



High Potential Initiatives Profiles

1 Accelerator



CEED TECH

2 Project and Organization

Sorry as a Service
Sorry as a Service OÜ



2.1 Country

Estonia

2.2 Project Abstract

In Sorry as a Service, we help companies engage emotionally with their customers using personalised and physical surprises to improve customer retention, and convert potential detractors into brand advocates to boost growth through referrals.

2.3 Sector

Horizontal (solutions suitable for every verticals)

2.4 Target Market

B2B

2.5 Business Model

Freemium model; Subscription model; Markup model

Sorry as a Service is allowing companies to differentiate their customer experience in an increasingly competitive and crowded marketplace dominated by digitalisation. Sorry as a Service supports the customer lifecycle from acquisition to recovery. Its platform allows a business to dispatch personalized handmade gifts directly through their own CRM. When a customer support agent wants to show a customer that they are sorry, wish them Happy Birthday, or even just welcome them as a customer, they can use the Sorry as a Service widget to dispatch a delight right to their physical mailbox. An extensive selection of delights is available across Europe including items such as hand-piped cookies (yummm), flowers, and handwritten cards among others.

The whole point is to let companies go above and beyond just saying "Oops. Our bad!" or sending a generic "Welcome" email by showing that they are humans too.



Sorry As a Service FIWARE Short Profile

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Sorry as a Service has a two-fold Business Model, based on a Software as a Service subscription depending on the size of the company/ customer support team. In addition the company pays for the items that are being sent out.

Sales are primarily driven through direct B2B sales and converting inbound leads, primarily generated from customer service industry conferences and publications.

To date Sorry as Services has 15 active clients across Europe, who tend to be larger SMEs or Enterprise clients, such as BT, Tele2, and Autoglass (Belron).

SMART CITY SOLUTION	NO
CLOUD SOLUTION	Yes
SOCIAL MEDIA SOLUTION	Yes
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

2.6 Website

<https://sorryaservice.com/>