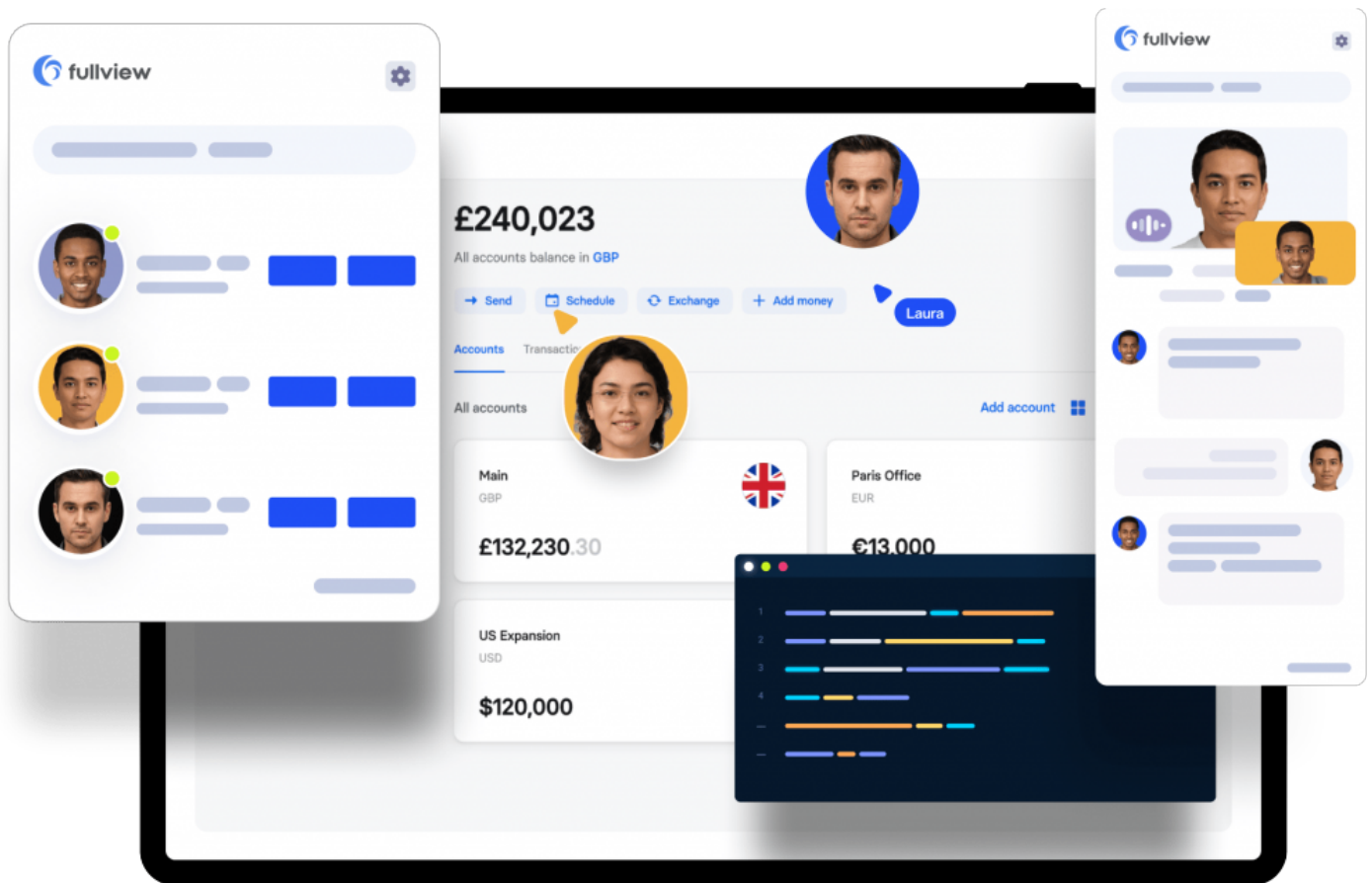


Copenhagen-based Fullview raises a \$1.8 million pre-seed round



Brøndby, Hovedstaden Jan 3, 2022 ([Issuewire.com](https://www.issuewire.com)) - Danish startup Fullview, a customer support platform announcing a 1.8 million seed planting cycle, is accelerating its efforts to redesign all operations. Funds will go to product development and hiring, especially engineers. The round was led by Cherry Ventures and Seedcamp. The founders of Cleo, Dixa, Unity, Pitch, and June also took part in this cycle.

According to a survey from Hubspot, 93% of surveyed customers can expect higher support than ever before. As B2B SaaS becomes more competitive, providers need to provide better service to keep customers engaged.

In tight markets, one of the company's fastest ways to stand out from the competition is to have complete customer service. But with the numbers quoted above, what should B2B do?

[Fullview](#) founders Daniel Bakh and Dorin Tarau aim to help B2B businesses stand out from the competition through unparalleled customer service. The company creates an API that integrates existing web applications and allows customer service representatives to provide quality customer information by quickly accessing the user's screen, having an in-app video call, or accessing the multi-user screen controller.

The company says strict GDPR guidelines are being followed.

"Instead of viewing customer support as a cost center, SaaS leaders are beginning to see support as a real growth engine," said founder and CEO Daniel Bakh. "If you really want to scale a SaaS business, savings are definitely worth it, and effective customer support is an important part of that. You can't grow your company with a rewarding bucket."

"Through Fullview, Daniel and Dorin redesigned customer service, taking customer support to new, better locations," said Sophia Bendz, a colleague at Cherry Ventures. "We are very excited to support this great team as it creates a way for entrepreneurs to communicate effectively with their customers in a seamless and collaborative way. With Fullview, customers do not need to switch apps, but they can solve problems with their support managers for existing and standard applications. "

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