

## Get a complete view of your customer with Looker and Kustomer.

Looker and Kustomer bring your data and conversations together in one place so your organization can access and understand data about your customers. The Looker Block for Kustomer allows you to easily explore your customer, conversation, and team data to provide a comprehensive view of Customer Support team operations.

### Kustomer makes it possible to provide the full customer story.

Frequently customer data and conversations are siloed from the rest of the business. Connecting customer data to other operational data delivers a complete view of your customer experience.

Kustomer combines conversations, tracking events and 3rd party data (like billing, orders, and account data) into one easy-to-use interface, so that conversations can be more intelligently routed and acted on.

### Looker easily enables exploration of team data and conversations from Kustomer.

The Looker Block for Kustomer allows you to easily explore your customers, conversations, and teams data to provide a comprehensive view of Customer Support team operations. Some example metrics include:

- Key statistics for support team members, including average time to first completion
- Average time to first response and average number of messages in conversations
- Conversation status and volume by channel

### Close the loop on customer behavior analysis by adding custom metrics and additional sources.

Looker connects directly to your data warehouse, which allows you to uncover insights not only in your customer data but also in your data from other systems. Create custom metrics your whole organization can use. Allow anyone in your organization to ask and answer their own questions to drive decision making.

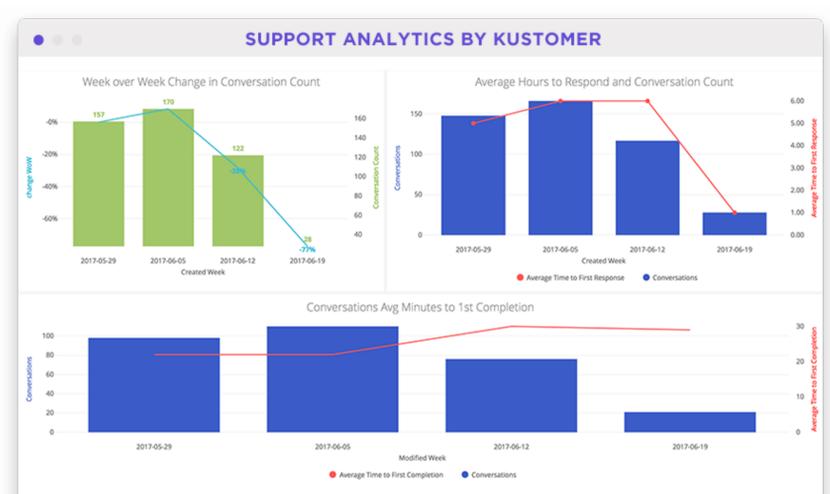
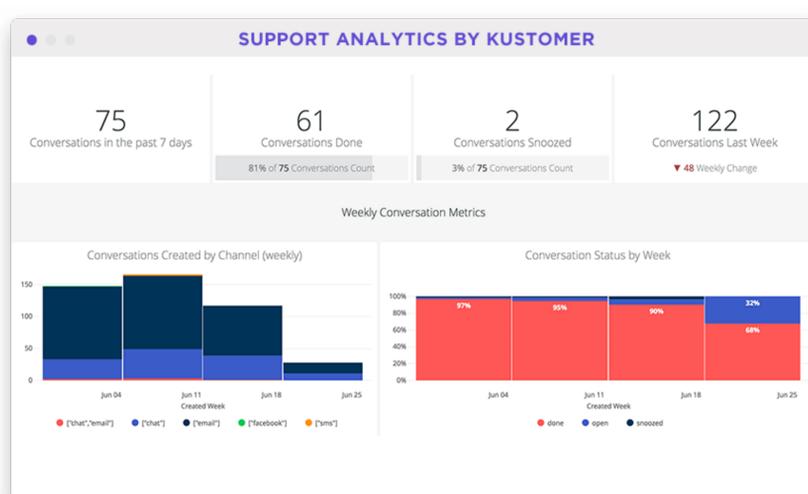
### What is Looker?

Looker is an evolved analytics platform that lets anyone view, understand, explore, and act on the metrics that drive business.

A Looker Block is templated code, created by the data analysts at Looker that can be used to quickly build your data model on the Looker Data Platform in a way that is completely customized to your business needs.

### What is Kustomer?

Kustomer is the first CRM platform for customer experience that is designed and built around the customer. The Kustomer platform enables better business process automation, a full view of your customer story, and knowing everything about every customer.



### About Looker

Looker brings data-driven decision making to every level of the enterprise. Providing a modern data platform that adds value and creates a single source of truth. From Amazon to Sony, more than 750 industry leaders use Looker to help every team access the data they need to make informed decisions, from anywhere.

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### About Kustomer

Kustomer is the first intelligent CRM for Customer Experience that focuses on customers, not tickets, enabling companies to know everything about every customer. Used by Slice, Smugmug, Outdoor Voices and more, Kustomer unifies all relevant data, customer history, apps, and systems, enabling informed service actions.

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