Solution

The First Customer Survey Built with **Artificial Intelligence** to measure decisions.
Some of Our Customers
Alone,
CSAT and NPS can’t explain customers’ decisions.
In 2009 BlackBerry’s Customer Satisfaction index was peaking...

...while they were losing a tremendous amount of customers
Net Promoter Scores: U.S. Retailers

Average NPS for American retailers is 56. Web sites scoring higher than 54 can congratulate themselves for being above average, but only Amazon, L.L. Bean, and Asda, can consider themselves exemplary. These brands are providing customer experiences that make customers want to recommend them. At the other end of the spectrum, Overstock, Urban Outfitters, and Fingerhat are struggling. It’s hard to imagine continued success for these retailers if so few people are recommending them.

We’ve benchmarked scores on the following pages by retail category to help retailers more easily identify their peers and competitors.
52% of the fortune 500 firms SINCE 2000 ARE GONE!
“What customers value in a product or a service can be hard to pin down.”
Team

800+ Customer Research Projects

15+ years in the CX Industry

Deep knowledge about the pains of this market

Guilherme Cerqueira
CEO - Chief Executive Officer

Rogerio Monteito
CCO - Chief Client Officer

Kevin Berry
Senior AI Research and Development
Georgia Tech
$33B
Is the total amount of money invested every year in Customer Surveys
Artificial Intelligence

No need to design questionnaires

Less than 2 minutes to respond
The *why* behind the buy

...to keep up with the speed of change
Traction

2017
- Q1.2017 Raised $1.3MM seed round

2017
- Q3.2017 Stopped doing free trials and started selling

2018
- Q1.2017 US$1MM ARR
Financials

APRIL 2018

75 DEALS IN THE PIPELINE

TOTAL: $6,7MM

...AND WE ARE JUST STARTING!
Strategic Partners & Resellers

FICO > accenture

Investors

500 Valor Capital Group, LLC

Mentoring

atdc Georgia Tech
FICO WORLD 18
The Decisions Conference
APRIL 16-19, 2018 [ MIAMI BEACH, FL ]