



🕒 04 March 2021, 17:47 (CET)

## Breaking records in the shortest month of the year

For most customer support teams, February is when the year really kicks off. This year, coming off the back end of an unprecedentedly chaotic holiday season, support teams around the world were back in full swing and ready to take on 2021.

As **predicted by many**, more teams are shifting towards using a larger fraction of their yearly budgets and resources to invest in innovative support technologies to drive greater customer loyalty.

At Kaizo, we saw that shift first hand. In the shortest month of the year, we achieved a record breaking feat, smashing our highest installs number to date.

However, it wasn't only the market that drove success last month. We were very busy at Kaizo with everything from feature releases, marketing campaigns, website refurbishments and more to ensure we started off the year as strong as possible.

### February Highlights at Kaizo

#### **Record breaking month of downloads**

February was a milestone month for Kaizo. With a heavy focus on organic growth, brand building and product updates to kick start the year, we achieved our all-time record for downloads. We couldn't be more excited to welcome this diverse range of companies from around the globe to the Kaizo family.

#### **Launch of #2021supported**

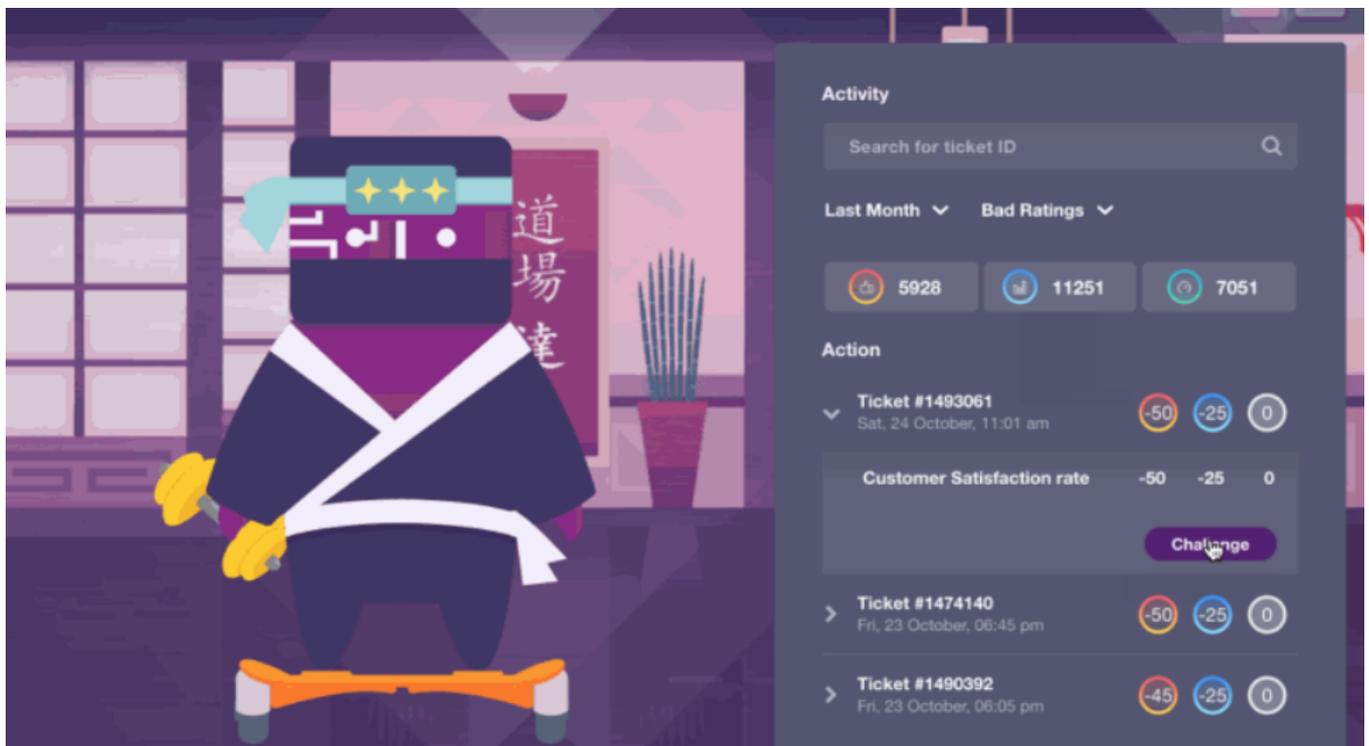
To perpetuate our mission this year, Kaizo launched the #2021supported campaign at the beginning of the month. Throughout 2021 we will be shining a light on the world's support heroes - customer support agents.

Through a number of creative initiatives, we hope to empower our industry's heroes. Celebrating, **enabling**, and learning from their experiences to help create more engaging & impactful digital workplaces around the world.

## ✂ Release of Negative Response Challenge

The first movement as part of #2021supported was the release of a brand new Dojo feature: **Negative Response Challenge**. The feature allows agents to 'challenge' negative customer reviews they receive that are out of their control.

The latest addition to Kaizo's Pro/Enterprise packages allows you to fairly evaluate, motivate & advance your team's service quality by ensuring agents receive the CSAT they truly deserve.



## 🌐 New website launch

As Kaizo continues to grow as a company, a product, a brand and a team, we thought it was time to reflect this progress we're so proud of via our online home base.

February welcomed a complete refurbishment of our website. Everything from our design, product pages, resources and newsroom to our company story and careers pages have been upgraded to better reflect what Kaizo represents today.

Take a look at our updated website [here](#).

## Just the beginning

Kaizo's team showed what's possible this February, planting the seeds to increase our growth in 2021. The empowerment of the #supporthero will play a key role in the coming months within Kaizo and drive the transformation of the customer support industry. Putting the customer support agent at the center will be the key for this industry to develop successfully, and Kaizo is on the path to lead this change.

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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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