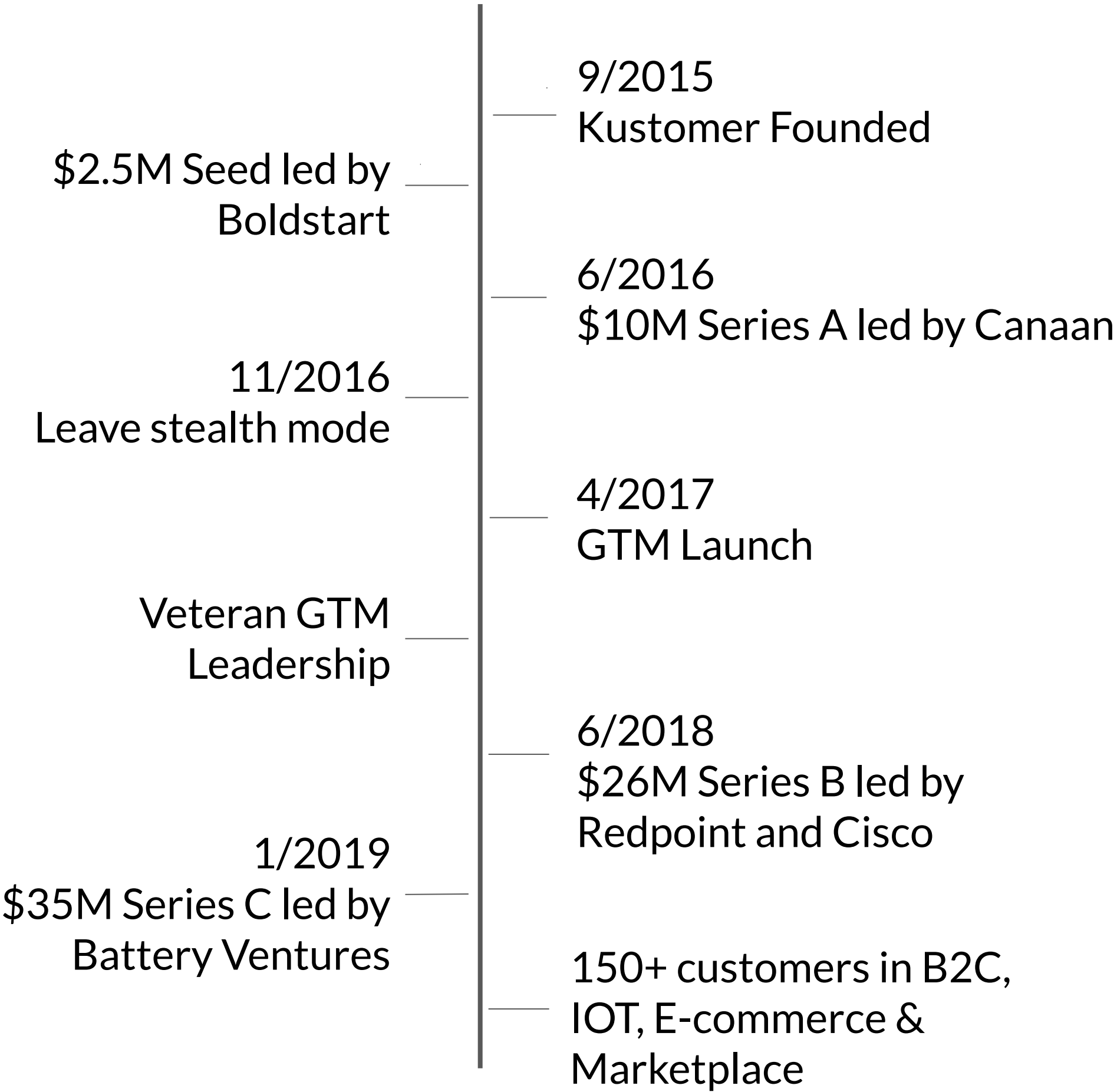
Kustomer Story.



Brad- CEO
20 years in CX
Co-Founder Assistly
CTO Talisma
CTO eShare



Jeremy- CTO
20 years in CX
Co-Founder Assistly
CTO Goowy Media
Co-Founder eAssist



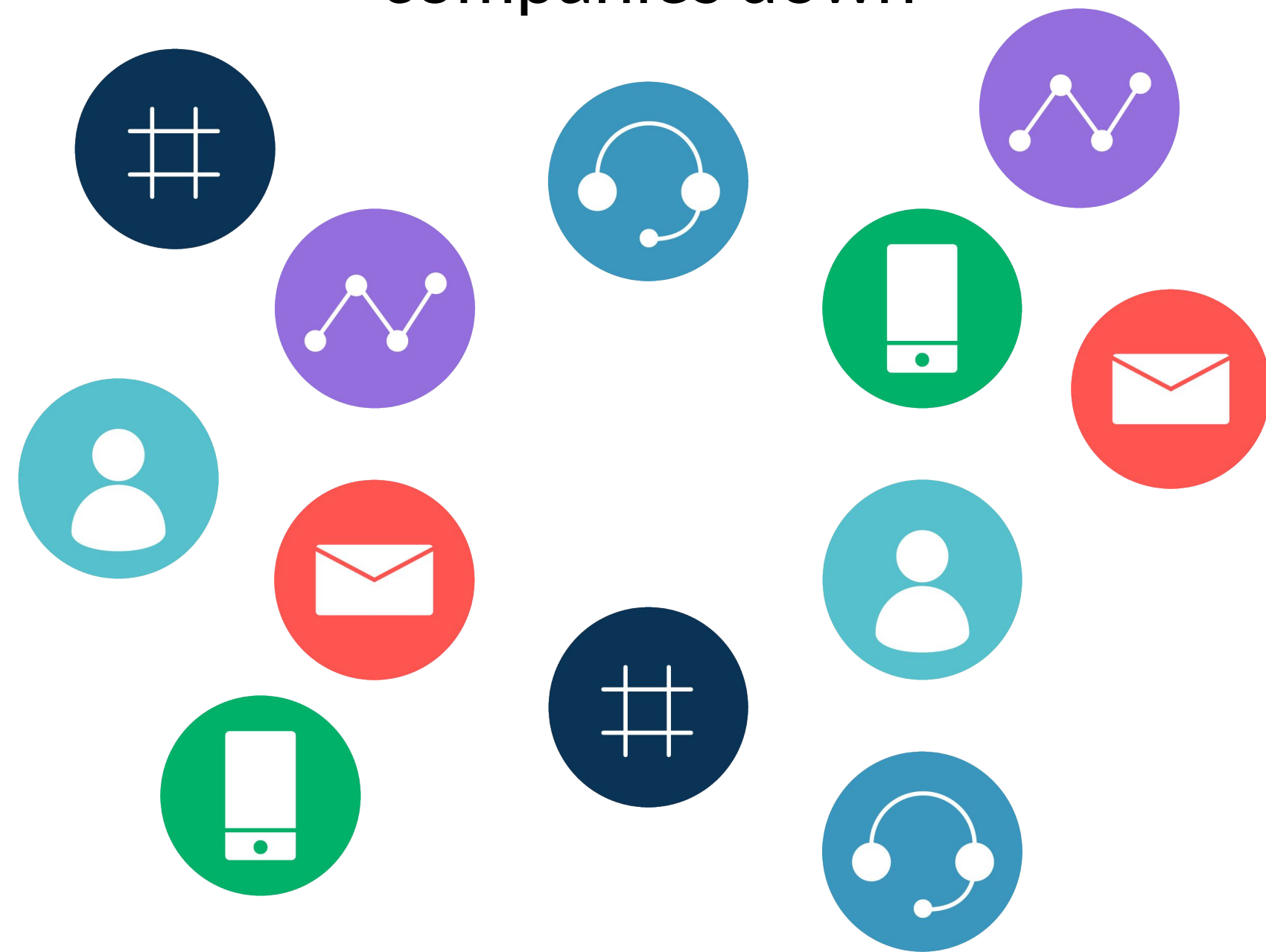
75%
of companies
believe they are
customer-centric

(only) 30%
of consumers agree
the companies are
customer-centric

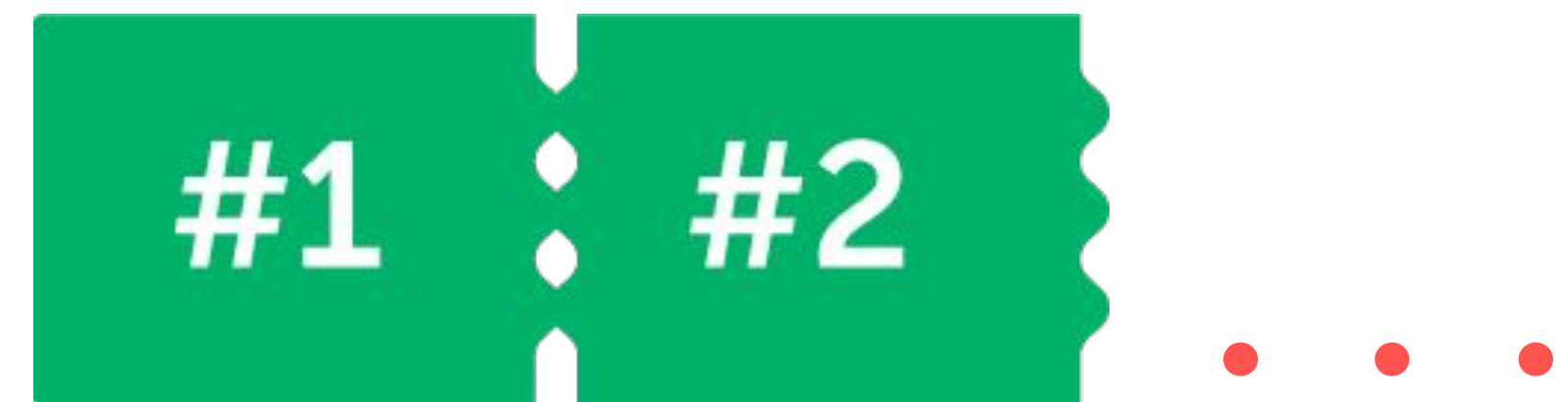


Getting in the way of creating customer friendships.

Outdated technologies are weighing companies down



Agents' frustration with an endless queue of tickets

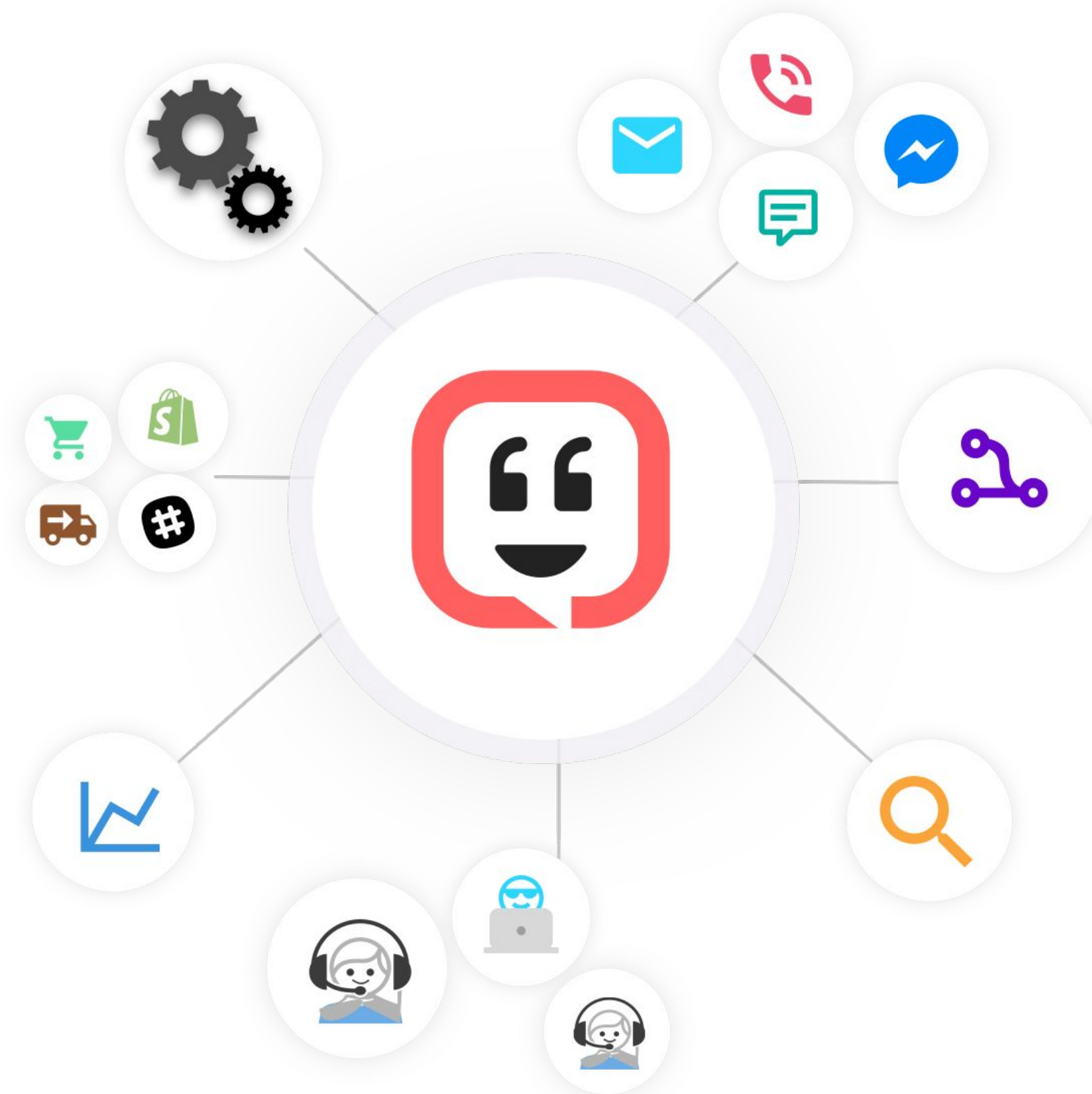


Ticket based solutions are not working for a multi-channel, people-first brand

Agent-friendly. Customer-friendly.

Bring together customer information from different systems into one

Notice, measure, and search based on customer sentiment



Seamlessly switch between any channel type within the same conversation

Make data actionable with custom Queues, Workflows, and Searches



***How we help companies create
customer friendships.***

Kustomer

Why Kustomer?

TICKETING SYSTEMS		KUSTOMER	VALUE ADD
Atomic unit	Tickets	Customer	More time spent resolving customer issues, less time searching for data and merging “tickets”
Channels	Multichannel	Seamless Omnichannel	No more collision leading to double work on a customer’s multiple “tickets”
Architecture	10-20+ years old	Modern and Flexible	Ability to change and optimize as your organization scales
Automation	Limited	Built-in	Faster resolution time, more time to engage with customer
Service	Reactive	Proactive	Spot trends and deflect potential issues before they become “tickets”
Data	Rigid Data Models	Configurable Objects	Data at the agent’s fingertips from otherwise siloed locations
Integrations	Hardcoded	Customized	Map to your desired vision and process for your organization to drive greater efficiency



Order didn't arrive
 hey there, my order says it arrived but when loo...

Done

11/19/2018

Hey there, my order says it arrived to my apartment, but when I just got home, I don't see it. can you help me find it?

11/19/2018 via EMAIL

Hey Amanda! I can see your shipment information right here, and it looks like your order was signed by a person name "Mark". Any ideas who that may be?

11/19/2018 via EMAIL

Thanks! Mark is my roommate, and he just told me he grabbed my package. Thanks so much for your help!

11/19/2018 via SMS

USPS Shipment Delivered - Signed by "Mark"
 Tracking number #98479297293289

11/19/2018

Need help! I accidentally entered the wrong Address
 Thanks so much for your help! your company is the best

Done

11/19/2018

Online Order #156123

11/19/2018

Delivery Address
 Amanda Warner
 550 Littel Camp Apt. 464
 Calder, NM 52321

Order Total
 Subtotal: \$73.00
 Shipping: \$15.00
 Total: \$88.00

Tracking #
 LK991736962CN

Card Charged
 VISA ***2421

Shipping Type
 USPS Standard Ground

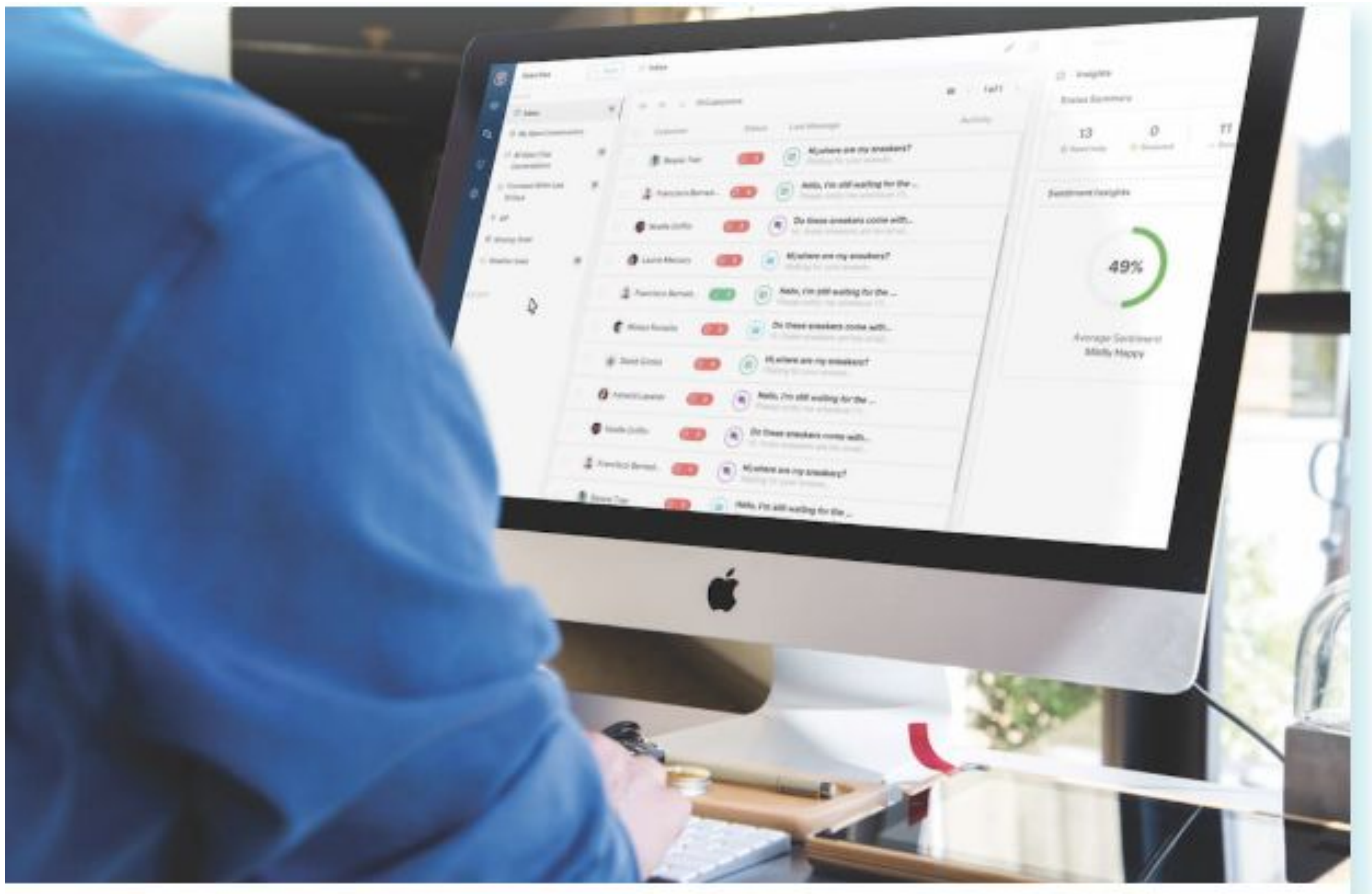
Item Ordered
 Blanche Ball Heels Hot Pink

Send Exchange

Issue Refund


A friendship designed around a lifetime of context

- Timeline by Kustomer present moments , conversations, orders
- Channel of choice
- Conversation in context



Dog Profile Created: Rosco

15 days ago



Dog Name

Roscoe Jenkins

Breed

Mini Goldendoodle

Location

NYC-Manhattan

Description

Rosco loves long walks in the park and chasing after squirrels! Be careful because he's a ladykiller :)

Dog Weight

26 lbs

Age

<1 Year Old

Neutered

Yes

House Trained

Yes

Updated Profile

Suspend Account

Friends don't have to ask, they already know.

Delivery for order #3005

15 days ago

Delivery Address

Linda Griffen
550 Littel Camp Apt. 464
Calder, NM 52321

Order Total

Subtotal: \$73.00
Shipping: \$15.00
Total: \$88.00

Tracking #

LK991736962CN

Card Charged

VISA ***2421

Shipping Type


USPS Standard Ground

Item Ordered

Blanche Ball Heels Hot Pink

Send Exchange

Issue Refund



Meal Order #134161

15 days ago

Delivery Address

Sam Fairchild
179 Norris Ports Suite 299
New York, NY 10011

Meal Cost

Subtotal: \$33.00
Shipping: \$3.00
Total: \$33.00

Tracking #

LK991736962CN

Card Charged

VISA ***2421

Meal Type


Spaghetti Bolognes x3

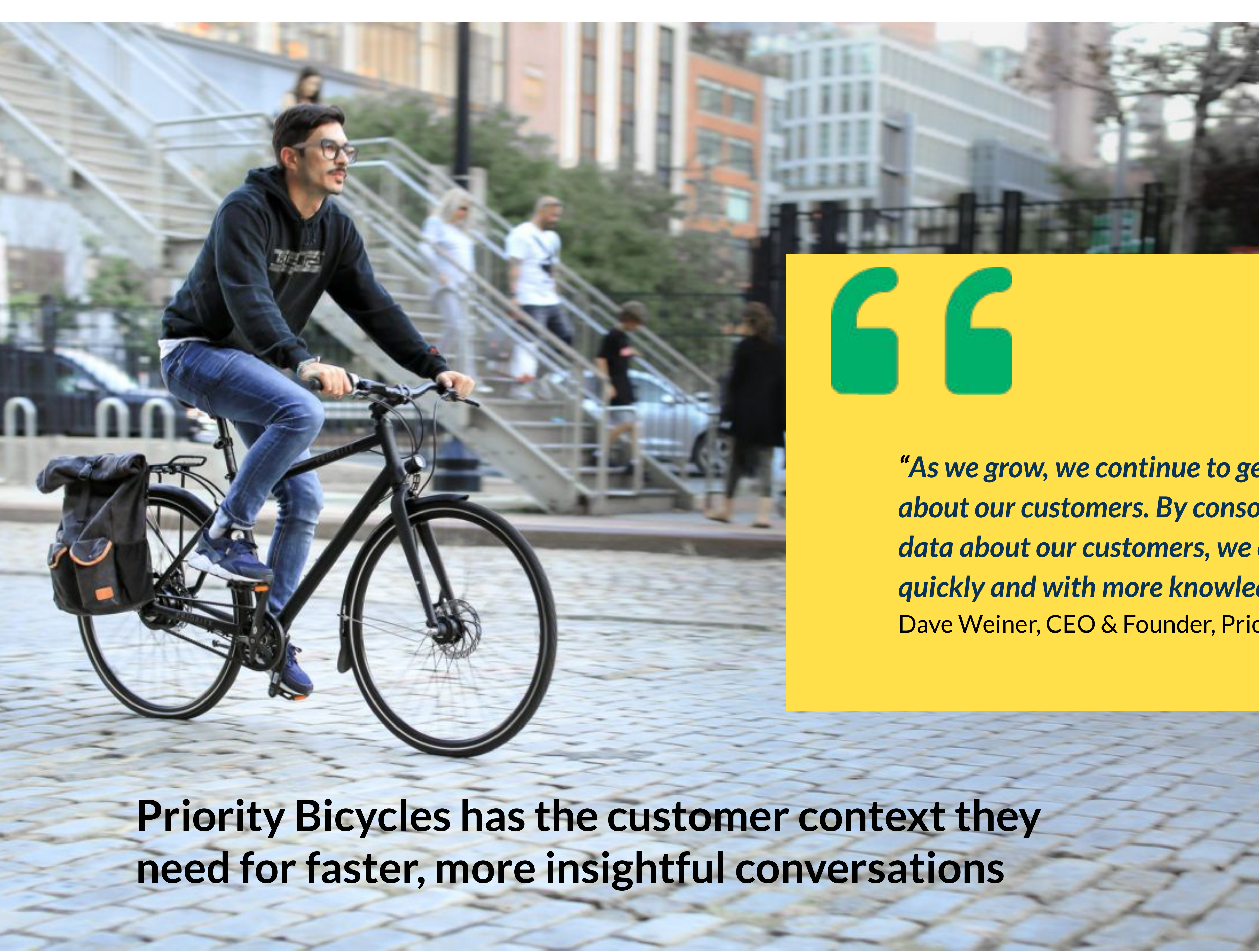
Meal Type

Spaghetti Bolognes X3

View on USPS

Issue Refund





 **PRIORITY BICYCLES**

“

“As we grow, we continue to get more and more knowledgeable about our customers. By consolidating the growing amounts of data about our customers, we can come back to them more quickly and with more knowledge about them.”

Dave Weiner, CEO & Founder, Priority Bicycles

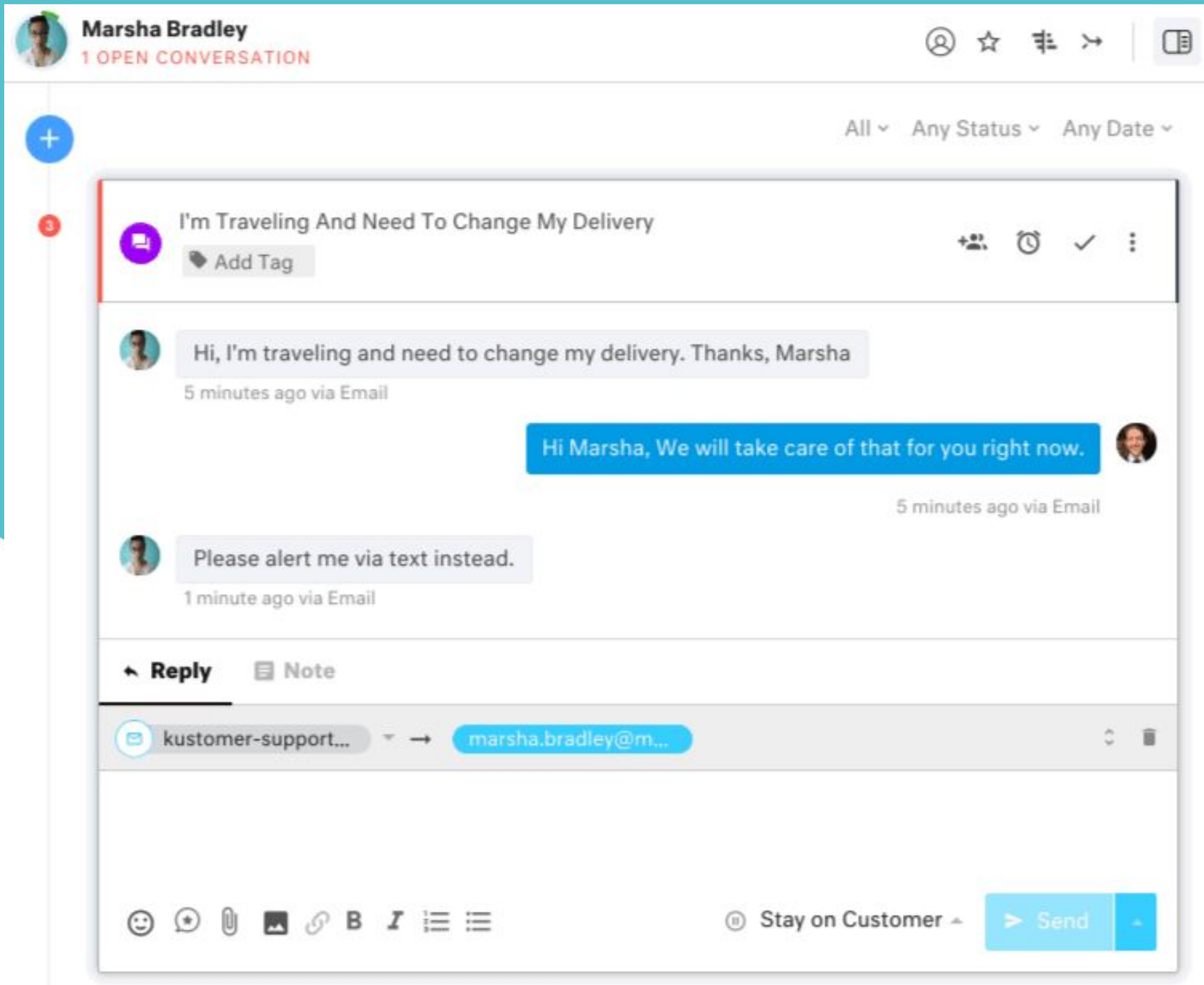
Priority Bicycles has the customer context they need for faster, more insightful conversations

 **Kustomer**

The Ring logo, consisting of the word "ring" in a lowercase, sans-serif font. The letter "i" has a small blue dot above it.

Moving forward with Kustomer's Amazon Connect integration was one of the best decisions we have made. Making it easy for our thousands of team members to answer calls and change their status directly in the Kustomer Timeline—where they also see each customer's full history of interactions—is a massive time and productivity saver."

Jon Irwin, COO, Ring



*A friendship is created
when customers and agents connect
across any channel*

- Chat, mobile, email, SMS, voice, social
- Voice & Personalized IVR
- Switch between channels during a conversation

A man wearing a black cap and a grey t-shirt with a pizza logo stands behind a counter in a pizza shop. He is holding a large pizza on a metal tray. The counter is filled with various pizzas and pizza-making tools. In the background, there are shelves with pizza boxes and a checkered wall.

Slice



Slice connects the digital experience with the physical store, seamlessly.

Friends care about how you feel.

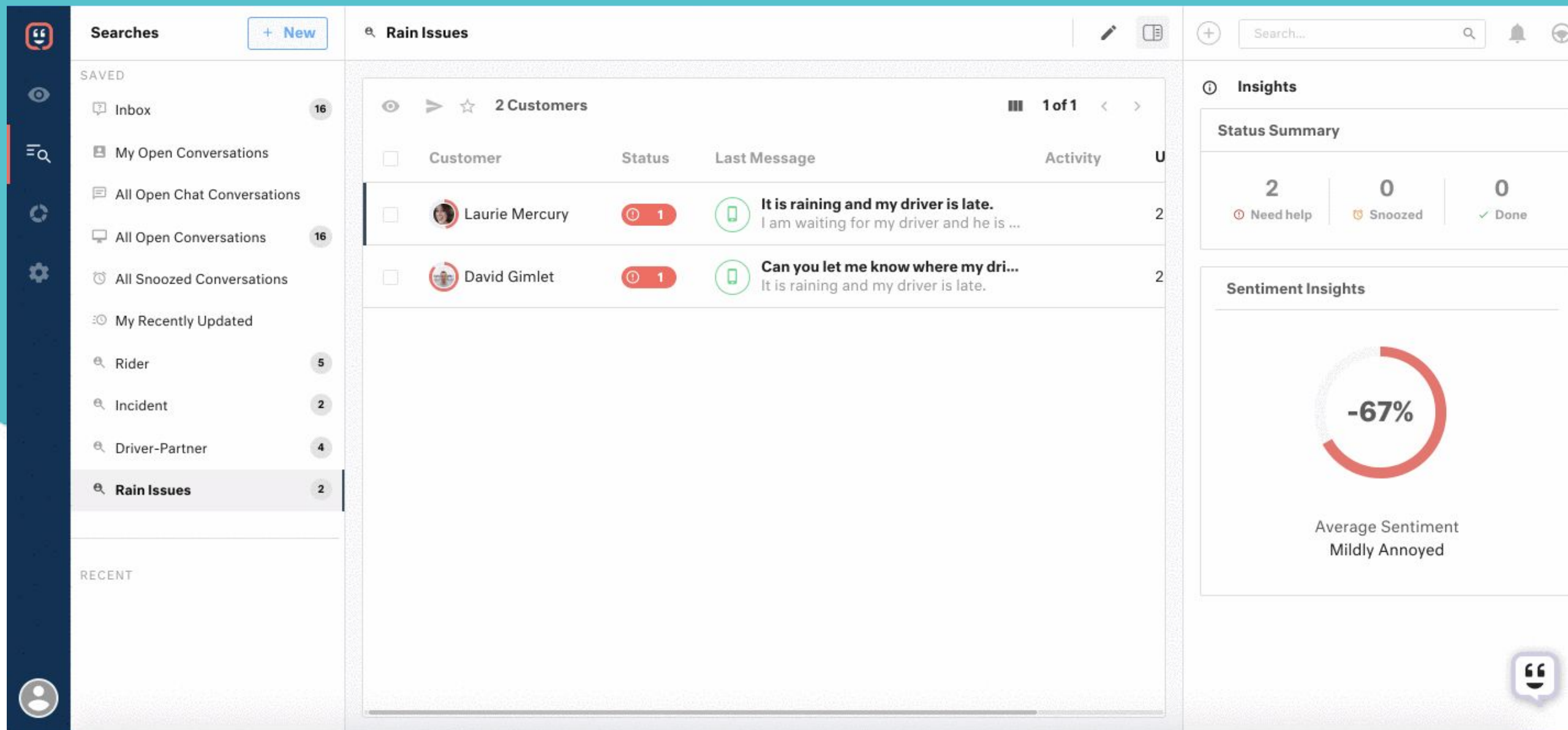


Leonard



Leonard Peterson
NEGATIVE SENTIMENT

Seeing your customers' sentiment help agents decide on the best way to communicate with them and how best to prioritize them. You can generate reports based on sentiment changes that help you understand your team's effectiveness.



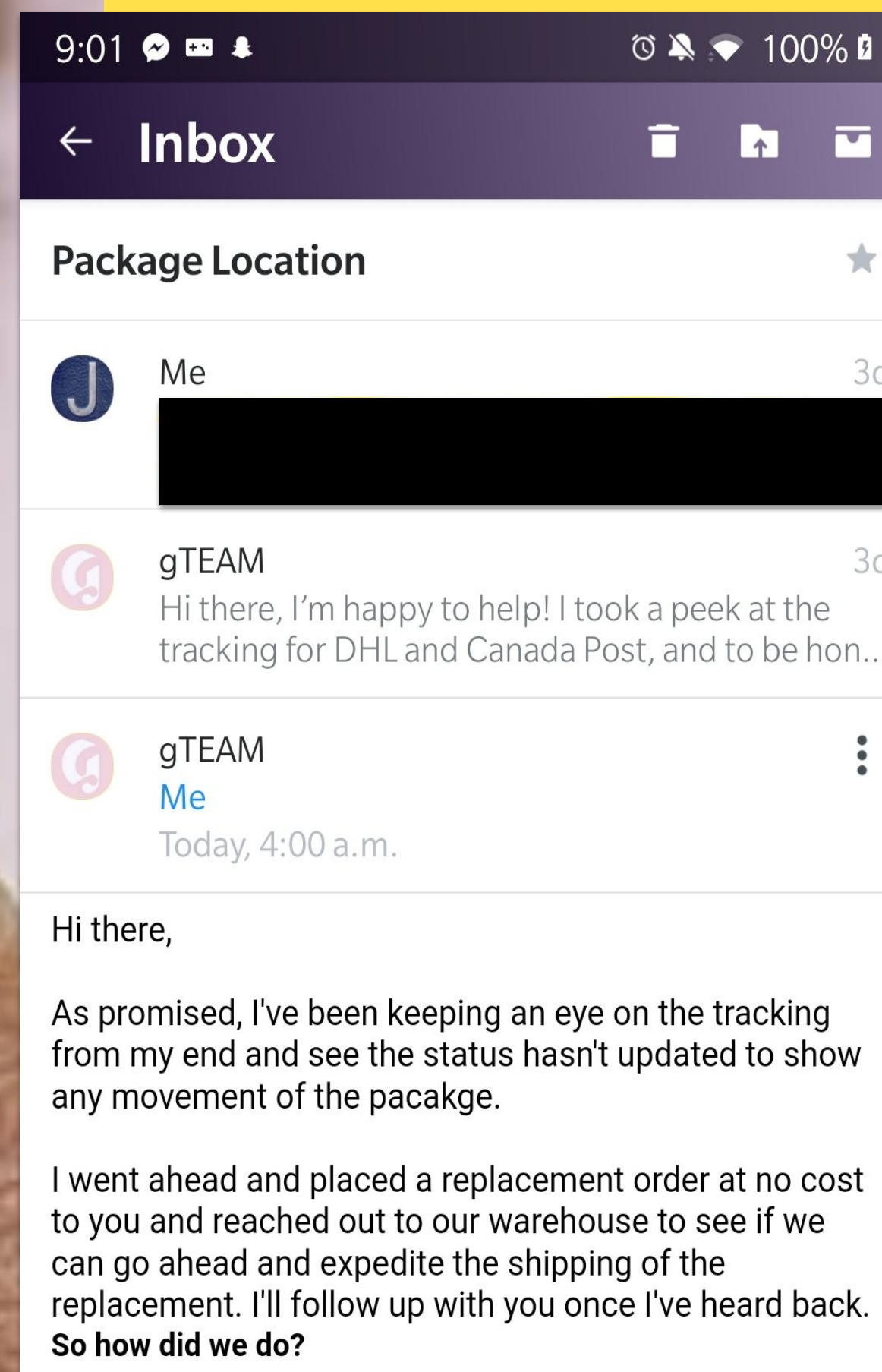
*A friendship
that's proactive*

Analyze and monitor your customer's activity and optimize their buying journeys driven by informed actions by agents, marketing programs, and automation.

Glossier.

***Vegan Lip Gloss:
Product Recall***

***California Wildfires:
Proactively divert
packages,
send care packages***

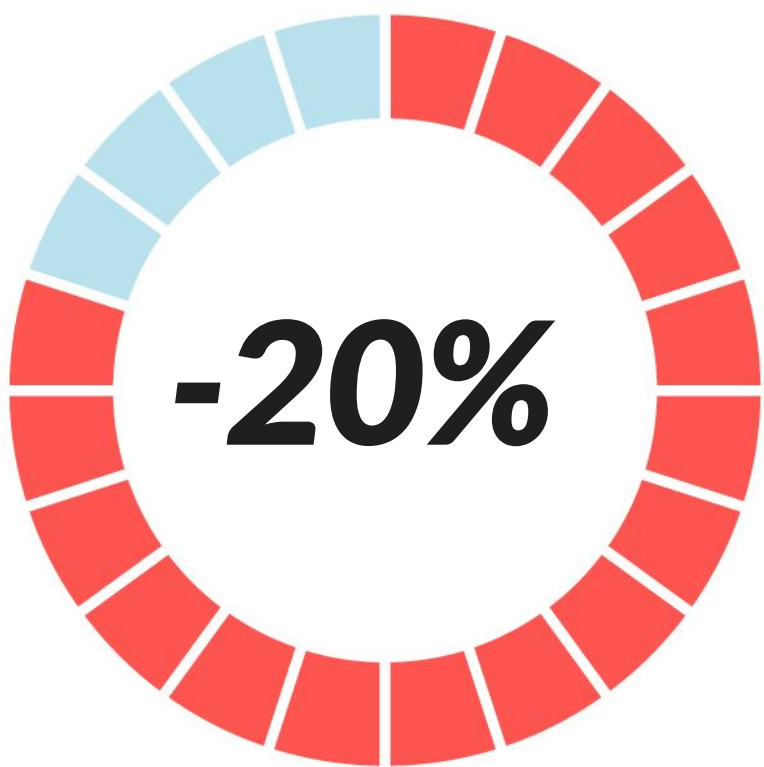


People-First Companies are Winning the Metrics Game.



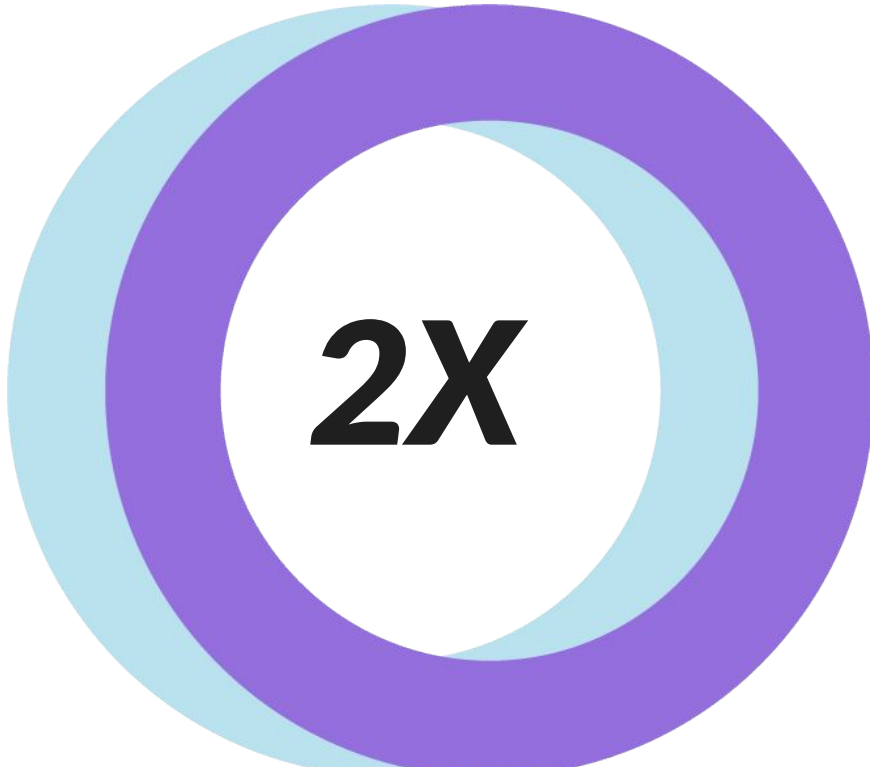
Better agent productivity

UNTUCKit



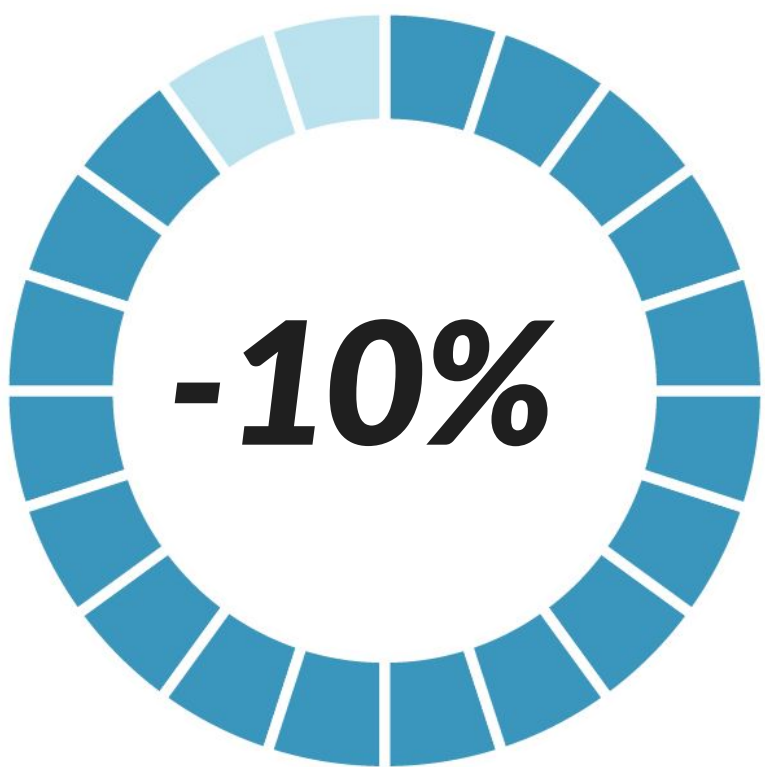
Time spent on common tasks

SLICE



Increase in sales orders





















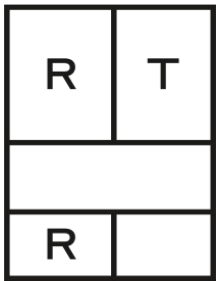















ANOMALIE



Avg. reply time to conversation

SmugMug

People-first brands trust their service to Kustomer.

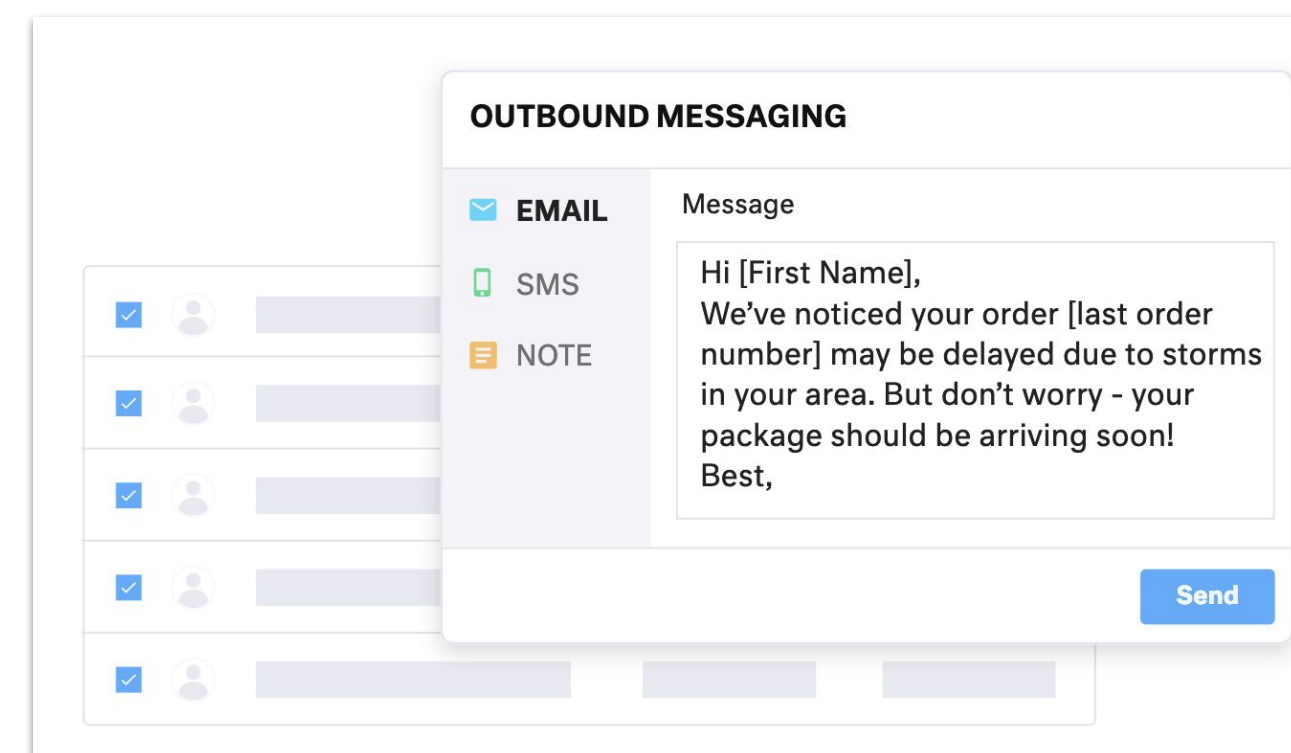
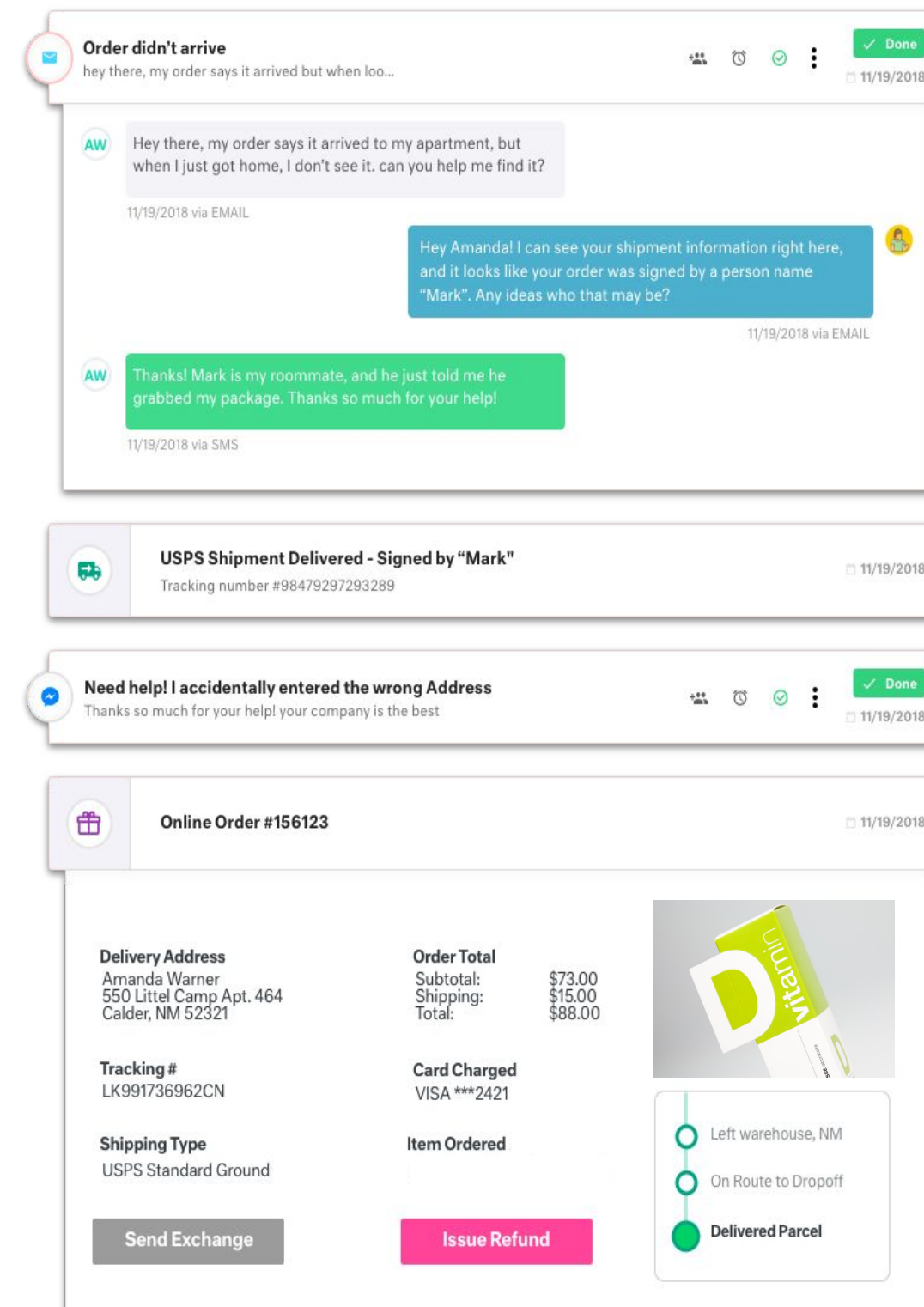
The Kustomer Advantage

Timeline by Kustomer.

The customer Timeline provides a complete, fully actionable view of your customers' experience. It's where your agents and caregivers will spend most of their time when interacting with members and patients. We built it as an intuitive, fully customizable and easy to use workspace.

Conversations, not tickets.

The platform is built for the way agents and customers have conversations. Kustomer's messages are real communications from real people. No ticket number or mention of "do not reply." Every conversation can be personalized with customer specific data and placed in the Timeline, just like a memory.



Seamless Multichannel Experiences.

Meet the needs of patients, providers, members, and subscribers by seamlessly transitioning across channels and devices without losing context of the conversation.

- Help a senior check for eligibility
- Upgrade to a premium subscription level

Proactive Engagement.

Give service and support that special touch. Analyze and monitor your activity and optimize care and buying journeys driven by informed actions by agents, marketing programs and automation. A recall? Website downtime? New subscription plan launch? Remind to refill? Agents can set up follow up alerts or easily search and send proactive messages for a true "wow" effect.

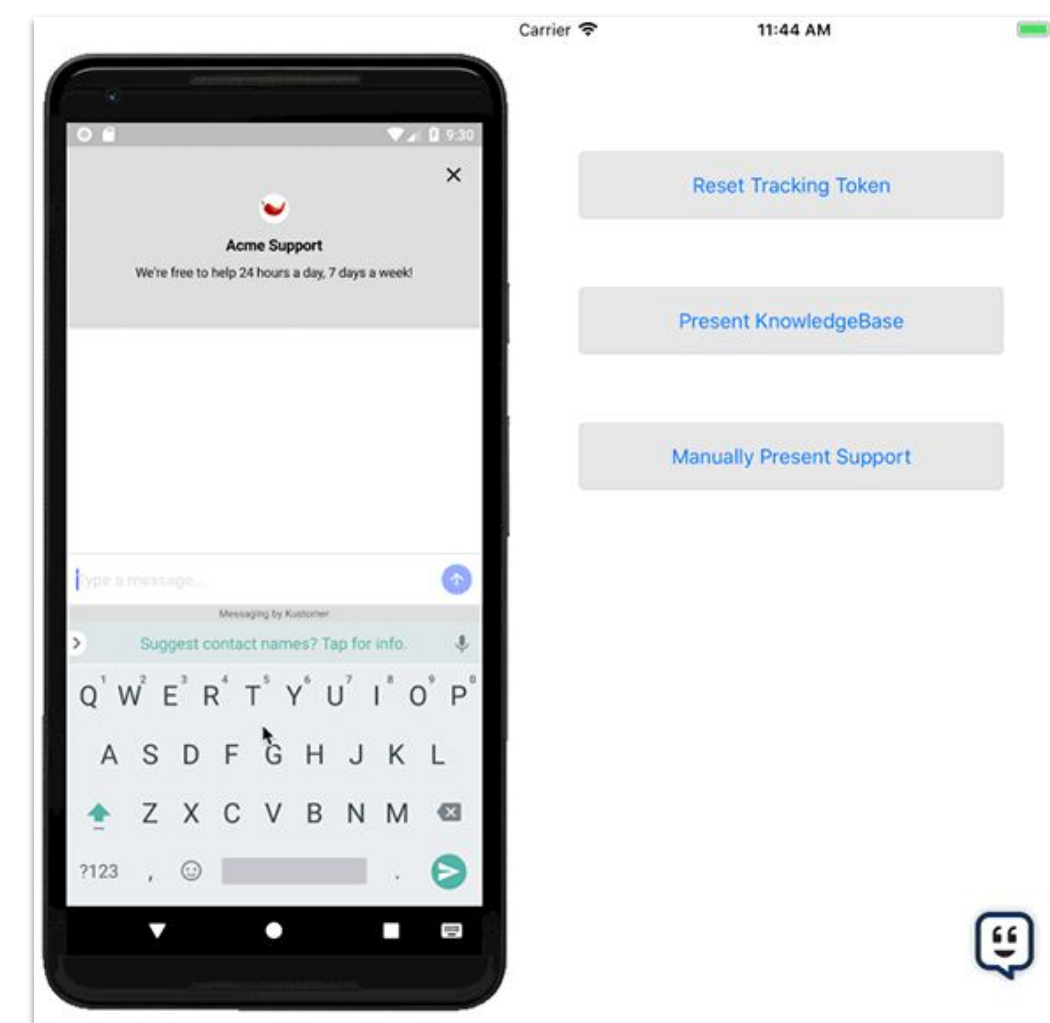
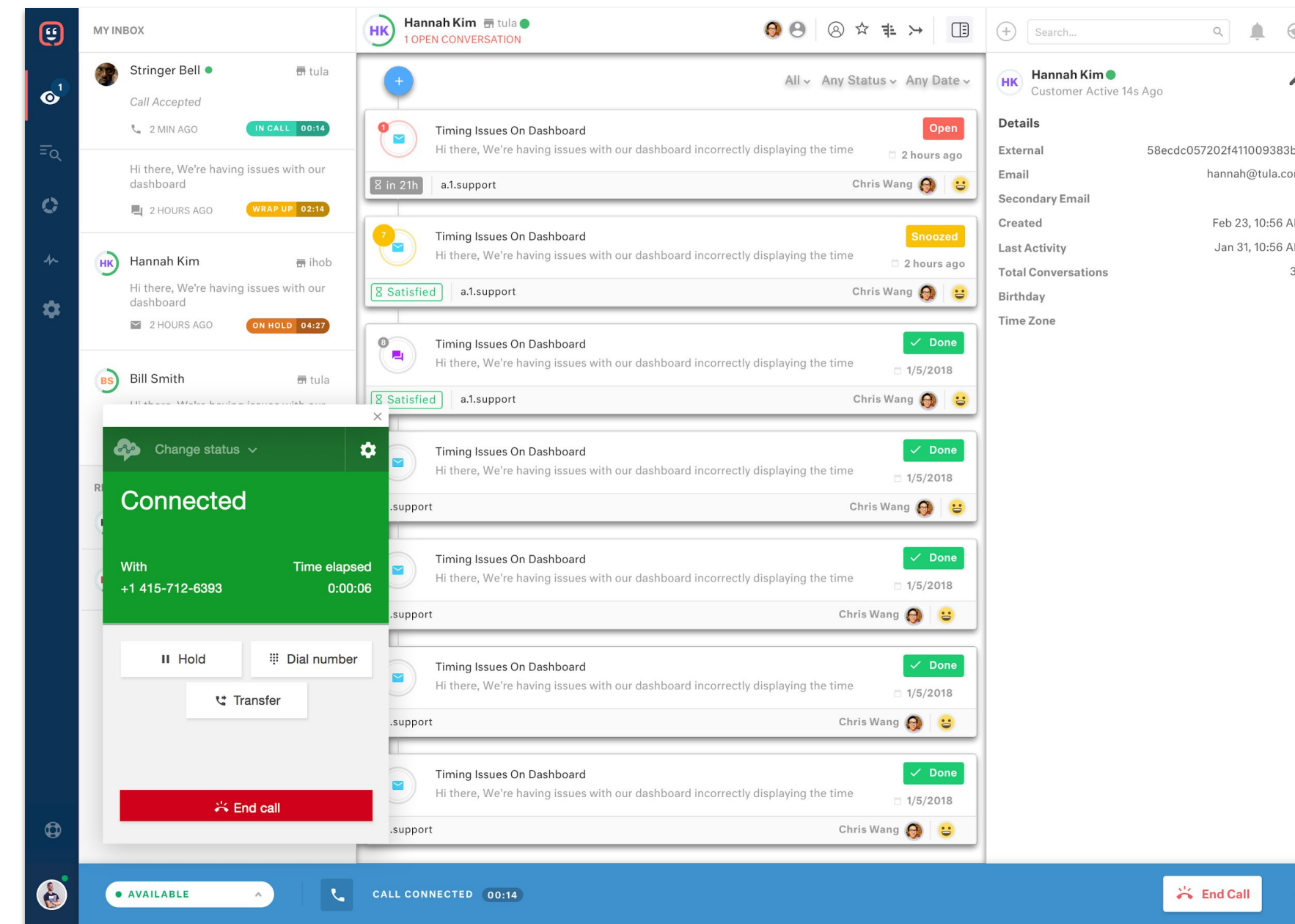
The Kustomer Advantage

Voice & Personalized IVR.

Kustomer enables you to tailor IVR trees using member/subscriber/patient data to deliver a truly personalized experience even before connecting with an agent/caregiver.

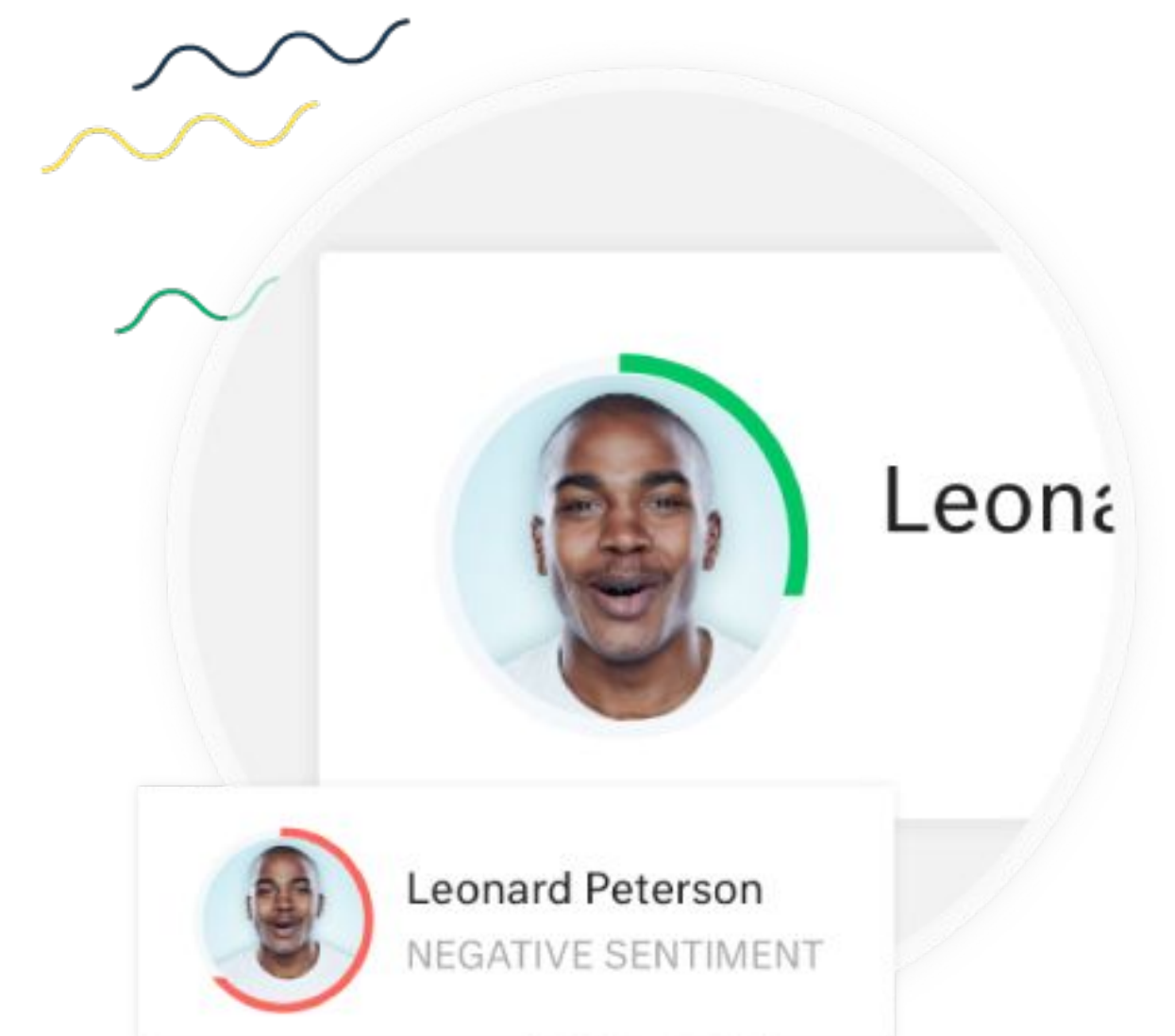
Kustomer Chat.

The platform is built for the way agents and customers have conversations. Kustomer's messages are real communications from real people. No ticket number or mention of "do not reply." Every conversation can be personalized with customer specific data and placed in the Timeline, just like a memory.



Sentiment.

Noticing sentiment helps agents/caregivers decide on the best way to communicate and how best to prioritize. You can generate reports based on sentiment changes that help you understand your team's effectiveness.



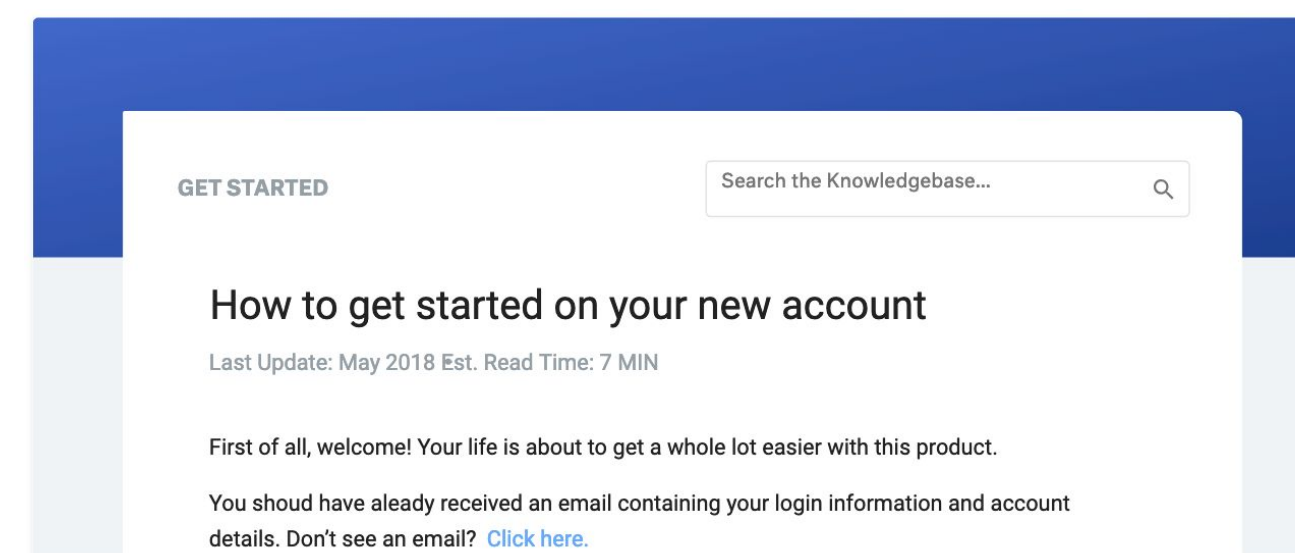
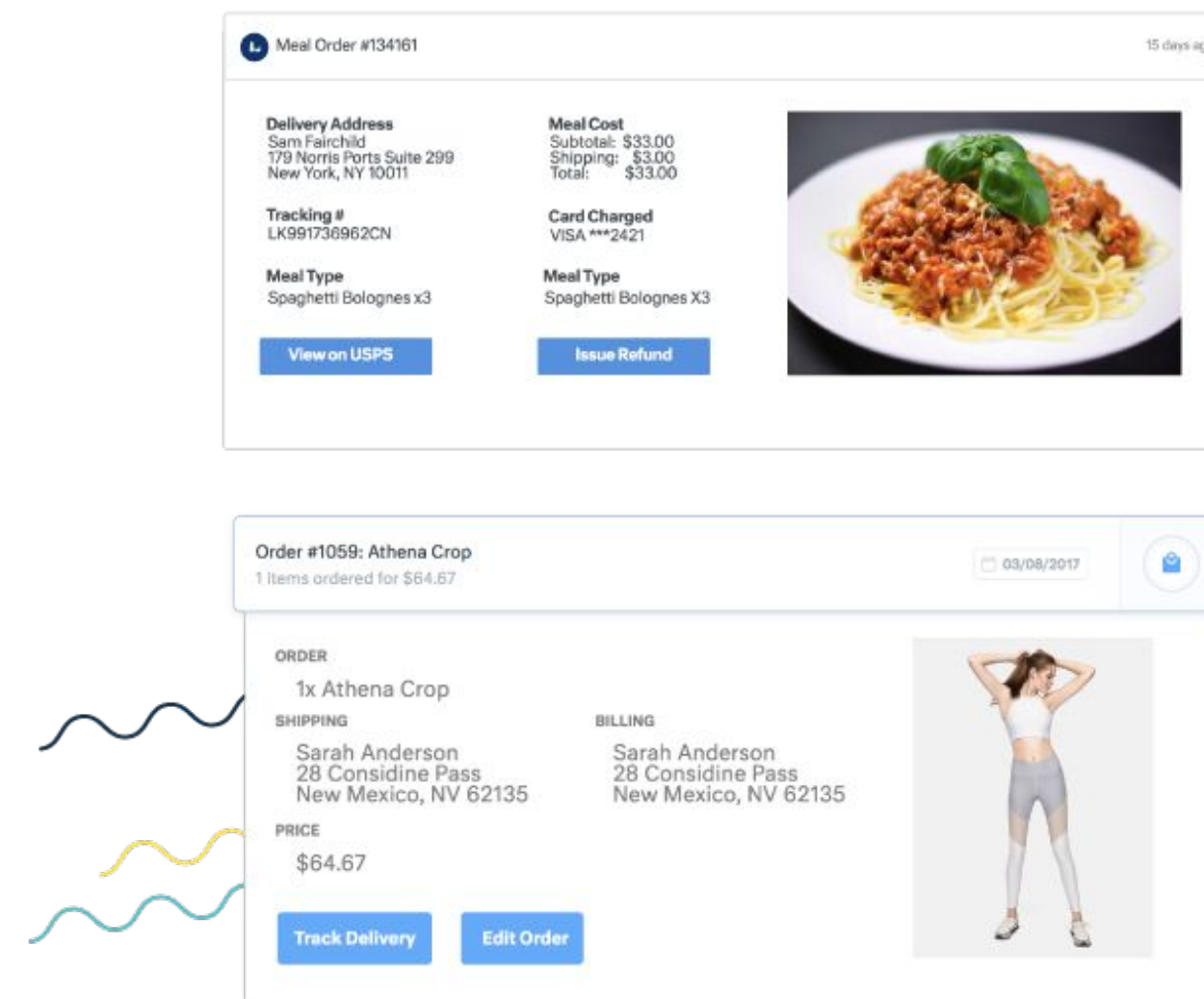
The Kustomer Advantage

Context Cards.

Because every operation is unique, Kustomer enables you to display any type of information you'd like based on your practices and agent needs. Context cards are not only used to display information, but to take action from within the platform, eliminating the need to switch screens or programs.

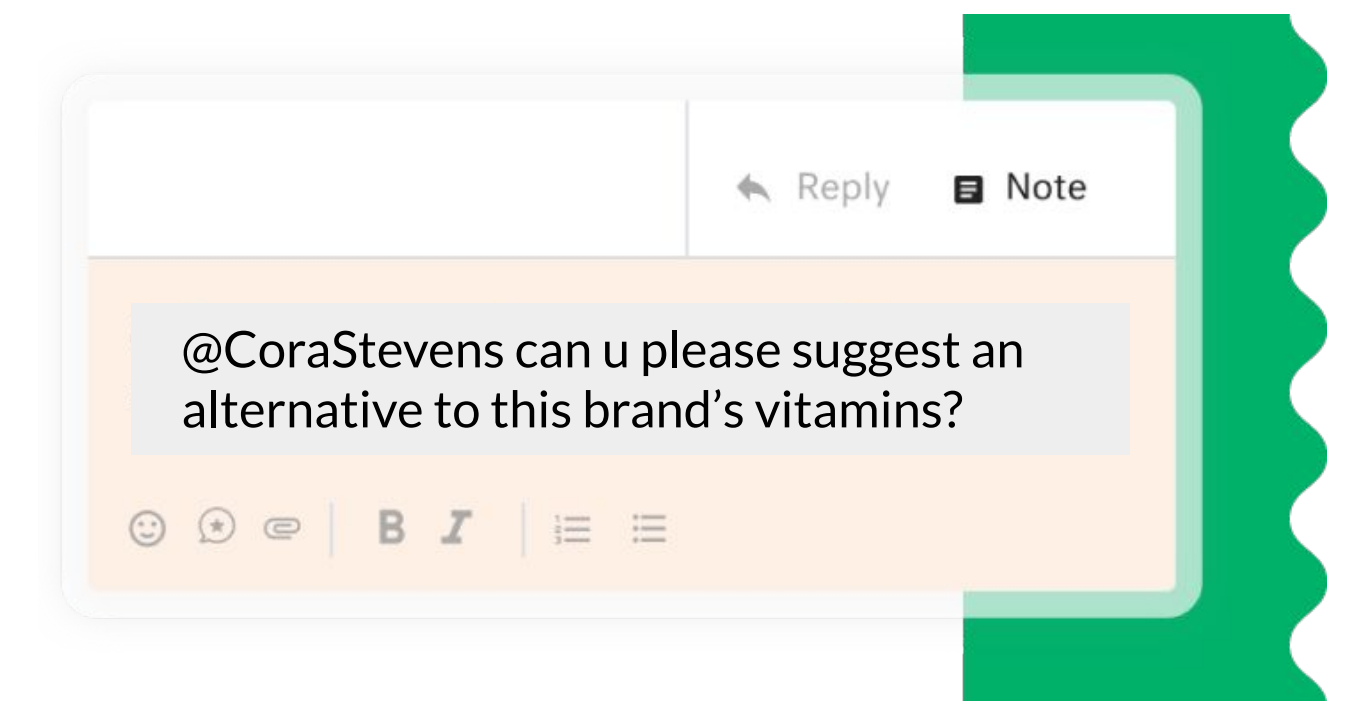
Knowledge Base.

Kustomer's knowledge base is essential for delivering effortless experiences and increasing loyalty. Members and Subscribers expect to find answers to their questions quickly and easily, when and where they need it. Deliver beautiful, compelling knowledge with easy rich media support including video, images, PDFs & other media.



Collaboration.

Enable efficient collaboration with other teams. Agents and caregivers can handle a conversation together with another employee/doctor, or invite someone else in the company to join the conversation. Equip them with the tools they need to efficiently collaborate with other teams. Features like Notes, Following, and @mentions allow different team members throughout the company come together to help a customer.

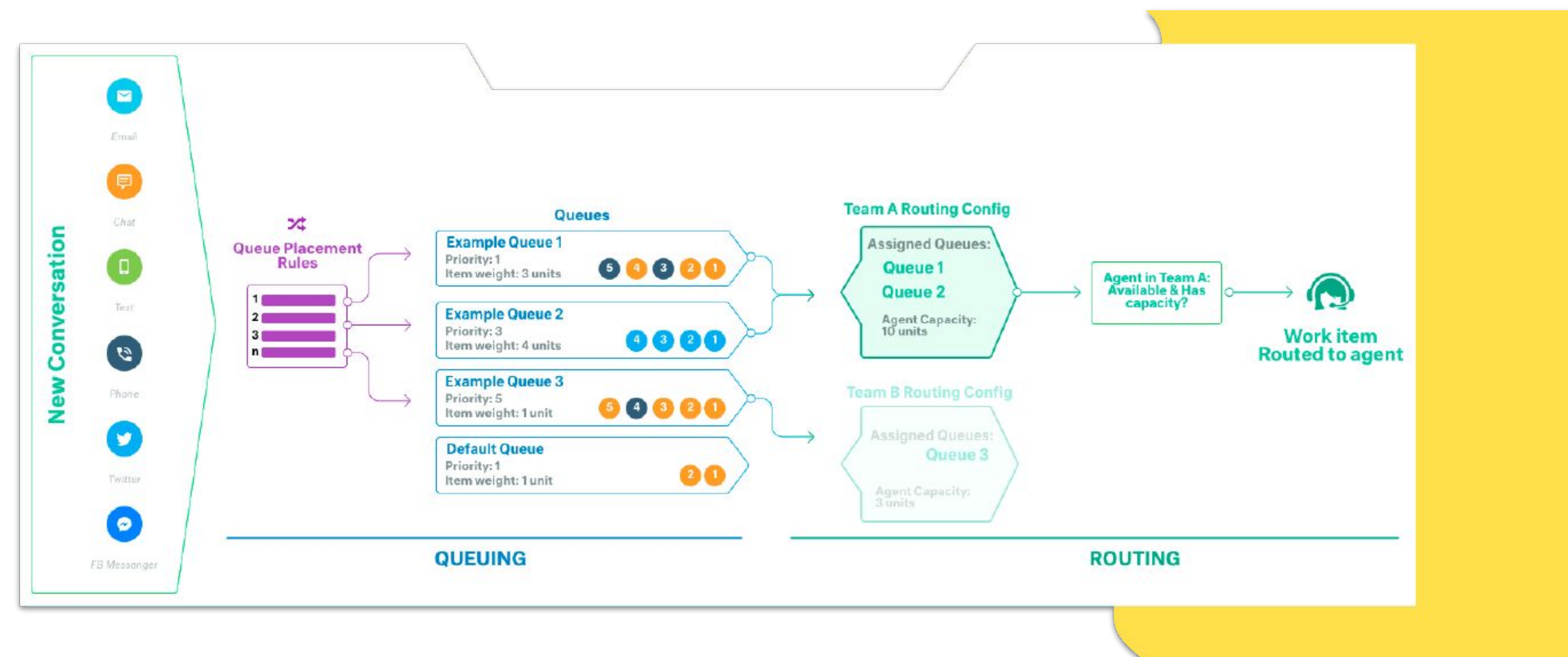


The Kustomer Advantage

Queues & Routing.

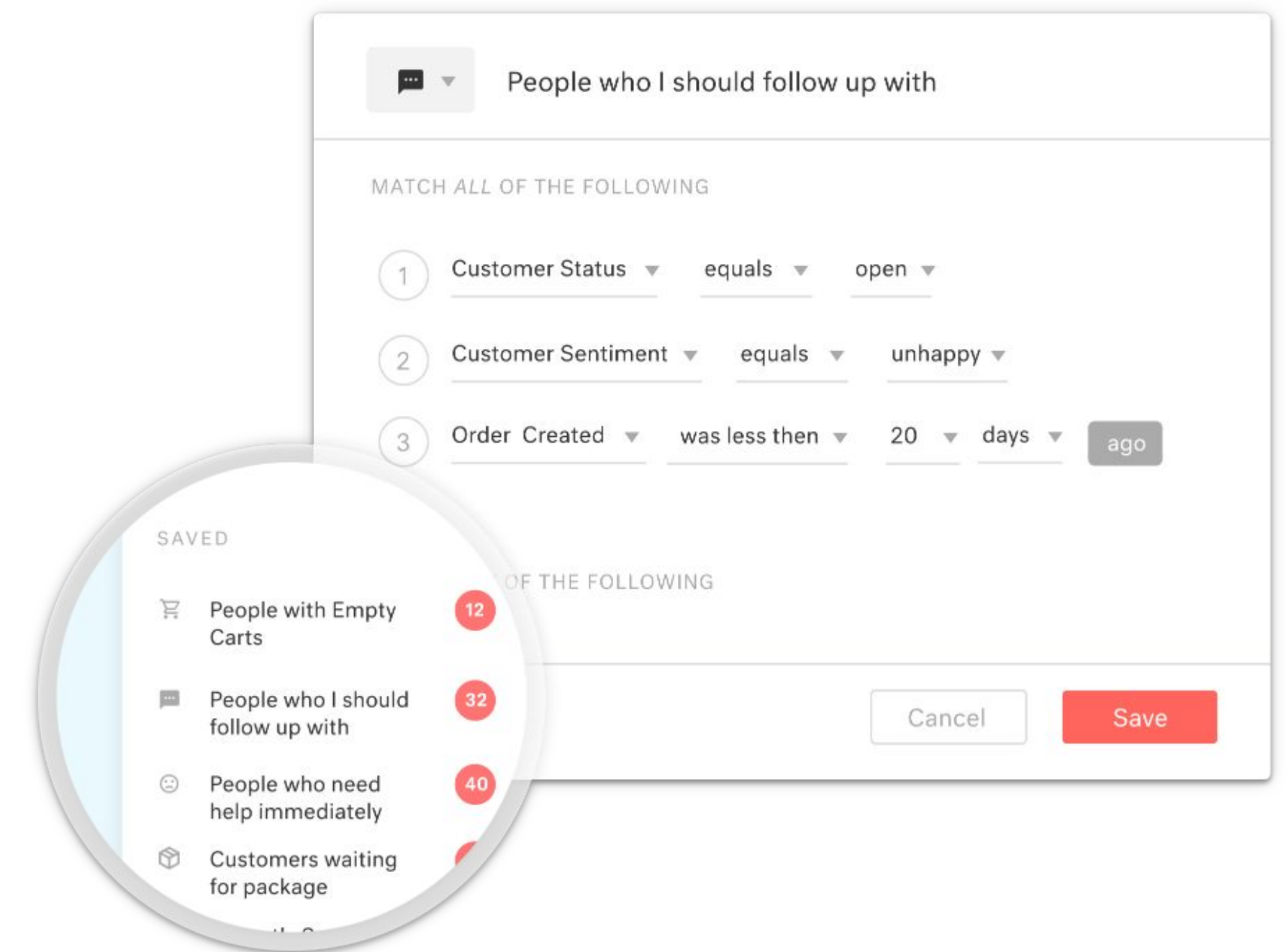
Segment and manage real-time conversation traffic in order to direct your customers to the most appropriate resource or channel. Respond to customer requests efficiently and empower your teams to meet aggressive SLAs through multiple channels including chat and text.

- Prioritize subscribers on VIP clients
- Prioritize patients with urgent issues
- Prioritize members with a close expiration date



Segmentation, Searches & views.







Agents can search and create views to better manage their time and queue based on customers, conversations, or other custom fields.



The Kustomer Advantage

Team Pulse.

Allows admins and team leads to see what agents are working on in real-time, and quickly jump to the customers and searches that agents are viewing instead of relying on manual searches. Combined together with Queueing & Routing, you could access a dashboard presenting real-time information on user statuses, assigned work, and queue assignment.

STATUS	USER	ACTIVITY
Available	 John Knoxville	Viewing Conversation
On Call	 Gabby Harriet	Viewing Report
Wrap Up	 Peter Jewett	Viewing Customer Name
Offline	 Stan Fords	Viewing Customer Name
Meeting	 Jonah Mound	Viewing Conversation Link
Wrap Up	 Jada Smith	On Phone Call

Available

Wrap Up

Meeting

Unavailable

Out of Office

Reporting & Analytics.

Generate reports about your conversations, team performance, and customer base. Customize by choosing different chart types, date ranges, and data sources. Dive even deeper into your customers' needs by adding data from external services through Custom Objects and Tracking Events.

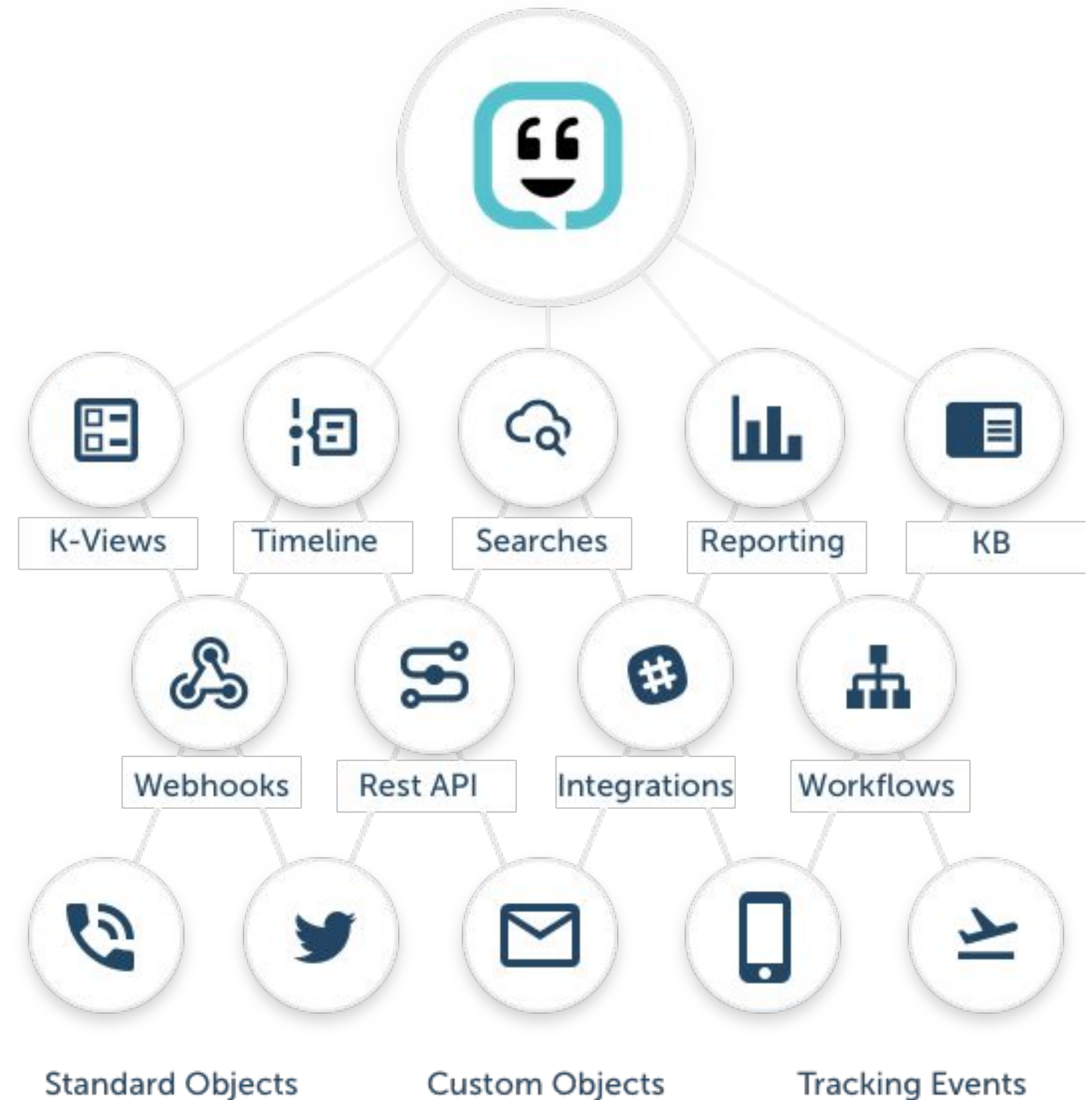


The Kustomer Data Model - Open & Flexible

Your operation is constantly in flux and in need of flexibility and adaptation to change. Certain customers need white glove service. New systems and applications are deployed meet new initiatives. Incumbent vendors are swapped for better ones to fit your business needs.

Connect to ANY data source and ANY type of data: Orders, Transactions from POS, CSAT, ERPs, etc...

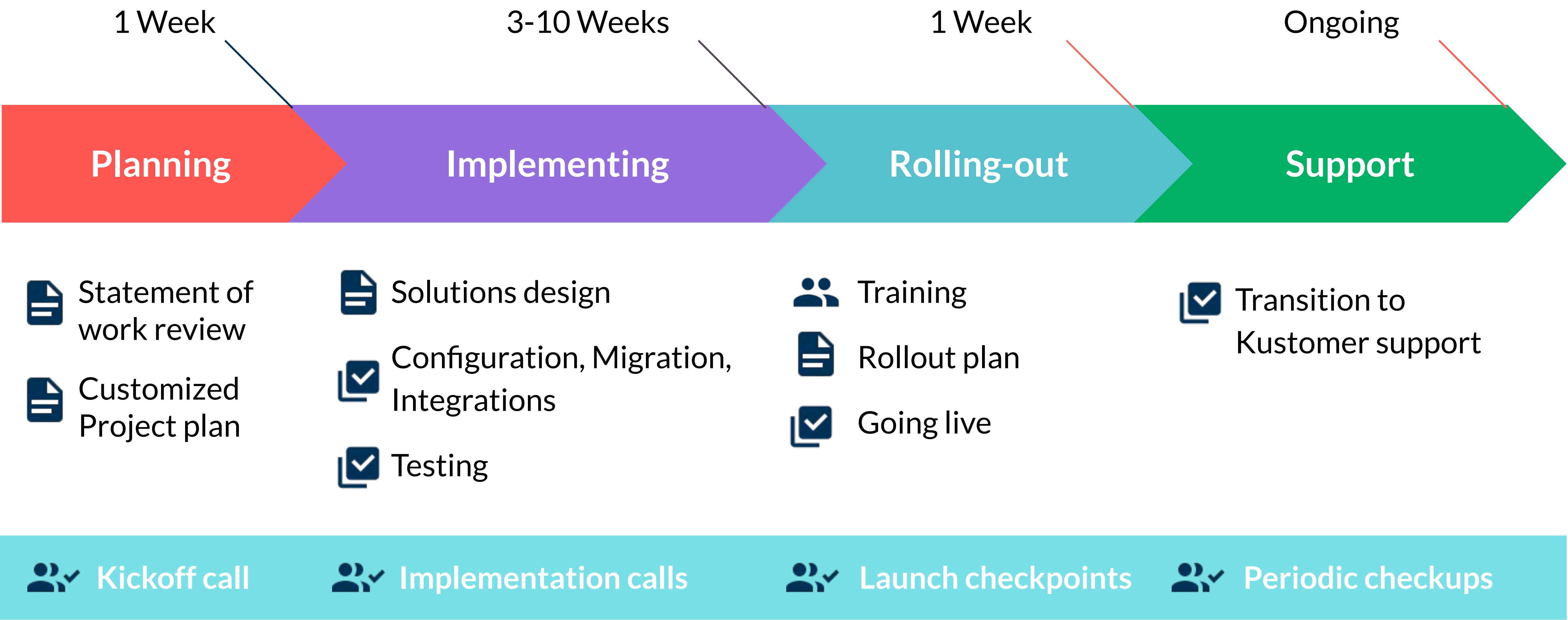
With the Kustomer platform, handling constant change is easy. You can orchestrate and streamline back-office processes through intelligent workflows and ease agent efforts with business rules.



***Kustomer Implementation,
Investment & Evaluation***

Kustomer

Implementation Methodology.



Pre-Implementation checklist



Identify 3-5 key metrics to measure



Identify the tools that you wish to integrate to Kustomer



List teams and organizational structure, including security limit



List existing processes and procedures in your contact center



Create a wish list for the questions you'd like to be able to answer and processes to automate



Implementation Methodology

Planning.

Every successful launch starts with a good plan. In the planning phase, the project team discusses the objectives of the project as stated in the Scope of Work (SOW) and plan the project moving forward.

1

Statement of work review

Customized project plan

Roll-out.

Once the implementation phase is complete, it is time to train your agents and go live. Going-live methodology depends on your team and the complexity of the implementation. Our team will shadow your and be available to your for 30 days after go-live to make sure you are comfortable with your Kustomer instance.

3

Training

Rollout plan

Going live

Implementation.

This phase includes the configuration of the Kustomer platform for your organization, including setting up any required integrations. This is an iterative, collaborative process –we’ll work together to realize your customer support vision.

2

Solutions design

Configuration, migration, integrations

Testing

Support.

365 days a year, 24/7.

4

Transition to Kustomer support

Order didn't arrive
 hey there, my order says it arrived but when loo...

Done
 11/19/2018

Hey there, my order says it arrived to my apartment, but when I just got home, I don't see it. can you help me find it?

11/19/2018 via EMAIL

Hey Amanda! I can see your shipment information right here, and it looks like your order was signed by a person name "Mark". Any ideas who that may be?

11/19/2018 via EMAIL

Thanks! Mark is my roommate, and he just told me he grabbed my package. Thanks so much for your help!

11/19/2018 via SMS

USPS Shipment Delivered - Signed by "Mark"
 Tracking number #98479297293289

11/19/2018

Need help! I accidentally entered the wrong Address
 Thanks so much for your help! your company is the best

Done
 11/19/2018

Online Order #156123

11/19/2018

Delivery Address
 Amanda Warner
 550 Littel Camp Apt. 464
 Calder, NM 52321

Order Total
 Subtotal: \$73.00
 Shipping: \$15.00
 Total: \$88.00

Tracking #
 LK991736962CN

Card Charged
 VISA ***2421

Shipping Type
 USPS Standard Ground

Item Ordered
 Blanche Ball Heels Hot Pink

Send Exchange

Issue Refund

Migrating from other support platforms

- Engagement by Kustomer executive & Product/Engineering teams
- Transparent Pricing Model
- Key Functionality:
 - Timeline - Engage both parties in a "booking"
 - Omnichannel including Q&R
 - Integration to backend
 - Automation & Intelligence

Enterprise Plan vs Ultimate Plan

Enterprise License: \$99/agent/month

Omnichannel Communications
Unlimited Conversations
Standard & Custom Reporting
3rd Party & App Integrations
1-1 Collaboration Users
3 Languages
Google Authentication
Omni-Channel CSAT

Ultimate License: \$169/agent/month

Everything in Enterprise Plus ...
Increased Number of Workflows
Team Pulse & Live Dashboard
1-Hour Service Level objective
Unlimited Collaboration Users
Sandbox Access
Unlimited Languages
SAML 2.0 SSO
Dedicated Client Success Manager
Enterprise Queueing and Routing

- **Implementation/Setup Costs are anywhere from \$5k to \$25k one-time fee based upon scope.**
- **Discounts for Multi-Year Term and User Volume**
- **Kinesis Data Stream - \$2/agent/mo.**
- **Snowflake Data Warehouse - \$5/agent/mo.**
- **Twilio - BYOT or \$5/agent/mo**
- **Pricing Based on Annual License Payment**

Enterprise Plan vs Ultimate Plan with Amazon Connect

Enterprise License: \$148/agent/month

Omnichannel Communications
Unlimited Conversations
Standard & Custom Reporting
3rd Party & App Integrations
1-1 Collaboration Users
3 Languages
Google Authentication
Omni-Channel CSAT

Ultimate License: \$218/agent/month

Everything in Enterprise Plus
Increased Number of Workflows
Team Pulse & Live Dashboard
1-Hour Service Level objective
Unlimited Collaboration Users
Sandbox Access
Unlimited Languages
SAML 2.0 SSO
Dedicated CSM
Enterprise Queueing and Routing

- **Implementation/Setup Costs are anywhere from \$5k to \$25k one-time fee based upon scope.**
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- **Snowflake Data Warehouse - \$5/agent/mo.**
- **Twilio - BYOT or \$5/agent/mo**
- **Pricing Based on Annual License Payment**

Next Steps Checklist and Schedule.

✓ *Introduction Call -*

- Getting to know each other

✓ *Discovery and Demo -*

- Deeper dive into the platform

✓ *Agent Shadowing Session -*

- 30-minutes with 2 or 3 seasoned agents

✓ **Technical Alignment: Questionnaire**

- Confirmation of technical requirements for implementation (Product/Engineering Team)

✓ **Recommendations & Custom Demo**

- 60-minutes with stakeholders to approve solution

✓ **Partnership, Proposal & Onboarding Plan Discussion**

- Review Kustomer Investment & Rollout Plan

✓ *Decision to Enter Partnership -*

- Final approval/ok on agreement language and terms

✓ *Go-Live! -*

- When is your ideal go-live date?

