

Customer experience specialist Glassbox raises £31.8M

Due to the COVID-19 pandemic, tech services are seeing a rise in levels of use for streaming services, online media, and food delivery. With the world self-isolating, online services have to pivot, to review their products and services, to test where user experience is failing or could be better. One of them, Glassbox, aims to help businesses improve their overall customer experience.

Founded ten years ago by Yaron Gueta, Hanan Blumstein and Yoav Schreiber, Glassbox, provides businesses with analytics to improve their customer experience, and has received a £31.8M Series C investment from Brighton Park Capital, Udata Partners, Ibex Investors, Gefen Capital and CEIIF. Glassbox helps companies that run online customer interfaces track the way they are used, identifies how they are not working, and suggests how to improve them.

Glassbox's pioneering technology equips enterprises with a new generation of visibility across their digital platforms. Companies are able to receive a complete playback of every digital customer journey, identify vital trends and patterns to optimise the customer experience and thus maximise efficiency.

The company's platform is the only solution that captures data both on the server and the client side, providing key consumer insights.

<https://youtu.be/UGutgVDWw3U>

“Even in these extremely difficult times, digital traffic is surging and companies are focused on how to communicate with new and existing customers digitally. Our technology helps the most sophisticated companies in the world map, protect and grow their digital assets. The Glassbox platform bridges the gap between traditional APM and front-end marketing solutions with thousands of users across different departments using our technology. We are on a mission to help great companies achieve excellent digital outcomes, and our investors' confidence in us at this moment in time is

inspiring.” – Yaron Morgenstern, CEO of Glassbox

The company is already working with leading businesses across a host of industries including a growing number of Fortune 500 companies. This investment comes at a time when more people rely on digital interfaces to shop, entertain, and get and send critical information, and when the failings of websites and apps need attention more urgently than before. Glassbox will be using this funding to expand its team globally, as well as enhancing its products.

“Glassbox stood out as the best product in an important, growing market. The company’s approach enables businesses to seamlessly enhance their capabilities and remain competitive in a rapidly evolving world defined by digitization. We are thrilled to be partnering with Glassbox’s talented team and join them on their exciting journey.” – Zach Gut at Brighton Capital