# Birdie Hires Two Former Nubank CX Executives to Prepare for Series A

## Strategic Expansion: Birdie Welcomes Nubank Veterans to Strengthen CX Leadership Ahead of Series A

**California City, California Jul 2, 2024 (Issuewire.com)** - Birdie, a leading SaaS company in the customer experience (CX) insights industry, is excited to announce the addition of two new executives to its team. Gustavo Saiago and Jefferson Mendes, both with over 10 years of experience in CX and Continuous Improvement, have joined Birdie to help consolidate its growth and prepare for the Series A funding round in 2025 and attest to Birdie's commitment to helping companies leverage a customer-centric culture and improve their users' experience while building more efficient operations to turn CX into a more strategic role.

Birdie's success is based on the combination of a powerful, cutting-edge Voice of Customer (VoC) Intelligence platform with a proprietary methodology inspired by continuous improvement and decision-making methods such as Bain&Co's NP System and the OODA Loop. It has enabled its customers - mostly fintechs and native tech companies - to increase satisfaction and reduce cost-to-serve by up to 30% by identifying key pain points in users' experience.

The two executives bring a wealth of knowledge and expertise from their previous roles at Nubank, the world's fastest-growing fintech, and a global reference when it comes to delivering an outstanding customer experience with a low cost-to-serve, and Mercado Livre, the largest marketplace in Latin America.

Gustavo Saiago has joined Birdie as CX Evangelist to strengthen the integration of its platform and methodology with clients' strategies. With a proven track record at Avon, Mercado Livre, and Nubank, Gustavo led highly efficient operational teams and developed robust customer experience management practices and process optimizations, driving enhancements in end-to-end journeys for marketplace and fintech clients. He also spearheaded the implementation of the NP System, facilitating seamless integration between CX and product teams while fostering a customer-centric organizational culture. With his deep expertise in CX process management, Gustavo is poised to support Birdie in sector education and the rapid adoption of customer-centric practices, further solidifying the company's leadership position in the market.

Jefferson Mendes, whose background is in Continuous Improvement and Processes, will lead CX Operations, ensuring a smooth and effective implementation of Birdie's platform and methodology as the company scales. He was in charge of expanding Nubank to Mexico, focusing exactly on implementing end-to-end channel journeys to enhance efficiency and customer satisfaction, fostering a culture of exceptional service across all touchpoints while the company grew from 6 million to 100 million customers.

"We couldn't be happier to welcome Gustavo Saiago and Jefferson Mendes to the Birdie team," said Alex Hadade, CEO of Birdie. "Their extensive experience in CX and Product Operations and their impressive achievements at Nubank, one of the most impressive companies when it comes to delivering outstanding customer experience with a low cost-to-serve, make them the perfect fit for our company. We are confident that their contributions will be instrumental in consolidating our growth and preparing us for the Series A funding round in 2025."

"We are thrilled to join the team in this moment of growth," said Saiago. "My mission has always been on providing customers with the best services and solutions with a robust customer-centric culture, and being able to help other companies do that in scale, with the use of AI, is a dream coming true.". “Birdie’s VoC Intelligence solution has been a game-changer for their clients, helping them enhance their customer experience and drive business efficiency. We are excited to join the team and expand their positive impact in the CX and Product spaces, especially in the financial services industry", completed Mendes.

With their proven track record of success, Saiago and Mendes will focus on helping the company sediment its value proposition of analyzing customer feedback at scale to identify pain points and their impact on key business metrics to drive product experience improvements that will lead to higher retention rates whilst ensuring more operational efficiency.

**About Birdie**

Birdie is a Customer Experience Insights Platform for Digital Products. It centralizes feedback from multiple sources and enables companies to monitor and associate incoming feedback to each step of their product and customer journey, using AI to automatically identify, understand, and quantify the size and impact of existing friction points in customer experience in KPIs such as NPS, contact rate, and profitability.

The solution bridges the gap between Product and Customer Experience, enabling companies to build a robust Voice-of-the-Customer program with easy deployment and a quick turnaround time, driving more operational efficiency with lower cost-to-serve, higher satisfaction and retention rates, and more profitability.

For more information about Birdie and its CX solutions, please visit their website at birdie.ai.

**Media Contact**

Pat Osorio

pat@birdie.ai

Source : Birdie

See on IssueWire