



AnyRoad is an American company that makes Experience Relationship Management (ERM) software for other companies.

AnyRoad is:

- a SaaS company
- B2B & B2C
- Start-up based in the US & GR



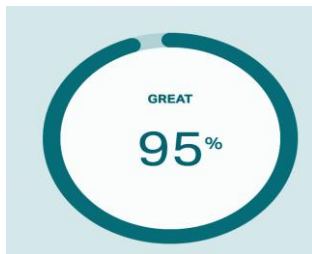
G2 Reviews



4.8 ★★★★★

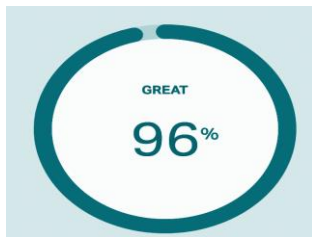
- "Some of the Best Customer Service Around"
- "Amazing customer experience"
- "Great customer service"
- "Top Notch Customer Service"
- "Wonderful customer service!"
- "Great customer support, easy interface"
- "Amazing team support"
- "Great product, exceptional service"

CSAT



2021

Based on: 55.958 cases



2022

Based on: 31.624 cases



2023

Based on: 27.102 cases

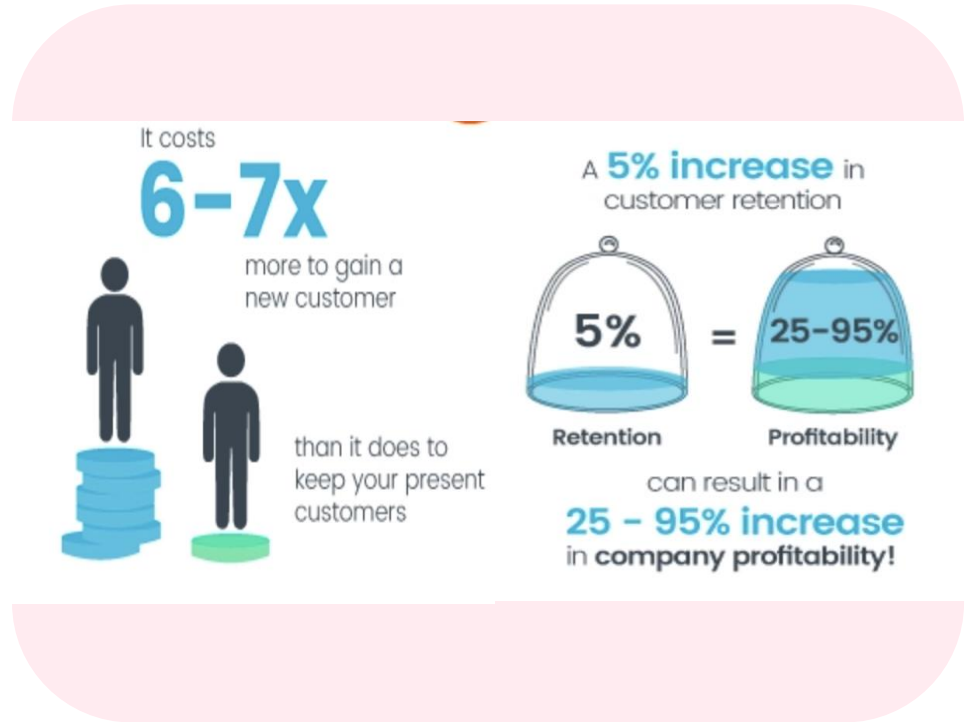
Cost

Cost Per Acquisition

Research shows that acquiring a new customer can cost 5x more than retaining an existing one.

Customer retention

Increasing customer retention by 5% can increase profits from 25-95%.



Top Attributes

Time

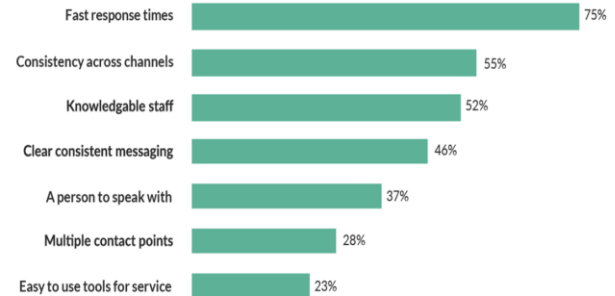
- The average response time for customer service emails is 12 hours.
- 21h based on data provided by Zendesk for the last 6 months from 653 companies within the SaaS industry (with less than 499 employees)

What we have managed

First reply time median	First resolution time median	Full resolution time median
14 min	0.2 hrs	0.2 hrs

AVG First reply time emails	AVG First reply time Chats	AVG 1st resol. time emails	AVG Duration time chats	AVG Full resolution time
90 min	0.4 min	10.9 hrs	10.1 min	20.5 hrs

MOST IMPORTANT ATTRIBUTE OF THE CUSTOMER EXPERIENCE



Reactive VS Proactive Support

- **Handled problem as they occur.**
- **Longer wait times.**
- **Customer initiates the conversation.**
- **Less customer centric approach.**

- **Anticipates problems and aims to stay prepared with solutions.**
- **Focuses on more accessible solutions meaning less wait times.**
- **Business initiates the conversations also.**
- **Driven by customer centricity**

AI & data



How to use AI

- Chatbots
- Multilingual support
- Augmented messaging
- Sentiment analysis
- Self service
- Proactive messaging
- Omni channel Service
- Data management
- Request routing and prioritization
- And the list goes on.....

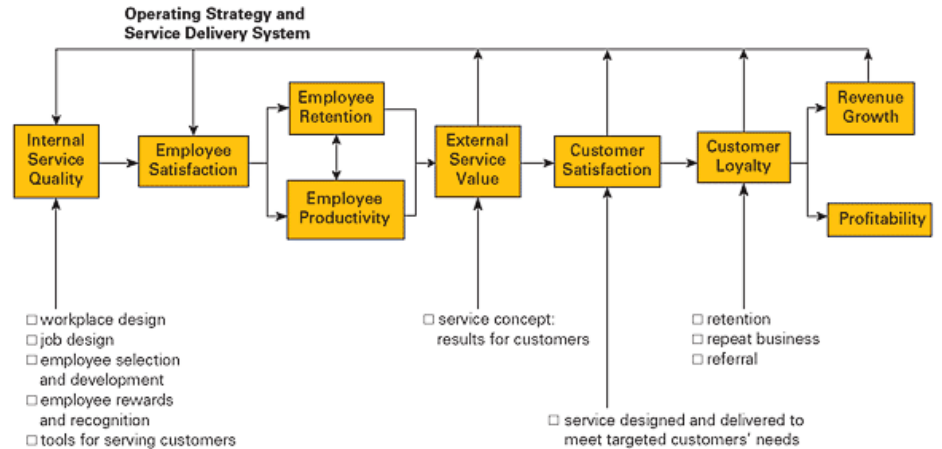


Benefits to collecting customer data

- Know your customer
- Identify high value audiences
- Turn one time customer into repeating ones
- Prevent customer churn
- Analyze trends
- Offer seamless customer experience
- Product improvements
- And the list goes on.....

Happy Employees Create Brand Loyalty

The Links in the Service-Profit Chain



The road to success is always under construction... its a never ending journey!

Thank You!

