

Next-Gen customer experience platform Chattermill raises £6.19M

Customer experience platform Chattermill has announced an \$8 million Series A funding round to continue its analytics and cross-border growth.

Chattermill, a platform specialised in customer experience, has received an \$8M (£6.19M) Series A funding round led by DN Capital, Ventech, btov Partners, Silicon Valley Bank and notable angels. This new investment will help the company to expand its offices in London and Berlin, as well as gaining scalable insights from its customers. The startup is also looking to recruit engineers, data scientists, enterprise sales and marketing experts to take part in this development.

Founded by Mikhail Dubov and Dmitry Isupov in 2015 while at Entrepreneur First, Chattermill was born from the problems arising from the length of time it can take – weeks or months – for customer research to be transformed into quality and actionable insights. Often the information would already be outdated by the time it reached the decision-makers' desks.

The co-founders believed machine-learning could tackle this issue and created an accessible user interface that highlights actionable insights from their customer feedback across multiple channels.

To date, Chattermill's clients include big brands like HelloFresh, Uber, Deliveroo and Zappos that value the innovative startup's platform and insights.

Transferwise was part of the startup first customers, and their VP of Growth is an investor in Chattermill.

“Chattermill enables our team to take customer insights deeper than ever before and focus on the key factors that make a difference to our users and drive our growth. I’ve seen first-hand the value a product like Chattermill’s can add to a company, and that’s why I decided to invest in this round.” – Nilan Peiris, VP of Growth, Transferwise

Plus, Chattermill integrates with plenty of third-party software, integrating various elements such as surveys, reviews and social media.

“We have built a large library of pre-built connections to the most popular customer feedback systems such as SurveyMonkey, Trustpilot, Zendesk and Salesforce,” explains Chattermill co-founder Mikhail Dubov.

#UX

Chattermill

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