

# SaaS CX 플랫폼 중남미 리더



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## SaaS CX

다양한 시장에 초점을 맞춘 라틴 아메리카의 SaaS CX 플랫폼으로, 대화형 AI와 코드 없는 챗봇으로 강화되었습니다.

제너레이티브 AI는 고객 경험과 상담원 생산성을 향상시켜 고객 운영을 혁신하고 있습니다. 자연어를 사용하여 고객과의 상호작용을 자동화합니다. 고객 경험 관리 시장 규모는 2024년 190억 3천만 달러로 추정되며, 2029년에는 433억 5천만 달러에 달할 것으로 예상됩니다.

전 세계 대화형 AI 시장 규모는 2022년 100억 8천만 달러로 추정되며 2023년부터 2030년까지 23.9%의 연평균 성장률(CAGR)로 성장할 것으로 예상됩니다. 2030년까지 전 세계 경제는 고객 경험 분야의 업무 활동 중 60% 이상이 완전히 자동화되는 GenAI 덕분에 연간 최대 4조 4,000억 달러의 부가가치를 창출할 것으로 예상됩니다.

성공적인 실적: 설립 이후 +14년 자체 개발 +15개 산업 분야의 상위 고객사 +130개 창업자 팀의 캡 테이블 100%

매출 및 EBITDA 성장 지속: 기하급수적인 비즈니스 모델 매출 연평균 성장률 +30% YoY  
EBITDA > 지난 3년간 50%. > 95% 2024년 ARR

대량의 고객 거래 +월 4천만 건 이상의 대화 클라우드 플랫폼 - 코드 구현이 필요 없음 Gen AI 모듈 지원 +1000명의 상담원 동시 작업 가능

숙련된 팀: 직원 수: 50명 R&D 및 전문 서비스 포함

특정 부문의 리더 통신, 의료, 금융 및 유틸리티 분야의 고객 리더

챗봇 및 GenA: 고객 경험을 향상시키고 언제든지 문의에 즉각적인 응답을 제공하는 Gen AI 기반 챗봇 서비스입니다. 복잡한 사용 사례를 몇 분 만에 쉽게 만들 수 있는 노코드 플랫폼입니다.

고객 360: 여러 디지털 채널을 통한 고객 상호 작용을 추적하기 위해 대량의 대화를 중앙 집중화 및 자동화합니다. 다양한 액터를 위한 새로운 채널과 여러 모듈을 쉽게 통합할 수 있습니다.

WhatsApp 비즈니스 플랫폼: WhatsApp 비즈니스 플랫폼 API를 사용하면 전 세계 20억 명 이상의 사용자 기반을 자랑하는 플랫폼에서 고객 관계를 유지할 수 있도록 설계된 지속적인 메시징 서비스를 제공할 수 있습니다.

### TARGET PRICE

\$ 30,000,000

### GROSS REVENUE

\$ 8,000,000

### EBITDA

\$ 3,500,000

### BUSINESS TYPE

소프트웨어 및 SAAS

### COUNTRY

아르헨티나

### BUSINESS ID

L#20251039

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