



Bright Minds, Brilliant Solutions

SUCCESS STORY

# CX Technologies

[www.engage.cx](http://www.engage.cx)

**KMS Technology Inc.**

550 Pharr Road NE,  
Suite 525, Atlanta, GA 30305 (678) 813-1KMS  
[info@kms-technology.com](mailto:info@kms-technology.com)

Share this story to



## Client Profile

Based in Atlanta, CX Technologies is the creator of the cloud based ENGAGE.cx platform, an experience-driven enterprise platform that reinvents customer relationship management. After years entrenched in the development and sales of CRM enhancement platforms, CX Technologies founders David Trice and Eric Bleke decided to address the problem everyone else seemed to be ignoring: how to proactively and uniquely connect customers with the right experience at an exact moment in the customer lifecycle.

Especially in retail, hospitality, and financial services, consumers engage with organizations across a growing universe of disconnected interactions. Until now, that prevented a customer from receiving a consistent experience across channels. Today, ENGAGE.cx succeeds in helping enterprise brands provide this cohesive experience regardless of modality, media, or geography



## Facing A Multi-Channel Challenge

As they started their company, CX Technologies needed a partner they could trust to build their product from the ground up, and eventually scale with them as funding was received and their business grew.

“We knew exactly what we wanted our product to do. What we needed was a



partner who could help us bring that vision to life,” said David Trice, CEO and Co-Founder.

“Our contacts would tell us, we have all this data, but we’re not able to use that data in real time to drive the customer experience. Big box retailers were telling us that the multiple technologies they were using to cover all of their customer experience needs were causing them to lose track and provide an inconsistent experience. Faced with the challenge of monitoring and connecting with clients on multiple channels, and throwing mobile into the mix - many companies failed at a key sales goal: recognizing a client and interacting with them appropriately, whatever channel they’re using.”

Knowing they could create a solution that would revolutionize the CRM industry, CX Technologies began interviewing companies that could provide them with the development resources they needed to build the robust, multi-channel product they envisioned.

## The Right Partner For The Job

CX Technologies chose KMS for its experience with leading edge web technologies and mobile development, and their ability to develop a well-architected platform that would set them up for future growth.

“KMS had, by far, the best mobile and multi-channel experience of any outsourcing vendor we interviewed. The choice was easy. ”

“When evaluating vendors, the thing that stood out to us most about KMS Technology was they’re not just ‘order-takers.’ They’re a source of expertise we could count on to help us grow our business. KMS doesn’t just build what we ask them to develop. They consistently bring us ideas to improve our platform and are invested in our growth as a company.”

CX Technologies started with a two-person team to help deliver their early market prototypes. “Those prototypes were critical to sell our ideas to businesses who we

now call our clients.”

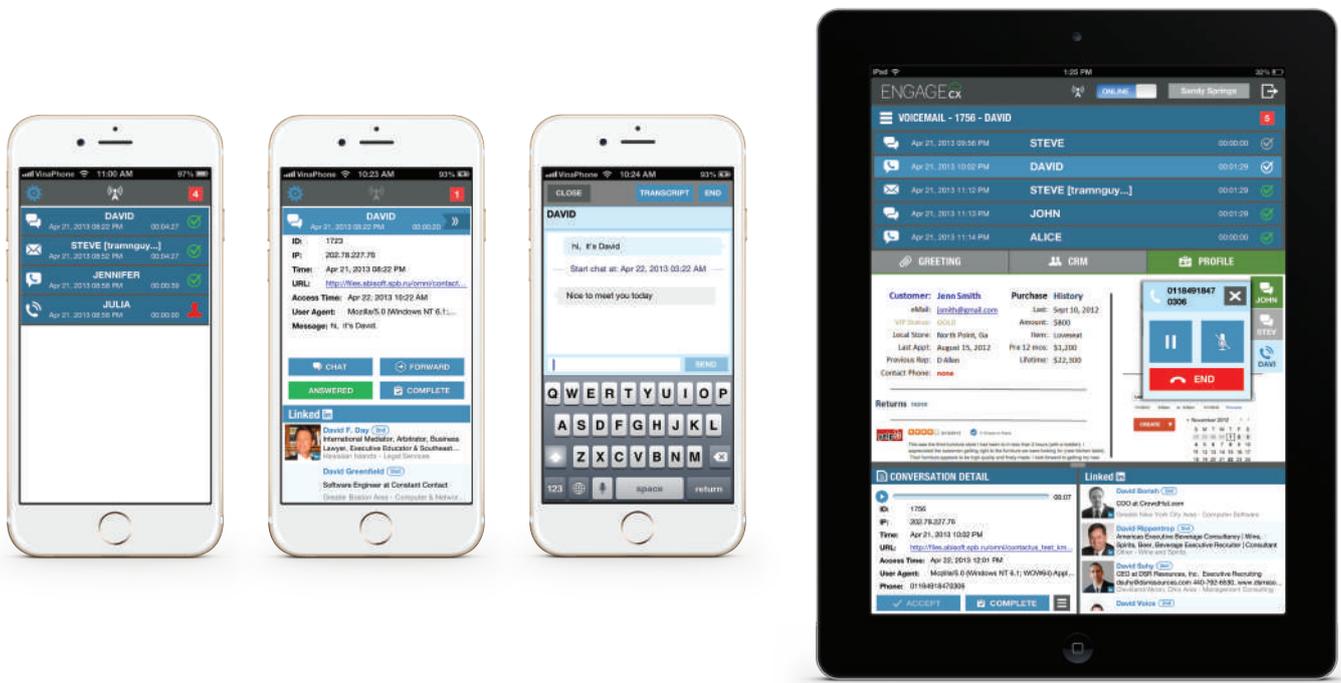
Today, that team has grown to a ten-person scrum team that runs design, development, testing, and deployment of the ENGAGE.cx platform. The KMS team interfaces with CX Technologies’ Product Owner, Business Analyst, and Chief Architect, who are part of the Agile team.

## Building Industry Disrupting Technology

In building the ENGAGE.cx platform, KMS uses the following technology:

- Mobile Apps Development: Apple iOS/Objective-C and Android SDK/Java and WebRTC integration for video/voice call
- Server-Side Development: J2EE, Node.js, Jersey, Hibernate, Play Framework, Google Web-Toolkit, MySQL
- Amazon AWS integration: Database (RDS, Redshift), Analytics (Kinesis), Application Services (SQS), Storage (S3), Administration (IAM)
- AWS OpsWorks based fully automated deployments
- Social Media integrations with Twitter, Facebook, Linked-In
- Big Data Analytics

A robust, experience driven CRM requires a sales team that is empowered to act on a moment’s notice – whether they’re at their desk or on-the-go. A key differentiator of ENGAGE.cx is their mobile Employee Engagement Platform, with both iPad and iPhone specific apps designed to facilitate these interactions.





Additionally, the ENGAGE.cx platform requires that the salesperson can communicate with the customer no matter what channel they're using, allowing communication through all media – voice, web, chat, video, sensor, location, or web event.

## Success Today And For The Future

Though the product has officially been available for a little over a year, CX Technologies recently completed a \$2.9 million Series A round of funding, after attracting the attention of the Fortune 100 in the retail, hospitality, and financial sectors. "In my 20 years in CRM, I've never seen a platform that has the potential to destabilize a market like this one," said Alston Gardner, who participated in the funding.

"We couldn't have achieved this funding without the help of KMS," said Trice. "They've gone above and beyond in creating a product that no matter what platform it's being used on, delivers."

Together with KMS, ENGAGE.cx is working on plans for future growth, including new language capabilities to meet the demands of inquiries they've received from Singapore, Australia, the UK, and Germany. With the introduction of the Apple Watch, CXTechnologies has their sights on a wearable version of ENGAGE.CX. The future of CRM looks bright.

[www.engage.cx](http://www.engage.cx) | [www.kms-technology.com](http://www.kms-technology.com)