HEM, december 2019

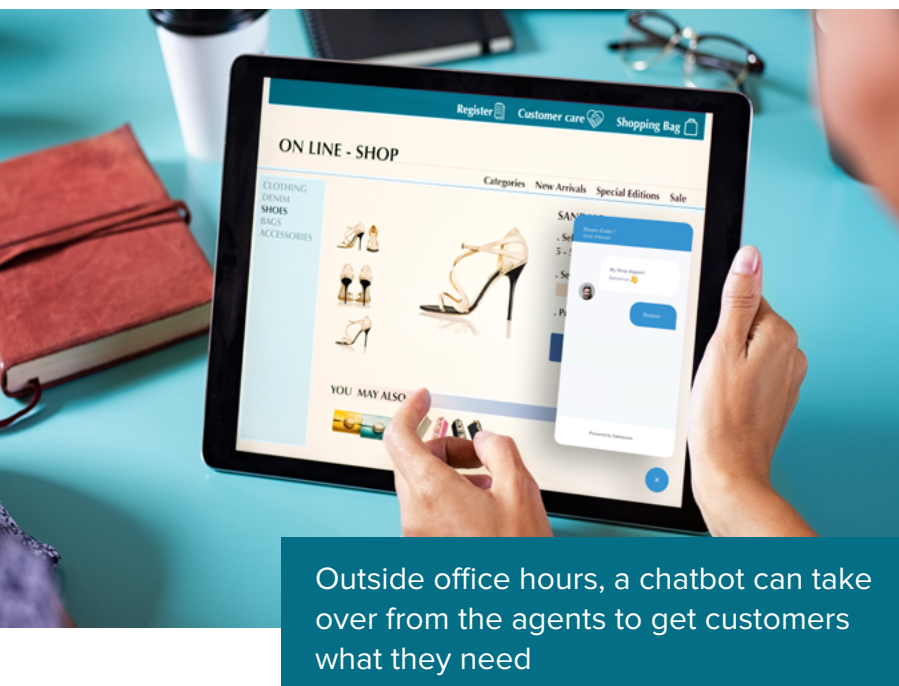# Sarbacane teams up with Xeno to launch Sarbacane Chat

Sarbacane, the European specialist in email and SMS marketing and the start-up Xeno, located at Euratechnologies (Lille), one of the biggest tech hubs in Europe, have come together to offer a collaborative conversational, multichannel and multilingual messaging app to help accelerate sales.

24/7 quality and personalized customer service. The young startup's promise seduced Sarbacane, Xeno's neighbour, and an expert in email and SMS marketing. Now part of Sarbacane's offer, Xeno's conversational messaging service offers Sarbacane's customers the possibility to suggest tailor-made live support directly on their website: *"Email and SMS marketing can easily reach customers or leads, and spark their interest. Sarbacane Chat is an opportunity to push boundaries by getting closer to customers thanks to direct, and continuous contact. Together, our two solutions become an amazing omnichannel customer relationship tool,"* said Alexis Lewalle and Rémi Delhaye, co-founders of Xeno.

AI and humans coming together to collaborate in customer service

This partnership means new momentum in Sarbacane's innovation strategy, confirming its worldwide premium positioning. Sarbacane Chat combines artificial intelligence and human support to offer personalized answers to users, with the lowest possible response time, day or night. Outside office hours, a chatbot can take over from the agents to get customers what they need.

The live translate feature allows you to hold conversations in over 100 languages from Europe and elsewhere: from French to English, Spanish, Portuguese or Russian. On a corporate note, Xeno noticed a decrease of up to 50% in its customers' email exchanges and 80% in their incoming calls.

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The conversational messaging app also helps businesses easily make appointments with their customers. All customers need to do is pick a time-slot and an event is automatically added to the company's calendar. This feature works just as well with a few people as it does with a whole team, and automatically detects time zones.

A market to conquer together

With Sarbacane Chat, Sarbacane and Xeno are able to share their expertise and their respective customers. Sarbacane's email and SMS marketing experience combines with Xeno's conversational marketing experience. Xeno's client portfolio, so far small-business and startup-oriented, coupled with Sarbacane's experience with SMBs and large groups, allows them to address a large market in Europe and also internationally. All companies that wish to create a close relationship with their customers and convert website visitors into loyal customers are concerned.

A native connection between the two tools makes it easy for Sarbacane users to access the Sarbacane Chat directly. In particular, it is easy for a Sarbacane user to import chat contact details directly into an email and SMS mailing list. By joining forces, Sarbacane and Xeno believe they offer the most complete and intuitive solution ever developed on the worldwide conversational sales market.

About Sarbacane

Founded in 2001 and based in Hem near Lille, Sarbacane is the provider of an email, SMS, and automated marketing campaign management solution. Sarbacane assists companies around the world in their marketing operations and ensures their success. In 2018, the group, led by Mathieu TARNUS and with 80 employees, had a turnover of over 10 million euros. The company has over 10,000 customers and 200,000 users in more than 90 countries.

About XENO

Created in 2018 within Lille Euratechnologies' start-up incubator, Xeno develops a conversational, collaborative, multi-channel and multilingual inbox. Conversational because it is made to deliver answers in an instant and in the most human way possible, i.e in the form of conversations. Collaborative because it is designed for teams of 2 to 5,000 people. Multichannel because it connects not only to your email addresses, but also to your website through a chatbox, to Facebook and Twitter, and your native iOS and Android mobile applications. Multilingual as all Xeno features are designed to be used in several languages and also because Xeno integrates a simultaneous translation feature available in over 100 languages.

Sarbacane