

We automate performance reporting,
For people who talk to customers

Problem



Call Centre and Helpdesk agents are hard to monitor

Managers spend time manually assessing performance

It's hard to measure soft skills

Assessments are not objective

Customer satisfaction surveys are an after-the-fact measure

Solution

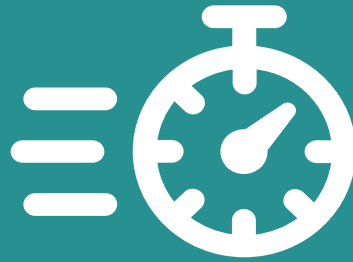


We use AI to measure customer experience metrics



Full scope

100% reporting coverage



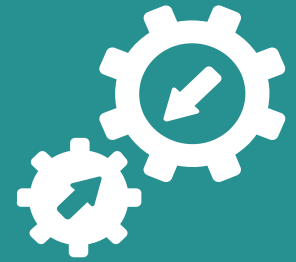
Automatic

Immediate insights



Affordable

Reduce QA costs



Integrated

All popular helpdesks

What's the magic?



We use **AI** to **understand** how **our users communicate** with their own customers

- ✓ **Provide scores for agent positivity and clarity**
We measure every single interaction for 100% coverage
- ✓ **Predict customer satisfaction**
Why wait for customer satisfaction surveys? Intervene early.
- ✓ **Automatic Integrations**
One click integrations with platforms like Zendesk, Freshdesk and Salesforce.
- ✓ **Track KPIs in real time**
We identify coaching opportunities without delay.

Potential

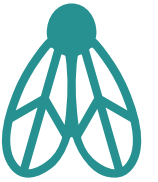


\$2.12B

ARR size of our total available market
Comprised of CRM / Support teams.



Model



Monthly or Annual Subscription

Aimed at companies with 20 - 150 sales and support agents

\$29 **Per agent, per month**
Approximately 1% of the cost of a full time agent.



Add-ons

Additional revenue from events like re-training

Competition



100% Visibility

 Greenfly AI

Manual Process

Automatic Reports



As many tickets as a manager can grade

Our edge



Objective Metrics

KPIs are tracked by AI. No human bias.



Save Time

No need to waste time by manually monitoring agents



100% Visibility

We monitor every sentence of every conversation.

Progress



Launched MVP

We launched in **Sept 2019**.
We're working with our early users to iterate towards product/market fit.



Traction

In the first month, we subscribed 136 agents into a trial period. Prospect of **\$49k ARR** if converted.



Investment

We **raised \$30k** from YouStartIT by MITA.
We're currently taking part in their accelerator.

Team



Jan Roguszka
CTO



Dav Højt
CEO