Kiahu â€“ New Customer Experience Start-up

Kiahu, an Australian web development start-up, today released the alpha version of Kiahu CX, an open-source Customer Experience application framework that enables organisations to quickly create compelling customer experiences that drive business value.

The application framework which is geared towards Customer and User Experience aims to provide a platform for organisations to clearly differentiate their customer facing sales and service offerings.“Organisations in many industries have limited tools with which to differentiate. Products have become commoditised and customers are simply more demanding. That’s why the customer experience has become so critically important.” said Sean Doyle, CEO of Kiahu.“The experience an organisation provides to its customers should be totally within their control. And Kiahu CX gives them that control. We’ve designed it for innovative organisations that realise unlocking opportunity in today’s competitive marketplace is driven by delivering a compelling customer experience.”“This approach allows organisations to focus on defining the customer experience rather than re-developing basic application functionality and it eliminates much of the time, cost and risks associated with software development.”“Organisation’s can use our sample applications to help them jump start their development. They can also choose from a range of modules to add common functionality and then extend the application to create the desired customer experience.”Kiahu aims to provide Enterprise organisations with an business outcome based alternative to existing frameworks which are largely focused just on technology.“That’s where the real value lies, in focusing effort on designing the customer experience. That’s what sales and marketing teams want because that’s what drives revenue opportunities.”“We provide businesses with the opportunity to really innovate and that’s something you can’t do if you’re using the same approach and same technology as your all of your competitors.”More information: kiahu.comVia: WhaTech

Contacts

Sean Doyle
info@kiahu.com
mailto: pr@whatech.com.au