

## Klapper - Great client relationships start here



**Serbia, Central Serbia, Oct 12, 2021 ([Issuewire.com](https://www.issuewire.com))** - Klapper was released in beta mode for a set of clients at the beginning of October 2021, with the aim of going mainstream towards year-end. The idea for [Klapper](#) originated during a casual conversation between the leadership at [BAD SYSTEMS](#), a fast-growing SaaS product development specialist in Serbia, and a group of overseas investors with whom an existing collaboration exists.

The conversation veered towards recognizing that the world got more complex, not much because of the complexity of its underlying problems, but more because of the complexity of the software to operate it. Each one of us uses at least 12 SaaS applications daily to run our businesses or operate our lives. With features being released continuously, it's hard to keep up with what's new. Worse even, some releases obfuscate features that we were used to finding in a certain place, making it harder to operate

Meanwhile, it's clear that SaaS software providers don't want to talk to you. For founders and shareholders of SaaS companies, employees are the largest cost item on the net income statement, one to constantly try and minimize. That is why talking to a SaaS company's employee (typically a client management representative) has become so hard: helpline numbers are hard to find on a website, you need to overcome a series of automated chatbots, and links to Frequently Asked Questions and user forums. Even if you succeed in speaking with someone – typically after an average 22 minutes wait time – you may have to be forwarded to a specialist or write a ticket. Getting professional help right there and then is virtually impossible.

As users though, we'd be delighted to pay a premium to get professional help. We won't need to speak with a specialist every minute of the day. It's just an occasional matter. Hence the Klapper idea: a video chat app that SaaS providers can easily install on their website, allowing users in need to instantaneously video chat one of their representatives and seek help.

Video is becoming more pervasive as an instrument to acquire knowledge. We reckoned that – for solving every day's mundane problems – we're more likely to search for a YouTube tutorial rather than buying a book or calling a friend. And of course, there's technology available around for an almost immediate video connection, such as Zoom, Microsoft Teams, and many more, whose usage has been accelerated by the pandemic-driven lock-down. However, the available technology has friction. You need to know whom to speak with; you need to send the link, hence the need to get their email addresses; since recently, you now have to provide a password or admit participants sitting in the waiting room. "Why can't it be as easy as one click?" we reasoned. And that is how Klapper was born.

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