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## ‘Rising’ through the ranks

In 2021 alone, the customer support industry has come a long way. Not only in terms of the technology and services being developed constantly, but the increasingly positive perception it is gaining amongst other industries.

The world has seen this perception portrayed in many different ways: unprecedented investments from top VC firms, inter-industry collaborations and of course an influx of amazing support content across the web.

In May, Kaizo accomplished a milestone in perpetuating that perception when we were accepted into Techleap’s ‘Rise’ programme. As the only customer support focused company to be selected, we are proud to be pioneers in the Dutch landscape for an industry that, like Kaizo, is continually scaling.

### May Highlights at Kaizo:

#### **Kaizo selected out of 100+ applicants for Techleap’s ‘Rise’ programme**

Techleap.nl is an organisation dedicated to empowering Dutch leaders in tech. Their **‘Rise’ programme** is a highly selective network of trusted scale-up founders who work together to provide one another with the expertise and guidance to scale their businesses.

Alongside 9 other reputable Dutch scale-ups, we’re proud that Kaizo was selected out of 100+ applicants. We look forward to being part of the community and taking advantage of the expertise of Dutch tech leaders to continue scaling.

#### **⚡ Launched our Agent Empowerment Survey**

As part of our yearly campaign to empower customer support agents and improve management practices in the industry, we launched a **survey** to gather insights from customer support agents. From this survey, we will draw up a report summarizing the preferences of agents and providing managers insights into the expectations of their employees.

## ★ Surpassed 80 5-star reviews on the Zendesk Marketplace

We continue to receive praise from our customers and users via the [Zendesk Marketplace](#). We proudly sit as one of the top-rated apps among our peers at Zendesk. Thanks again to all of our loyal Kaizonians for your support!

## 👤 Kaizo's CEO featured on Zendesk's Podcast- Sitdown Startup

Kaizo's CEO, Christoph Auer-Welsbach, recently featured on Zendesk's new podcast [Sitdown Startup](#). The interview covers never-before-seen details from Kaizo's origin story as well as some tips for founders that Christoph picked up along the way.

## 👤 We welcome our new recruits:

[Cristina Casciuc](#) to drive our recruitment efforts

[Jose Torres](#) was added as our Engineering Manager

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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.



Kaizo