

# Customer Service Software Decision Makers

## | TARGET:

Customer Service  
Software DMs

## | MARKET:

US, UK

## | METHODOLOGY:

45-Minute Telephone/ Web IDs

## SPECS:

Ages 21-55

Mix of genders

Must be currently employed

Mix of roles (e.g. head of customer service, head of customer experience, head of IT), industries, and business models (e.g. B2B, B2C)

### Decision Making:

- Must either own the responsibility or share the responsibility for software purchasing decisions for their company

### Technology Requirements:

- All must use or be familiar with IT software for customer service or CRM software
- Competitive set: Zendesk, Salesforce, Oracle, Freshdesk, Kustomer, ServiceNow, Intercom, Hubspot, or another software

### Company Size Requirements:

Terminate if company has less than 25 employees

### Phase 1:

- Larger enterprise companies (3,000+ employees)

### Phase 2:

- High-growth, venture-backed start-ups (approximately 25-249 employees)
- Mid-size companies (250-999 employees)
- Smaller enterprise companies (1,000-2,999 employees)

## SAMPLE PROFILES:

- Head of Trading at London Capital Group
- Director of Infrastructure at Colart
- Managing Director at Pikel Group
- IT Director at J&J

### Contact us

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### Locations

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