

Switch to a platform built around customers, not tickets



Kustomer redefines customer service with its customer-centric approach, leveraging timely data from its native CRM to deliver personalized experiences unmatched by ticket-based solutions. To help companies make the switch, Kustomer offers tools and technology experts to make it as quick and easy as possible to align your desired outcomes with Kustomer's extensive capabilities.

Migrate all of your data with a few lines of code

Kustomer's implementation team will use standardized scripts to migrate your historical data from your current CS solution directly into the corresponding fields in our platform. This process can take 1-3 weeks depending on the amount of data to migrate. Our clients are repeatedly impressed by how smooth and fast this process can be.

Data Migration Tasks	Time Required
Define Kustomer data configuration	< 1 Week
Execute test migrations to ensure data accuracy	< 1 Week
Import historical data into Kustomer in a phased approach	1-2 Weeks

Our workflows and webhooks are loved by IT

Unlike other providers who just give access to APIs for system integration, Kustomer has gone the extra mile to build workflows and webhooks that are designed using industry-standard methodology to make it quick and easy for IT teams to integrate Kustomer into their existing tech stack.

Customer-obsessed companies that made the switch to Kustomer **reduced cost per contact by 30% and improved service quality by 20%**

"[Kustomer's] Workflow Builder allows for powerful automation without the need for development work. Workflows also let users build fully custom integrations with native backends or not officially supported 3rd party applications."

Director of Marketplace

 HelloTech

"We switched to Kustomer in November of last year, which was amazing being able to get launched and successful so fast before the big Black Friday/Cyber Monday rush."

Director of CX

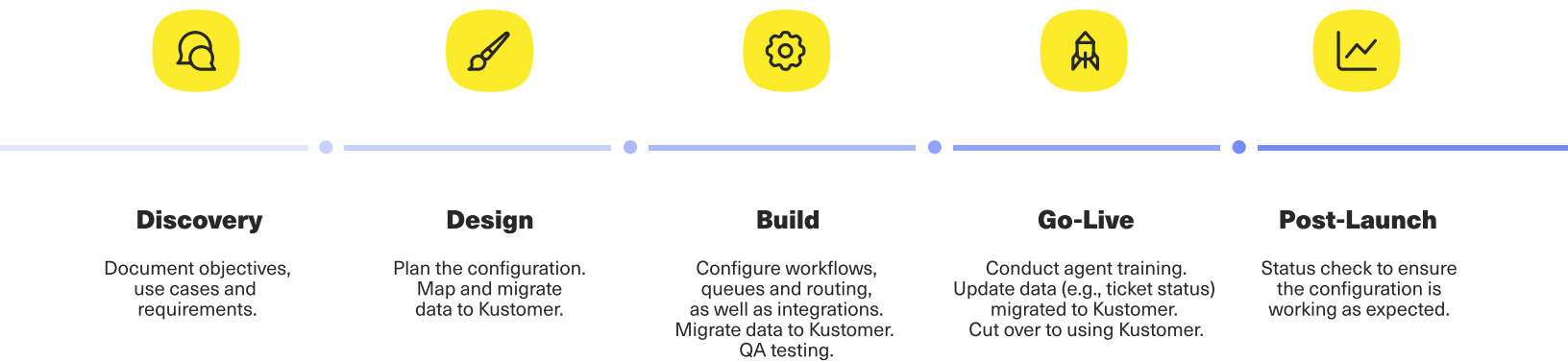


Our flexible implementation approach allows you to set the pace

While we believe in quick time-to-value, Kustomer provides the time and resources our clients need to take full advantage of our platform. Our teams are set up to work as fast as our clients need us to. Our implementation team will recommend the best approach to meet your desired go-live date. Sometimes that means taking a phased approach where certain integrations and workflow configurations are made post-launch.

The chart below outlines the major milestones and estimated time duration for a sample implementation based on the client's configuration complexity.

Sample Kustomer Implementation Timeline



Complexity	Client Level of Effort	Estimated Duration
Level of automations, customizations and integrations required	Hours will be split among the project manager, Kustomer admin, and technical lead	From kickoff to go-live
Low	3-5 hours per week	4-6 weeks
Medium	5-8 hours per week	7-9 weeks
High	8-12 hours per week	10-12 weeks

Note: This is a sample timeline based on average implementation time frames from existing customers. Implementation timeline vary by customers based on requirements. This is not a guaranteed timeline.

Kustomer dedicates a team of experts, including a solutions architect and implementation engineer, to work side-by-side with our clients' teams **to ensure our platform is configured right the first time to achieve the defined business objectives.**

Our customers benefit from making the switch

↓ 23% Agent after call work	↓ 30% Cost per contract	↑ 20% Service quality
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Customer-centric approach

Kustomer emphasizes treating customers as individuals rather than just tickets, fostering a more human and compassionate customer service environment.

Agents benefit from having a single view of the customer's entire history, which simplifies interactions and improves the accuracy of responses.

"The most persuasive feature Kustomer offered was the timeline layout. We prefer to handle customers within the full context of their relationship with us, not through siloed tickets that provide little insight into their overall experience with the Terra Kaffe brand."

CXO, Terra Kaffe

Greater flexibility for customization

Kustomer's high level of configuration allows businesses to tailor the platform to their specific needs, continually improving processes based on evolving requirements.

"I love how customizable Kustomer is! With other players in this space, I constantly felt like I was trying to shape my business needs around their tools and what we could hack it to do, but Kustomer fits all my team needs. I love the flexibility and functionality, and we are constantly tweaking things to improve the CX team experience."

Director of Community Experience, HopSkipDrive

Superior support and partnership

Kustomer's proactive and supportive customer service, including dedicated implementation specialists and ongoing support, ensures your organization is set up for long-term success.

Kustomer offers a more personalized, efficient, and reliable customer support solution that enhances both agent and customer experiences, making it a superior choice.

"Kustomer has a very well-architected and well-developed set of services. If you want a true partner in the CRM technology space, Kustomer is a phenomenal choice."

Head of Customer Care and Experience, Bulletproof

Join hundreds of innovative brands redefining CX with Kustomer

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