A BREAKOUT YEAR AT CAMI.AI

VOL. 1 ISSUE 1 • JAN 2022,   OFFICIAL NEWSLETTER

WHY WE ARE HERE? AN ORIGIN STORY

BY PRASEETHA NAIR, CEO & CO-FOUNDER

This time last year (January 2021), we had dreamy visions and strong beliefs that there had to be a better ways to bridge the gaps between customer success promises made vs. delivered. Cami establishes a new standard of excellence in CS, gracefully solving some of the most difficult CS business challenges.

Today, we have a growing customer base and Cami is over-delivering on even the most ambitious capabilities. Our favorite moments from this last year are always customers' giddy reactions when they start using Cami for the first time and realize the ease and elegance of the platform. Seeing CS leaders and teams realizing great efficiencies is the dream coming true.

"World-Class Team, Incredible Product, and Excellent Customer Service!"
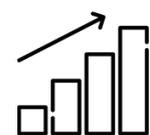
- Lyndsey G, Senior Account Manger, Tovuti

MOMENTUM

9 Exciting New Features

70%
Month Over Month Impression Growth

300%
ARR Growth

CS LEADERS NEED REAL SOLUTIONS

As the pandemic and other economic factors apply drag to the economy, attention gets diverted to keeping customers. Retention was always a top-of-mind function for CS departments and 2022 will see no pause in these expectations. But now CS leaders also need to focus on the retention of their own CS teams.

Cami empowers CS teams with predictive data insights ahead of time so timely actions can be taken, creating more bandwidth and manageability in their day-to-day tasks.

The cultural shift of customer success being proactive with a focus on nurturing and building customer relationships is what Cami aims to bring about, a true ally for CS teams.

THE STATE OF CONVERSATIONAL MACHINE LEARNING

The global artificial intelligence (AI) software market is forecast to hit $62.5 billion in 2022, a 21.3% year-over-year increase. Customer success leaders are beginning to deploy the power of machine learning to extend their capabilities and deliver more accurate results. Once believed to be science fiction, today's data-driven insights delivered through expressive and professional ML conversation complement CS teams and their customer success objectives.

ML algorithms extracting relevant topics and finding patterns worth discussing that drive actions in a proactive manner is a game-changer. We at Cami.AI, make it our mission to dive deep into every customer's data, identify their specific problems and help establish the ultimate partnership between Cami, doing what she does best (machine learning calculations) and CS teams doing what they do best (driving customer love).

FOR CAMI, YOUR CUSTOMER'S CHALLENGES BECOME HER OBSESSION, AND THEIR GOALS BECOME HER UNWAVERING MISSION.

ILYA KUCHRENKO
CHIEF REVENUE OFFICER

TOP 5 BLOGS WE RECCOMMEND READING

TECH PROGRESSION IN CS

BE ONE WITH YOUR DATA

CUSTOMER ADVOCACY: HOW TRUST IS EVERYTHING

THE GREAT RESIGNATION

CSM'S, IT'S TIME YOU DONNED THE AI SUPERHERO SUIT

IS BANDWIDTH THE MIRACLE CURE FOR CS BURNOUT?