



# The Customer Friendship™ Platform.

Welcome to the next generation of Customer Experience.

**May 14 2021**

Management Presentation for



GENERAL  
ATLANTIC





# Dixa in a nutshell

## 2015

Founded

### Conversational Customer Service

Dixa is the leading conversational customer service platform of choice for hundreds of customer-loving brands.

## \$50M+

Total funding

### The team

Founded and led by customer service industry and SaaS experts from Zendesk, Trustpilot, Unity, Hootsuite, Falcon.io, Telia & TDC.

## 170+

Employees



# Dixa is the CX platform of choice for hundreds of the world's leading brands



WISTIA

allplants

HelloPrint



HAY

THULE<sup>®</sup>  
SWEDEN

lingoda

Otrium

Rapha.

Podimo

HiFi Klubben

miinto

COYA

SPORT  
MASTER



saxo

unisport

celebrate  
COMPANY

CONTORION  
ALLES FÜR DEN PROFI

EGMONT

RoyalDesign

SHARENOW ✓



VIBILL

Graeter's

Butternut  
Box

LAKRIDS  
BY BÜLOW

HONEST<sup>®</sup>  
BABY CLOTHING

GOODIEBOX.

FITNESS  
WORLD<sup>®</sup>

loom

STAPLES

SmugMug

LiveRamp

AccuWeather

USERVOICE

When I Work<sup>®</sup>

sportengine



# We've built a deeply experienced executive team



**Mads Fosselius**  
Co-founder & CEO  
Copenhagen



**Scott Sinatra**  
Chief Revenue Officer  
San Francisco



**Christian Lohmann**  
Chief Strategy Officer  
Copenhagen



**Pamela Alvarez**  
VP Customer Success  
London



**Dayana Orlan-Nevo**  
VP Marketing  
Tel Aviv



**Kasper Sommer**  
Chief Financial Officer  
Copenhagen



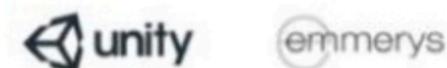
**Jakob Nederby**  
Co-founder & Head of Eng  
Copenhagen



**Rob Krassowski**  
Head of Product  
Copenhagen



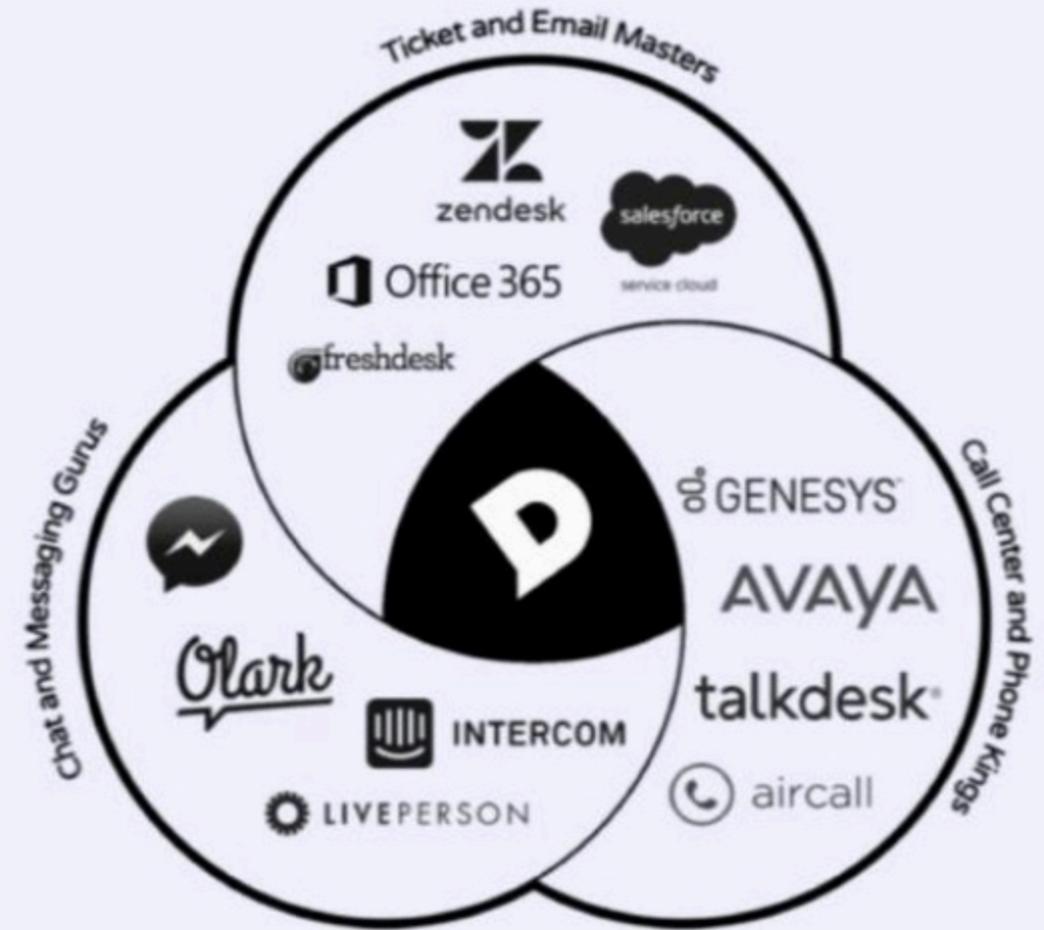
**Nina Caroe**  
VP People & Culture  
Copenhagen



# Market size and industries

# \$90bn

by 2027 (CAGR 10% from 2020)\*



\* IDC Report Feb 2020 - "Contact Center Software Market Size Worth \$72.3 Billion By 2027"

# The conversational approach is disrupting the legacy systems

## Contact Center Age

(Dedicated) Systems & Single Channels

1998 - 2008

- Transactional & passive
- Cost centric
- Channels are disconnected

**"Customer service is a necessary evil"**

- Voice most important channel
- Outsourcing wave
- Service Agents
- Customer Service

AVAYA

## Ticketing Age

(Point) Solutions & Multi-Channel

2008 - 2018

- Relational & reactive
- Profit centric
- Channels are bundled

**"Customer service is a real differentiator"**

- Email most important channel
- Insourcing wave
- Support Reps
- Customer Support

zendesk

## Conversational Age

Unified Platforms & Channel-Neutral

2018 -

- Conversational & proactive
- Experience centric
- Channels are seamless

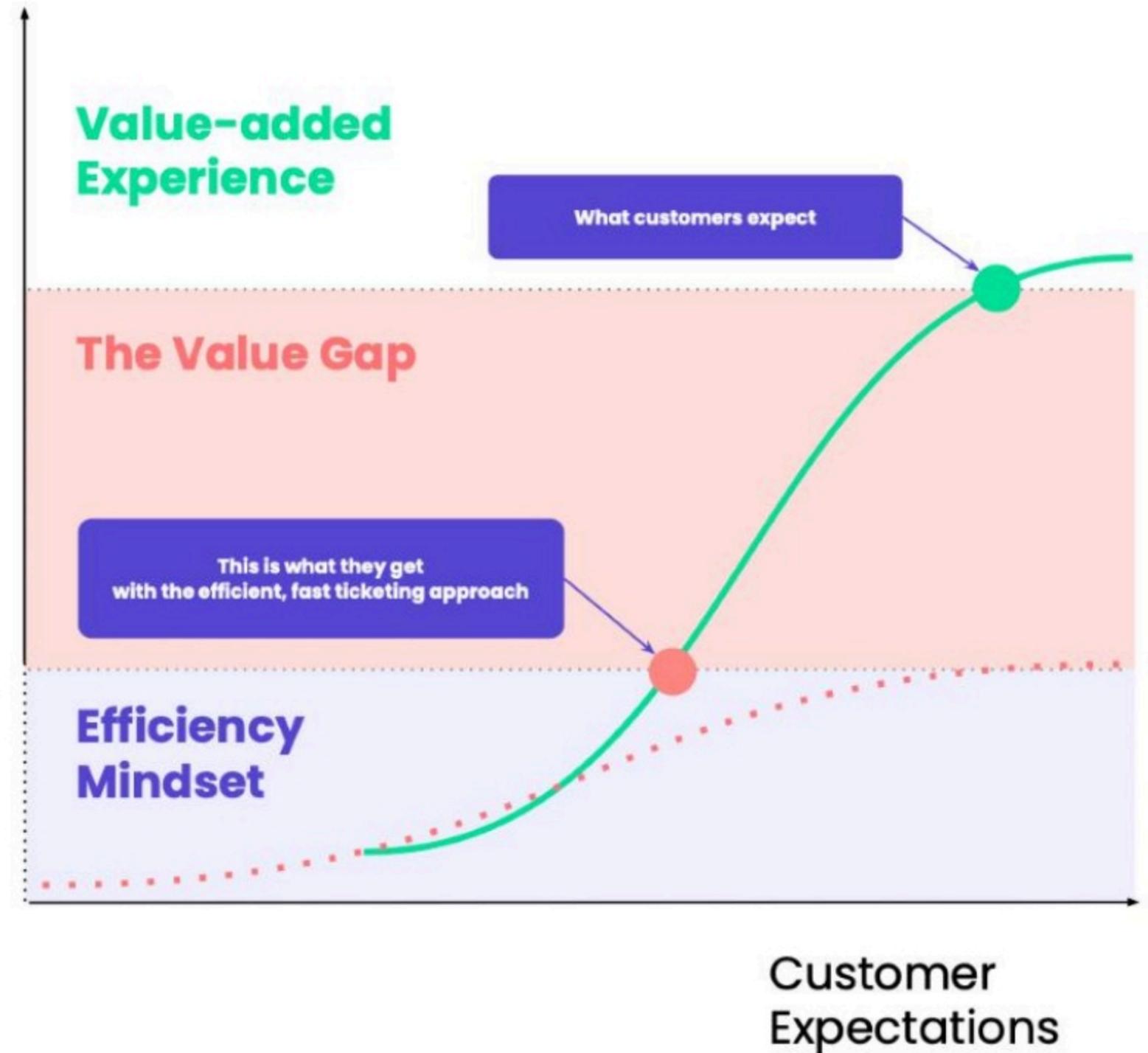
**"Customer service is the new marketing"**

- Mix of channels most important
- CS is part of core organization
- Customer Heroes
- Customer Engagement

dixa

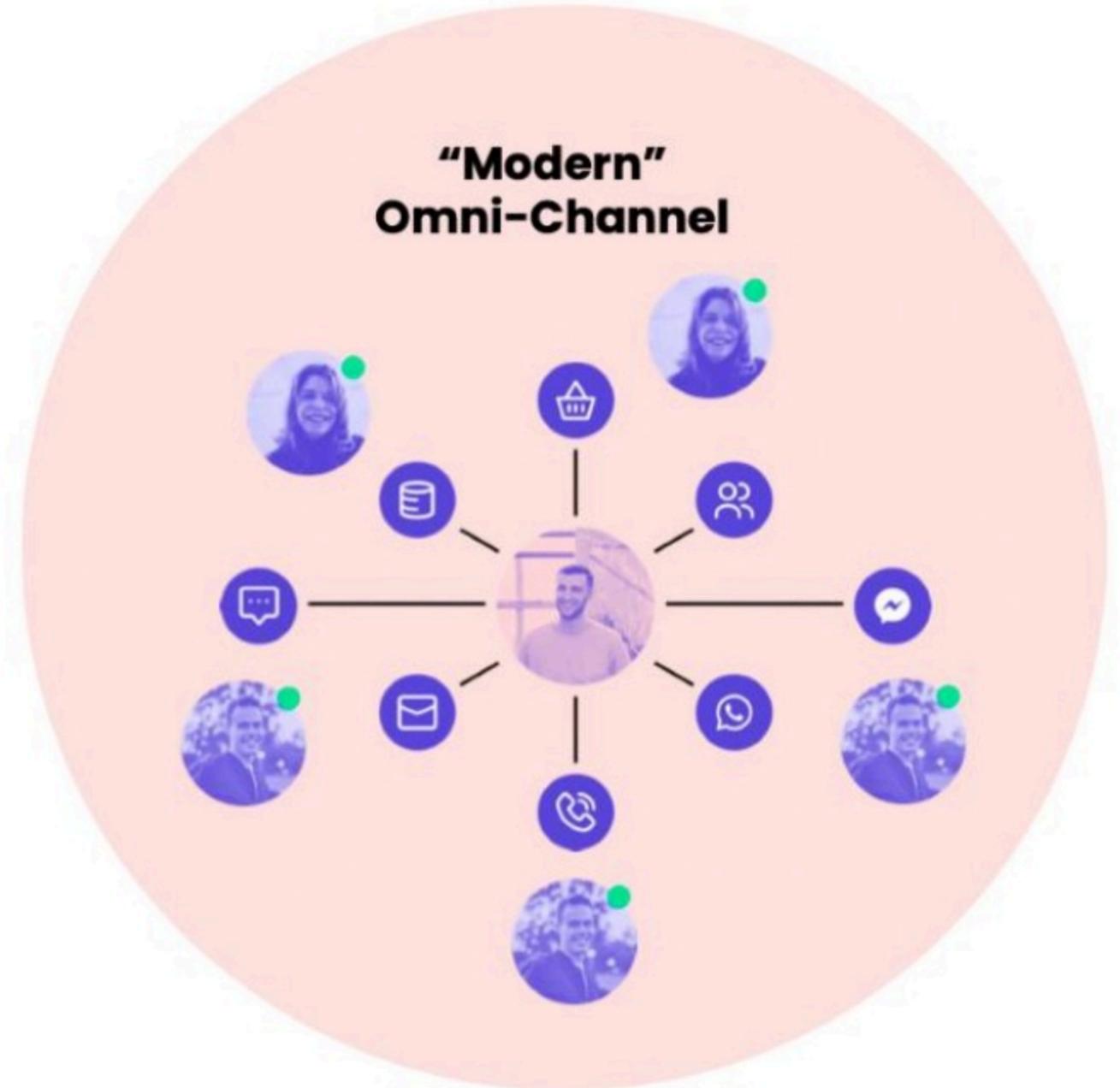
# Disempowered service approach

- **Disempowered** by a focus on **efficiency and productivity as a final outcome**; in reality these KPIs are not your North Star for the value customers expect
- **Disempowered by tools** that stop them from **going beyond** just closing tickets and doing more for the business



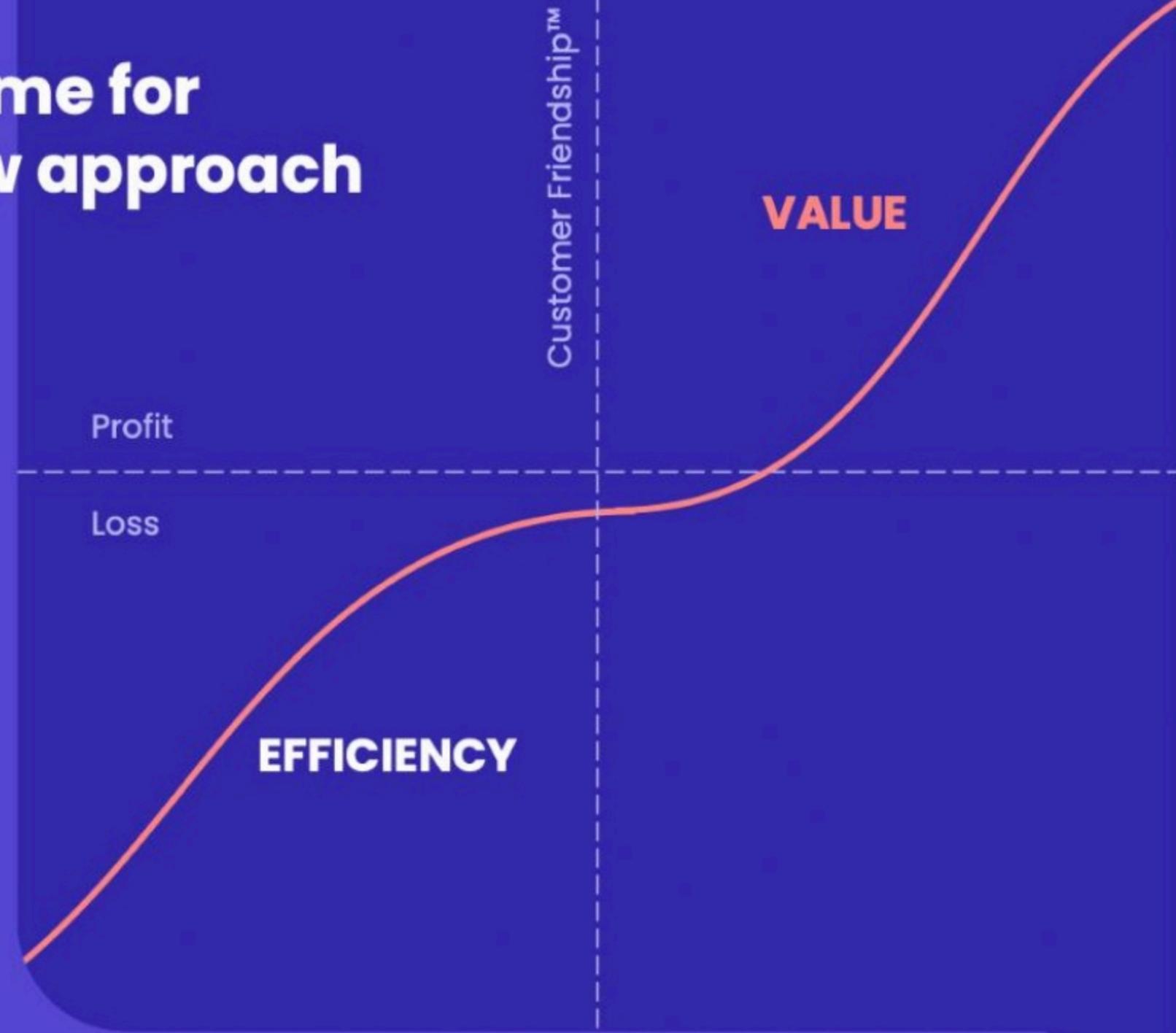
# Stuck in Omnichannel

- Fixing “omnichannel” never stops and creates tech-debt, slowing down businesses
- It's not experience-centric. It's a *never-ending tech fix* to an evolving **experience** problem, keeping innovation stuck in a channel-centric paradigm





# It's time for a new approach



**The only customer engagement platform**



**that changes  
customer service  
to value**

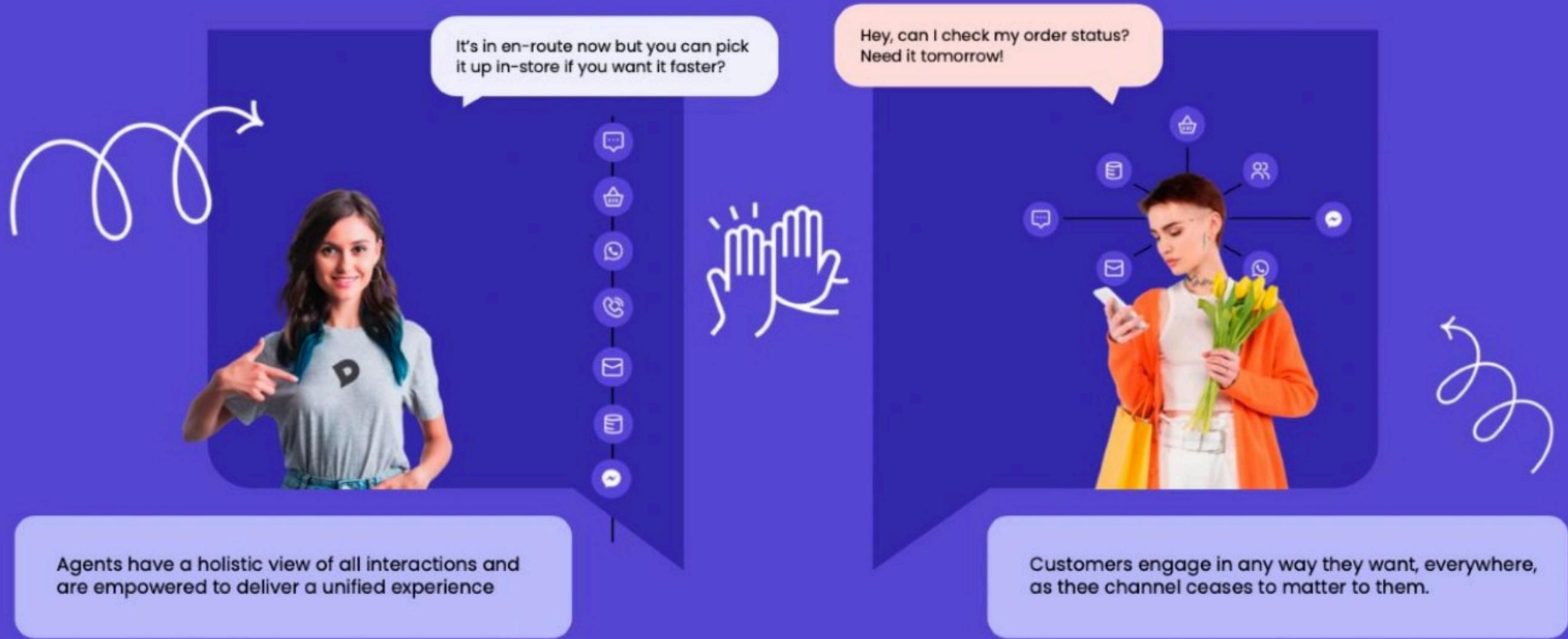
Through a multiexperience approach, superior to omnichannel

Designed to empower agents to drive more outcomes for the business from first contact.

Elevating Service to Customer Friendship™ which increases lifetime value

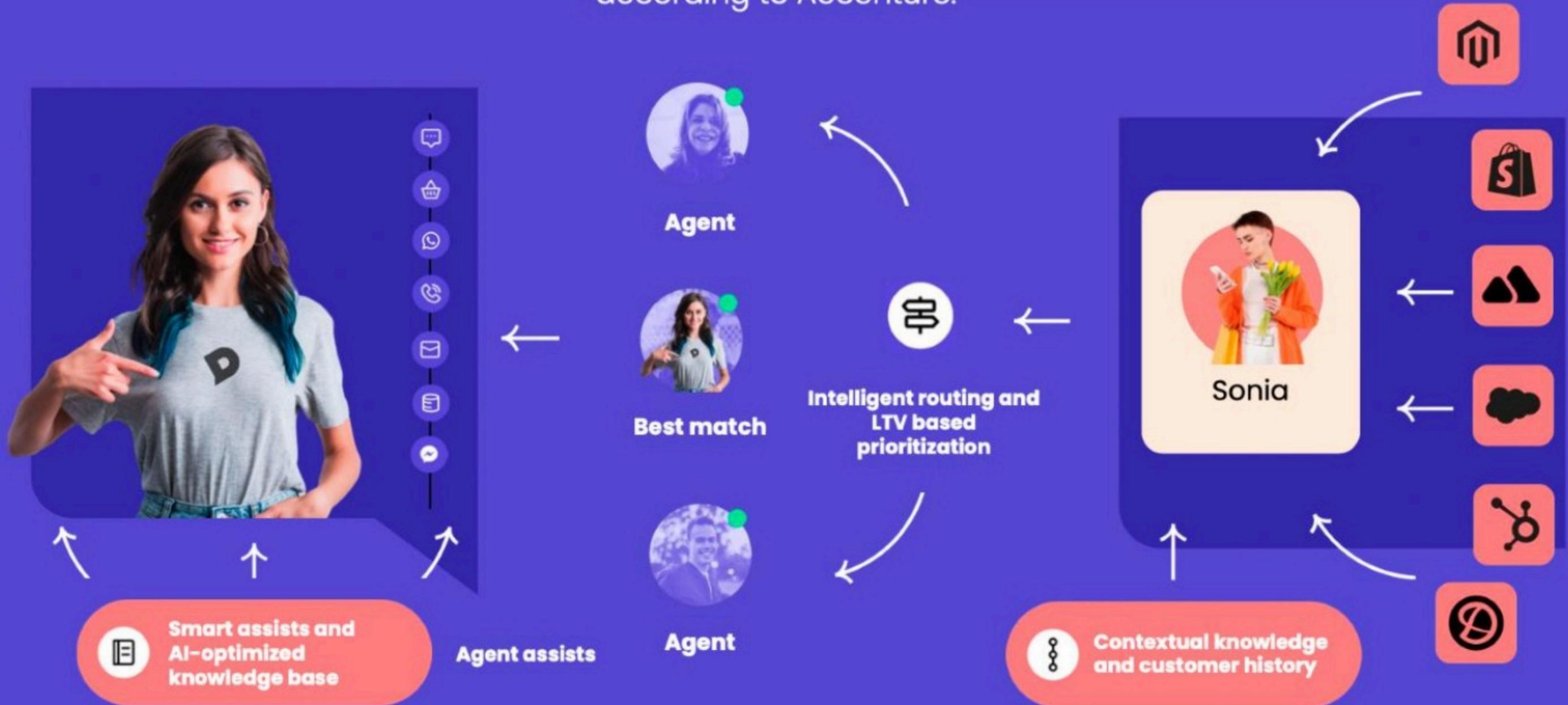
# From Omnichannel to multiexperience

Simplify how you engage with customers and blend new touchpoints into a holistic strategy that delivers more value for everyone – the brand, agents, and customers.



# From disempowerment to better agent experience

A multiexperience environment that empowers agents to deliver valuable experiences to customers from the first contact. This can result in 6.5x higher financial performance YoY according to Accenture.



# Rapha.

Rapha eliminated channel and data silos, lifted retention to new highs and increased customer experience significantly.

## +14%

Customer experience lift

## +22%

Retention boost

## +17%

Efficiency increase

“ We had an aspiration before Dixa to become a global #OneRapha team. To unlock that opportunity, we needed a platform that was within the same mindset around not having siloed ways of thinking and working. Dixa has provided us with this one-screen wonder.

**Rob Pierce**  
Customer Operations Director at  
Rapha

120 agents – switched from  
Zendesk Support, Chat & Talk





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