

Tracx.com Domain Name Acquired by Chase Interaction

Company Plans to Scale Innovative Contactless Customer Experience Solution

United Kingdom, London, Apr 13, 2021 ([IssueWire.com](https://www.issuewire.com)) - Chase Interaction Ltd. announced today that it has acquired the domain name tracx.com, and intends to scale its customer experience platform under the brand TRACX, which reflects its ambition of offering a best-in-class solution for **Tracking Customer Experience**.

The domain name, acquired for an undisclosed amount, represents a new phase of growth for the UK-based CX startup. Chase Interaction's leadership team anticipates making tracx.com the definitive, go-to resource for organisations seeking to optimise the customer experience.

"TRACX is about tracking customer experiences, so when we saw the opportunity to acquire the tracx.com domain we grabbed it with both hands," said Gibson, "We're incredibly excited about the enormous potential of [tracx.com](https://www.tracx.com)—and our mission of making every organisation more customer-centric."

Chase Interaction successfully raised an angel investment round with partners from SEED VC amid the coronavirus outbreak, an unprecedented achievement. The business recently secured a number of paid pilots across the UK, and as the world begins to open up the business is confident that the ability to capture in-the-moment feedback will be critical to a speedy economic recovery.

About Chase Interaction Ltd

Chase Interaction, the experience platform for offline-first interactions, helps organisations to capture and analyse customer feedback through innovative contactless surveying. Every day, our platform helps capture experiences, behaviour, and feedback from every stage of the customer journey. Our technology is simple and can be immediately accessible by any size organisation, from the Fortune 500 and FTSE 100 to SMB's. To learn more, please visit <https://www.chaseinteraction.com>.

About SEED VC

SEED VC is a UK-based value-add investor to early-stage ventures, supporting founders with strategy, growth, and capital. SEED VC has established a startup ecosystem to incubate, accelerate and invest in early-stage B2B data and technology businesses built by founders with deep domain expertise. To learn more, please visit <https://www.seed.vc>.

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Related Links

- <https://www.tracx.com>
- <https://www.seed.vc>

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