

# The Market Penetrator

**SWORD CIBOODLE IS MAKING ALL THE RIGHT MOVES, FROM SOCIAL CRM TO CONTACT CENTER PARTNERSHIPS**

2010 WAS A BUSY YEAR for Sword Ciboodle. Its recent feats have included the launch of a social CRM solution, partnerships that incorporated the latest in customer intelligence tools to create richer interactions in the contact center, an expansion of its presence outside its European base, and a flagship deployment at Sears. The company is headquartered in Glasgow, Scotland, but its moves should give it market credibility and brand awareness on this side of the pond.

Sword Ciboodle teamed with SAS to incorporate the Ciboodle One intelligent desktop solution into SAS's Real Time Decision Manager, an offering released in June to let organizations maximize, leverage, and personalize customer interactions in the contact center. The combined solution analyzes customer interactions and adapts as interests change, enabling agents to use real-time dialogue.

Following that partnership, Sword Ciboodle inked a collaboration deal with Capgemini Consulting to launch Love Your Agents, also built on a Ciboodle One solution. Love Your Agents lets agents choose the user interface that best suits their unique learning styles and preferences. Some might work better with a graphical interface, while others might prefer text.

The Ciboodle One solution set is new this year, too. It contains several modules to meet the demands of the changing customer through the Customer Engagement Continuum, which empowers organizations to promote choice by letting customers do business on their own terms through whichever channels they select. The set includes:

- **Ciboodle One**, which provides a 360-degree view into the customer for call center agents and back office experts;
- **Ciboodle Flow**, which manages all customer interactions from end to end and links them to relevant documents, previous call notes, scanned images, transcripts, and other customer information that can be referenced with the click of a mouse;

- **Ciboodle Live**, which offers self-service capabilities through such Web offerings as online chat, Web forms, and click to call; and
- **Ciboodle Crowd**, a social CRM product created to service social customers on their terms, via social communities and forums where they can interact directly with the organization and each other.

"It's all about customer choice," Paul White, CEO of Sword Ciboodle Americas, said in a statement when the Ciboodle One offering was released. "Whether the customer wants to interact over the phone, Internet, or in person, we have tapered the process and made the experience rewarding."

To help it reach that goal in the Americas, Sword Ciboodle has doubled the staff of its Chicago office and named 15-year CRM and contact center industry veteran Mitch Lieberman the vice president of strategic marketing. Lieberman, who was vice president of strategic solutions at SugarCRM, will be tasked with maintaining and expanding Sword Ciboodle's marketing efforts and customer, analyst, and partner engagement programs in the U.S., Canada, and Latin America.

His job should be easier now that Sword Ciboodle is establishing a name. "It's a company whose promise and potential is enormous," says Paul Greenberg, president of The 56 Group. "They have the resources to make a real splash in the U.S., and they are visible now, where two years ago no one [in the U.S.] really heard of them."

He adds, "It's a company whose focus is built around how to help you do your job better rather than throwing a lot of features and functions at you."

For the year ahead, the company must keep attacking the market and growing its partnership ecosystem, analysts say. —*Leonard Klie*

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—PAUL GREENBERG, THE 56 GROUP

SNAPSHOT



## SWORD CIBOODLE

CEO (Americas) / Paul White

FOUNDED / 1986

HEADQUARTERS / Glasgow, Scotland

REVENUE / \$241 million

EMPLOYEES / 300

CUSTOMER COUNT / 68, including Sears, Sony, Vistaprint, JPMorgan Chase, Admiral, and Eskom