



M&A INTEGRATIONS & MAINTENANCE & SUPPORT FOR THE ECOMMERCE INDUSTRY

Case Study

ABOUT KIBO

Founded as MarketLive, Kibo is a leading provider of enterprise-class eCommerce platform that helps catalogers, retailers, direct marketers, and brand manufacturers sell goods and services online. They offer some of the most retail-targeted, customizable, cloud based solutions on the market.

INDUSTRY LANDSCAPE & CHALLENGES

The E-commerce industry is highly competitive and known for high customer attrition rates. Deploying the latest software updates is critical to keeping up with the market and the competition.

Challenges include:

- Little customer loyalty
- Enhanced importance of a seamless user interface and overall experience
- Highly competitive industry
- Increased demand by consumers to have more functionality and integration of new technologies

CLIENT CHALLENGES

- Low Net Promoter Score and lack of referrals
- No automation framework in place
- Needed technical expertise and updated tools to prevent bottlenecks during integration process
- Inefficient testing framework that stretched over 120+ days
- Slow releases, defect leakage, and increasing tech debt translated to costly rework for Kibo

SUCCESS STATS

- ✓ 33% reduction in ticket resolution time
- ✓ 90% reduction in engineering effort hours per ticket
- ✓ 60% decrease in cost per ticket from previous vendor
- ✓ 32% reduction in ticket backlog

KMS IMPACT

- Implementing regression testing, quality assurance, and an automation framework decreased Kibo's testing cycle from 120+ days to 12 days.
- KMS enabled Kibo to offer round-the-clock support and encouraged flexibility with customer needs. These initiatives boosted Kibo's NPS from 4 to 32, improving client satisfaction and overall brand loyalty.
- KMS created a system for Kibo to track support operations, improve operational efficiencies, and reduce the ticketing backlog.
- Developing an integration and assimilation strategy achieved synergy between MarketLive and Kibo's new and existing products.

CONCLUSION

Over the years, KMS has continued to grow as a strategic partner dedicated to Kibo's success. By offering innovative solutions to prevent new problems, quickly adapting to fill gaps in coverage, and implementing a system to identify operational bottlenecks, KMS has ensured that Kibo is able to fight complacency and continually exceed its customers' expectations.



"The management team at KMS has really distinguished itself from other options and partners that we've had. Probably one of the biggest reasons why we've been successful with KMS is the leadership there."

——— Roger Muckenfuss, Director of Account Management & Support Engineering