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Selling online sucks

Tools are limited to a single medium (e.g. text) 🤯

Teams have to switch & pay for multiple tools 💵

Communication is fragmented and lost 😡

Teams respond slowly and lose leads 🐌

Online sales is ineffective 😿

Closer makes it great again

Rich media communication on any device  

One tool for the whole online sales workflow 

Communication is stored and sync'ed    

AI-augmentation to reduce response time 

Close deals with conversion up to 30%  


CLOser


Conversational sales platform with:


- Rich media communication
- Cross-device continuity
- AI-augmented conversations

Rich media communication


Effortless file sharing
from any device


**Abigail Marston**
Hi, I've gotten myself in an accident - looks like I'll need to file a claim 😞


**Andy Dufresne**
Hi Abigail, sorry this happened. Can you send me a few photos?








Video calls right inside
the browser


**Andy Dufresne**
Thanks for the photos, but the last one is a bit blurry. Let's get on a video call and you can show me what happened?


**Abigail Marston**
Okay, let's do that


**Andy Dufresne**
Acme Insurance
[Call now](#)

**On video call with Andy**
12:34



Screen sharing
and co-browsing


**Abigail Marston**
This whole situation got me thinking - I really ought to have some life insurance!


**Andy Dufresne**
I've got a policy that's just right for someone like you. Let's go over it together.


Andy is sharing his screen


Rich messages sync'd
with your back-office

**Abigail Marston**
I'd like something at least 1000 sq ft, in the 650 area code

**Premier Bot**
Of course, let's see what we have available

**Rhodes Towers**
2400 W Valentine, Mountain View, CA 94050 ...
[View](#)

**Sharon Gre**
350 Eagle Fl
CA 94025 - S
[View](#)

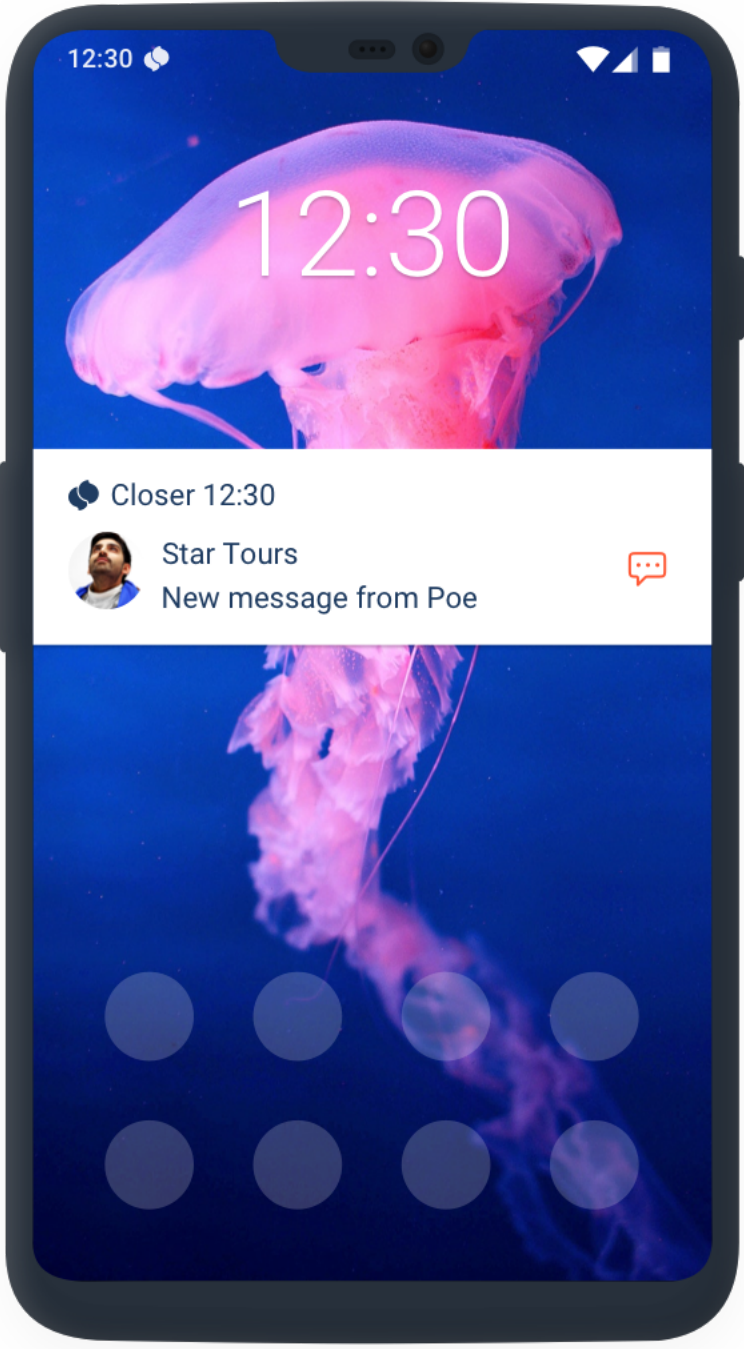
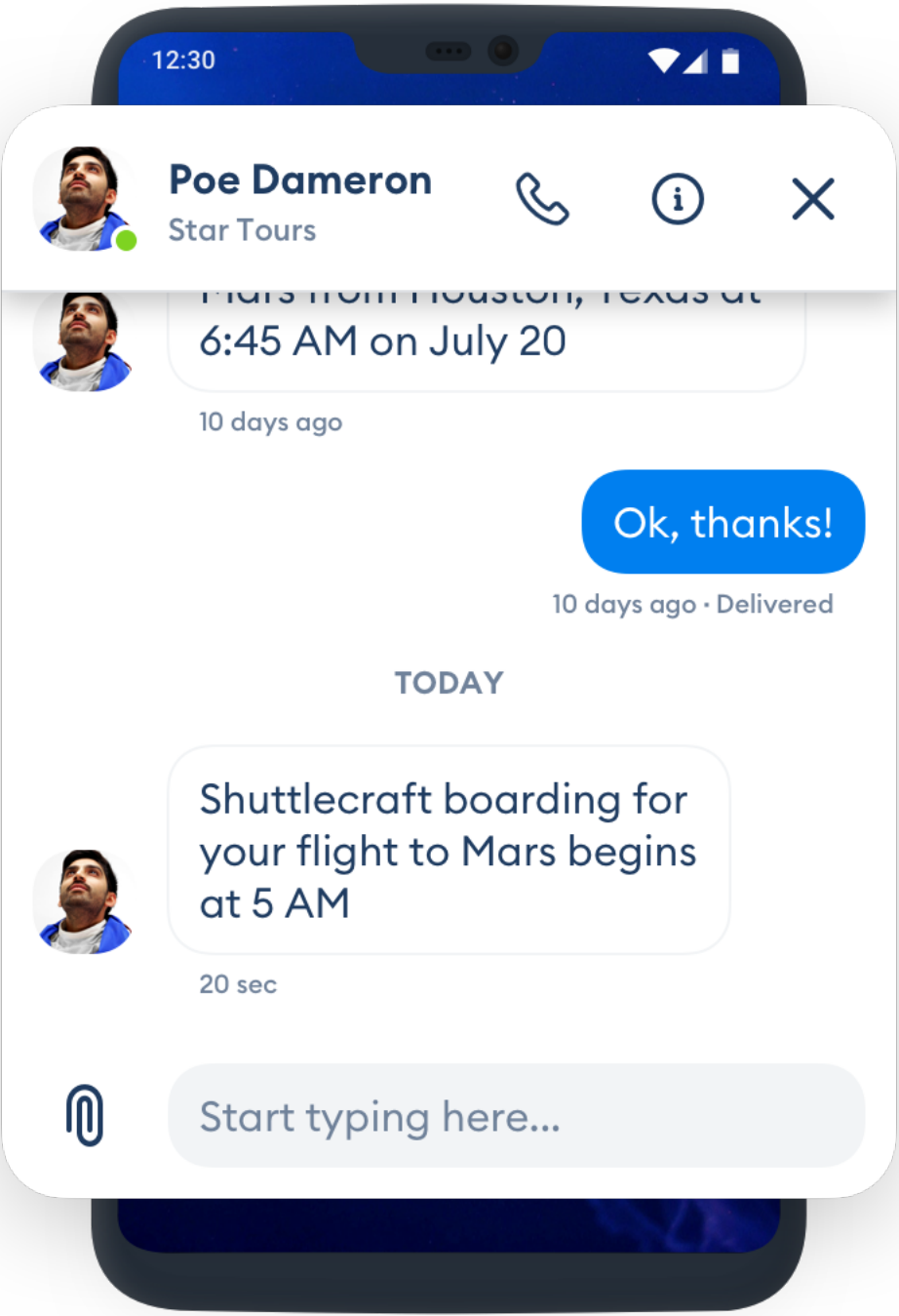
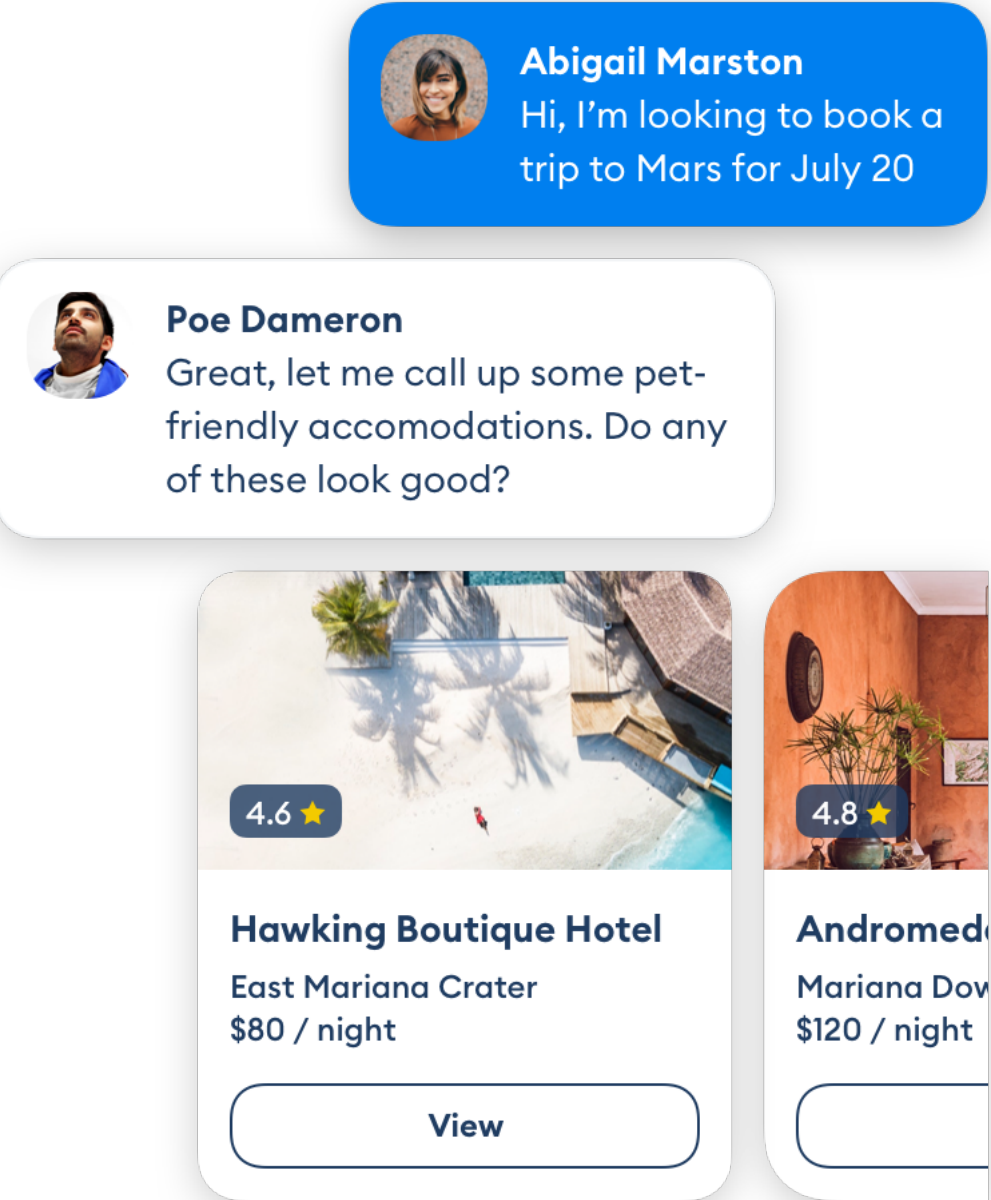
Cross-device continuity

Conversation started on the web...

...can continue on mobile device

with push notifications to cut response time

History is stored and sync'd across devices



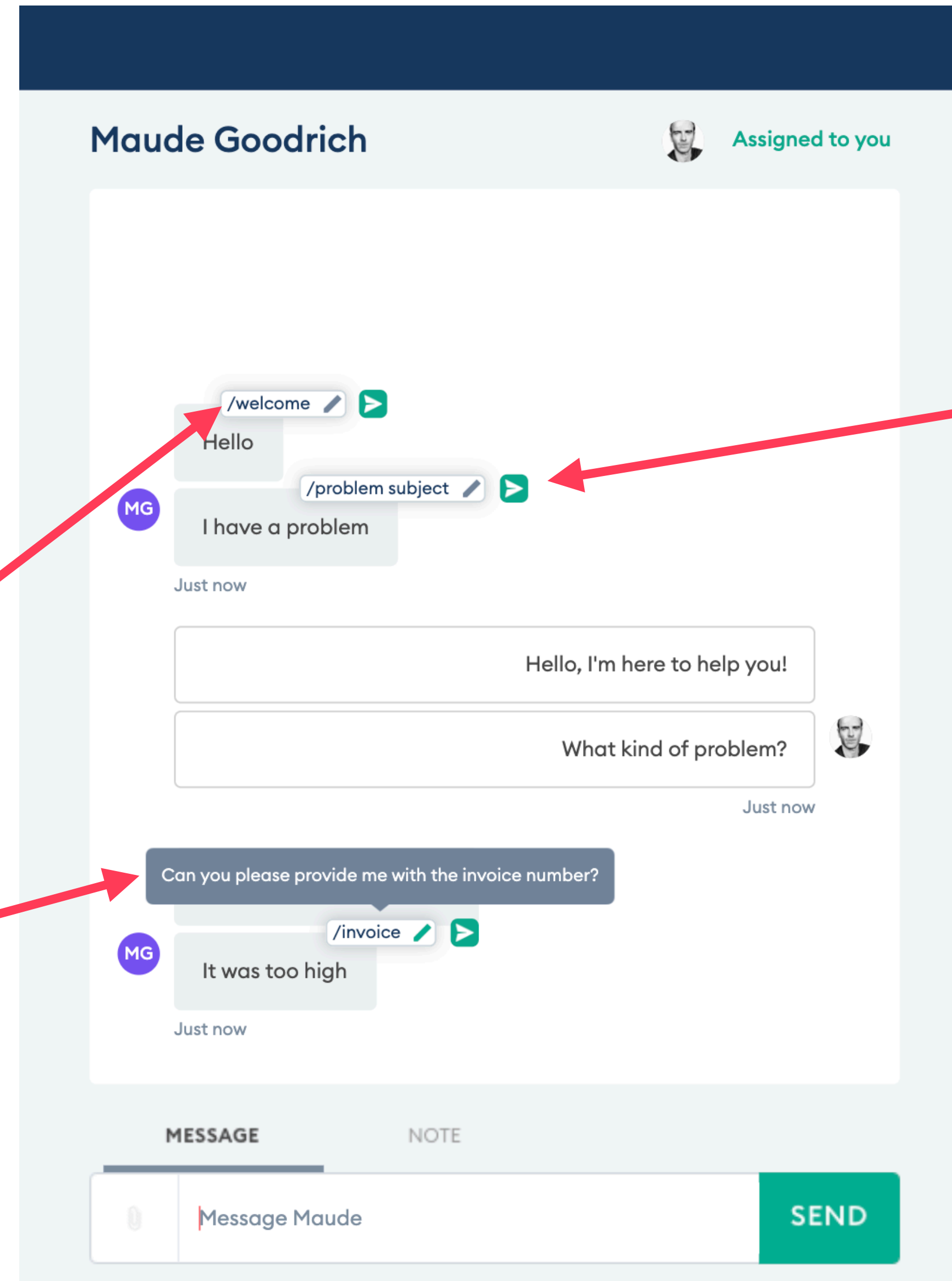
AI-augmented conversations

Powerful tool to supercharge your team's effectiveness

Customer intent is contextually recognized by our Machine Learning engine

Answer is suggested to agent based on previous conversation history

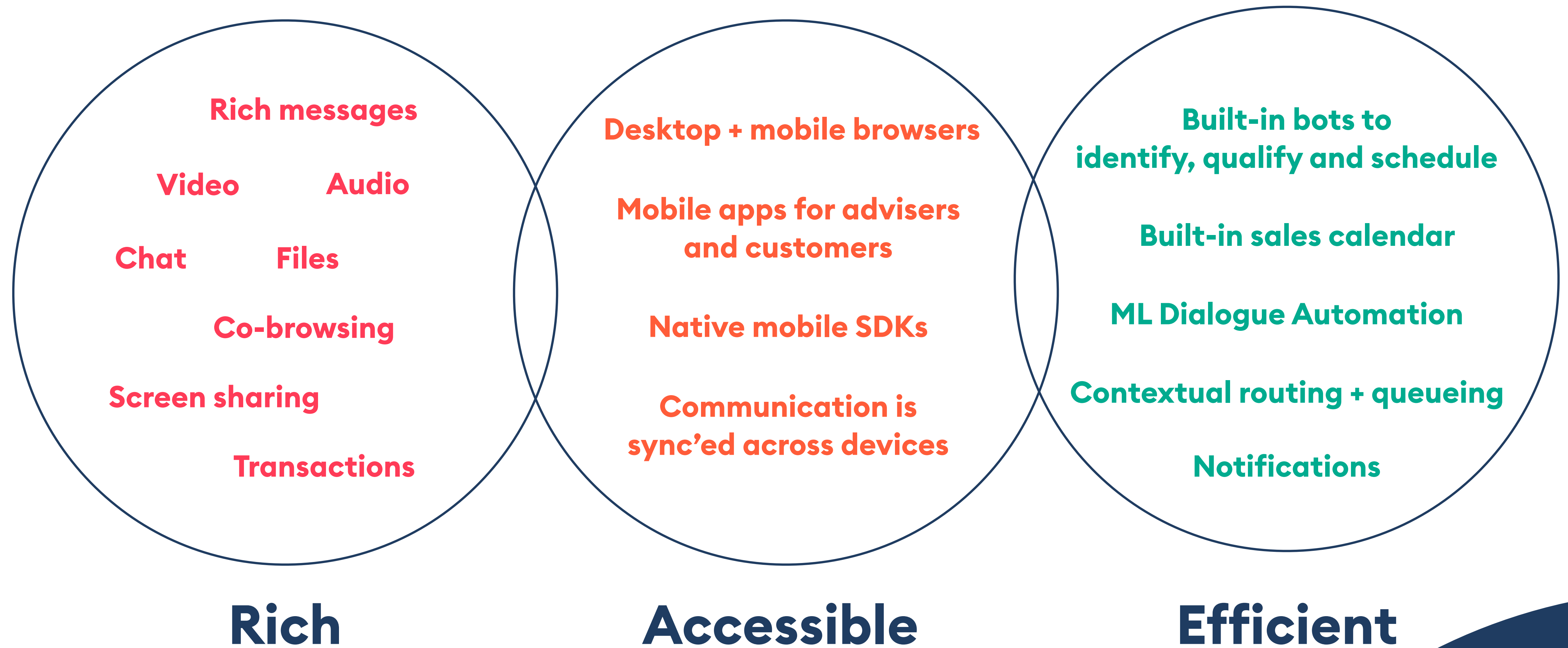
Answer can be templated and automatically enriched with back-office data



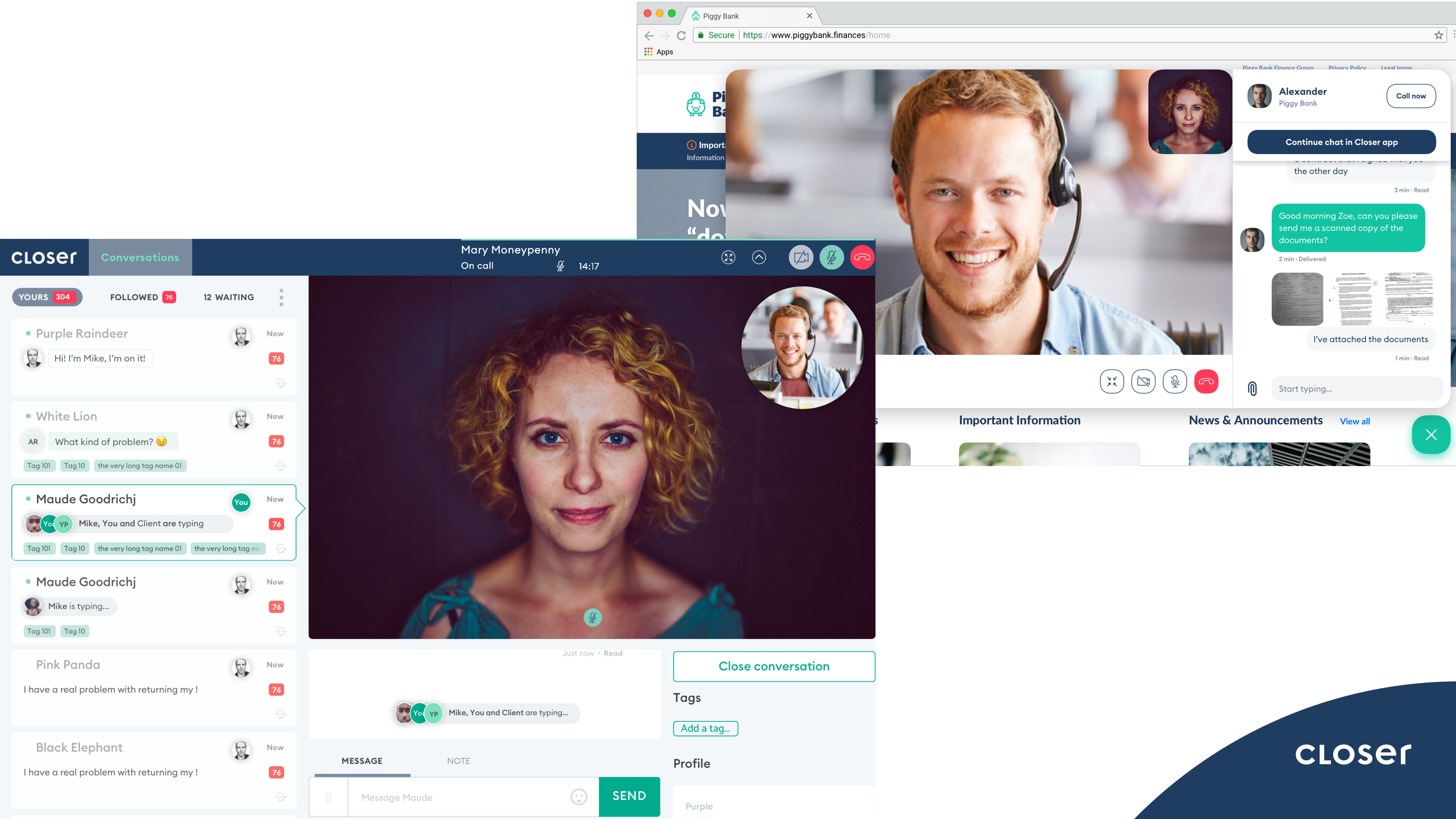
Replying to customer is as easy as clicking once

Answers can also be edited for personalization

Closer. The Deal Closer.



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Why now?

Communication shifts towards fully digital

Chat is already the top customer communication channel, overtaking phone and email
Chat users are **2.8x more likely** to convert and **spend 60% more**

Video and screen sharing increase conversion and are cost-effective

Customers who saw your product on video are **85% more likely** to buy
mBank reduced costs associated to meetings **by 50%** thanks to video chat

Mobile messaging has huge, untapped commercial potential

9.6x more users make a purchase when they receive push notifications from brands
9 out of 10 consumers globally want to use messaging to talk to businesses

Technology is ready

WebRTC has matured and become a widespread standard

Market potential

2B+ consumers use messaging apps

700k+ companies use Zoom for video

1M+ companies use live chat solutions

Video market: US\$43.1B+ in 2022

Live chat market: US\$997M in 2023

Competitive landscape

	Closer	Crisp	Zoom	Drift	LiveEngage	Intercom	Facebook Business
Rich media in one tool	✓	✓	✗	✗	✗	✗	✗
Continuity across devices	✓	✗	✗	✗	✗	✗	✓
AI-augmented messaging	✓	✗	✗	✗	✓	✗	✗
Easy deploy	✓	✓	✗	✓	✗	✓	✓
UX	●●●	●●	●	●●	●	●●●	●●
Features	●●	●●	●●	✗	●●	●●●	✗
Integrations	●●	●●	●	●	●●●	●●	✗

Business model

Subscription-based SaaS with 5 min deploy

Open Beta available for free since June 18th 🚀

Comparable set of tools costs \$60-200 / seat* 💣

* plus the cost of integration and support

Team



Marcin Put

10+ years of commercial experience
in software development



Szymon Żesławski

14+ years of experience in product
management, design, CX and UX
Ex Head of UX @ Babbel



Krzysztof Rutka

8+ years of commercial experience in
software development

+15 awesome team members

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Szymon Żeślowski

CEO • Closer



<https://closer.app>

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