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## Ticketless is now Kaizo!

**We're excited to announce that as of March 23, 2020, we have a new name and brand identity:**



### **Why did we change our name?**

Since starting Ticketless, we have aimed to help customer support teams upgrade their performance, using gamification and AI. Through our journey, we discovered that agents were at the core of what it takes to provide premium service for customers. We called our product Dojo – this name represented a space where agents could train to improve their skills and achieve their goals.

Whilst the Personal Dojo is still at the heart of our product, we decided to take our passion for performance optimization further. We believe that the success of a business begins with the success of their agents. That's why our mission has developed towards guiding employees towards making a greater impact within their companies.

### **Say hello to Kaizo!**

Today, we re-introduce ourselves as **Kaizo**. When we began our rebranding process, we wanted a name that symbolized our mission for employee improvement, whilst also representing the strong influence gamification has on our platform. Kaizo literally means 'to remodel'. This is what we are doing with our product- remodeling the performance management industry with a focus on agent impact in the digital workplace. Our bottom-up approach combined with our focus on real-time performance metrics is what has allowed us to continue boosting companies' agent motivation, performance, and retention.

Our new name is also a homage to one of our team's favorite video games. A difficult modification of the popular 'Super Mario' game, that pushes the limits of human capability with level-based, trial and error gameplay. Kaizo is pushing the capabilities of employee performance. We are striving to help agents level-up their skills to have a deeper effect within their company.

### **What's next?**

In the coming weeks, you'll notice some changes. Of course, we are always here if you have any questions about the transition.

We also have an exciting announcement to make in the coming weeks, so stay tuned on our [LinkedIn page](#) for updates. We can not wait to continue this next leg of the Kaizo journey with you all.

*Team Kaizo*

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#### ABOUT KAIZO

Kaizo, the top-rated, unified, and actionable Workforce Performance Management (WPM) platform covering the entire customer support life-cycle.

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 Kaizo

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