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2019 and Beyond

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Contact Center Project
of the Year 2018

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best, and more

bmetric is evolving. In this past year, bmetric has progressed through some key milestones as a company. The passing of these milestones means that we begin to look ahead; to future goals. 2019 will see bmetric mobilising toward future milestones—in a way that works for our customers, and bmetric as an organisation. The following is a summary of key events in bmetric's recent history, and an introduction to bmetric's vision for the future.

1

Contact Center Project of the year

To hail the beginning of bmetric’s new status—as a leading name in the field of channel management—bmetric ended 2018 winning “Contact Center Project of the Year” at the Telecominspire Awards, along with high praise from the judges that night:



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Customer contact goes much further than a simple phone call. The winner of this award has, according to the jury, designed an innovative and forward thinking system that delivers great, tangible, results to its customers. This is pure innovation!

2

Growth & Greater expansion across Europe

After maintaining a fourfold increase in profits and buying-out early investors, bmetric expanded further into the European market. To name a few; in the Netherlands, we began working with Vodafone-Ziggo, one of the largest

telecommunications companies in Europe, we have also expanded to include Baloise Switzerland—marking our foothold in the Swiss market. Back home, in Denmark, bmetric collaborated with YouSee and TDC Group, increasing sales throughout their branches.

Naturally, such expansion brings a necessary amount of growth and adaptation to our organisation. To continue to deliver our consistent, high-quality, full-service approach, to our new and current customers, we have increased our staff by 20%. Specifically, we have now expanded our customer success department, enabling us to work with our customers in their native languages. These new hires set us in good stead for further European expansion, whilst continuing to deliver the same, consistent, standard of service to all our current customers. This year bmetric will be expanding into Germany and Scandinavia, bringing with us the fruits of our renewed focus on innovation and product development.

The bmetric Service

Expert Knowledge

in Channel Management:

- Dedicated to profit maximising, channel management, solutions
- A tailored approach to your omnichannel needs and goals
- Expert knowledge in, CX across insurance, telecommunications, publishing, utilities, and travel

Intelligent technology:

For personalisation with returns:

- The combined skill-set to both consult and create, for measurable results
- We tailor every pixel, for journey relevant, on-brand engagement
- With 1500 variations there is no limit to delivering personalised experiences on mass

3

Innovation and Product Development

What does it mean to our customers?

Some recent developments, from this past year, which our customers are currently enjoying are; Calltracking technology which is much more heavily integrated into our Onsite Channel Management solution—further reducing service calls and call-handling times—and increased support for triggering third-party chat systems, making bmetric technologies the perfect first choice for the modern contact centre.

The aim of our increased focus on development is to look deeper; improving upon what we already do well for our customers, with increased impact and efficiency. This will see bmetric evolving into a leading brand, increasing the effectiveness of our technologies in novel ways, growing to fully embody intelligence and innovation in customer experience management—an area which is becoming more important to modern businesses than it has ever been.

4

Internal Restructuring

Reshaping for future successes

The expansion of bmetric's operations has brought about the need for the reallocation of some roles within the company. This reallocation will see Mads-Emil Gellert Larsen move from the role of CCO to CEO, and Janus Lindau from the role of CEO to CPO. The practical outcome of this new formation is to foster a future-proof internal mode of operations. This mode of operations is designed to allow for equal focus, on both product management and organisational management, within the growing bmetric organisation.

5

Delivering what we do best, and more

Our mission remains the same

Our mission is, and always will be, to increase sales and service efficiency, for our customers, through intelligent channel management, and experience management, solutions.

In the midst of this new and exciting time for bmetric, we will, of course, continue to deliver all the benefits of our special brand of professional service. Alongside the technology, our full-service approach is fundamental to why our customers remain bmetric customers.

Intelligent, data-led approaches—to increase sales and reduce costs in online/offline channels—are key to the lasting success of our customers' engagement initiatives. We are no longer in the phase of exploring our product-market-fit; bmetric is shedding both the image and mindset of a startup. By consistently executing intelligent strategies, professional service, and tangible returns to our customers across Europe, bmetric is now growing to represent the intelligent approach to channel management; making customer journeys work, for businesses and customer.

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bmetric is now beginning its second chapter. Since the founding of bmetric (First Telemetric, then Bellmetric) in 2012, those of us who were here from the beginning, have been looking forward to this moment. The evolution of our organisation, from Tech Start-up to IT Company, serves as a certain kind of confirmation—confirmation of our product-market-fit, and the value our technology holds for our customers in

immediate and long-term impact. Our most loyal customers began using bmetric technologies 7 years ago. The beauty of SaaS is all of our customers now reap the benefits of our growth and innovation over the years; with that, I'd like to offer a big thank you to all our customers—both older and more recent—for you have all been fundamental to bmetric's evolution.



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