



COMO

Como is a global, data-driven customer engagement and loyalty solution enabling food/beverage and retail businesses to better understand their customers and deliver unforgettable experiences, supported by Vonage APIs.

Enable more than
1,000 businesses
across 30+
countries to
communicate with
customers securely
and reliably on
multiple channels

Offer businesses
the ability to
grow and scale
as customer
demands shift

vonage.com



Como Empowers Better Customer Engagement with Vonage APIs

Customers today expect personal, intelligent and convenient virtual connections to their favorite brands - but this can be a barrier for brick and mortar establishments. In the food and beverage industry especially, earning customer loyalty can be challenging in a competitive landscape. That's where **Como** comes in. Today, more than 1,000 companies in 30+ countries are leveraging Como solutions to turn customers into true brand ambassadors.

"At Como, our goal is to boost the revenue of brick and mortar businesses both in store and online by providing technology to streamline business operations, centralize marketing, optimization and promotion engines and integrate with external customer channels," explained Netta Migdali, VP Operations, Como. "We enable businesses to offer personalized and seamless experiences to their customers across all channels by leveraging powerful communication tools like Vonage APIs."

"With all of the API providers available, we chose the Vonage Communications Platform (VCP) because it was the perfect combination of the right technology for the right price. VCP offers all of the functionality we need at an affordable price point - and passing that savings along to our customers keeps us competitive."

Netta Migdali
VP Operations | Como

Since the onset of the COVID-19 pandemic, brick and mortar businesses have needed to digitally transform and learn how to communicate with customers in different ways, across new channels. Within the Como solution, the Vonage **SMS API** enables secure, reliable customer conversations at scale.

A Great Customer Experience Leads to Brand Loyalty

As customer experiences move from simple connections to intelligent conversations and, ultimately, more immersive engagements, businesses will win - or lose - based on their ability to adapt and earn customer loyalty. Como understands this and provides its customers with the tools they need to build meaningful customer interactions.

"One of the benefits of working with Vonage APIs is the flexibility and wide variety of channels it allows us to provide our business customers," said Migdali. "As a full-service solution, Como aims to offer our customers as many options as possible when it comes to connecting with their customers - from **SMS** to **social media** - and Vonage provides the potential to expand into those channels as needed."

A Global Solution with Local Insights

Como serves businesses in more than 30 countries today, and the company continues to grow. With global expansion comes the need

to adhere to local regulations, particularly when it comes to customer communications. Because Vonage is a global API platform, Como can confidently grow and expand into new territories knowing that customer interactions will be supported.

"As we scale into new locations, the Vonage team can provide consultation and knowledge on limitations and configurations based on each territory, and our team can feel confident that the complexities are handled," Migdali said. "Recently, we migrated hundreds of US accounts to **10DLC**, which is really a huge lift. The Vonage SMS API automated the process and coordinated the migration seamlessly without our customers needing to handle the shift themselves."

Meeting Customer Needs Now - and in the Future

When it comes to customer expectations, staying agile is key. Customer needs shift and change as new technologies and ways of interacting emerge and it was important for Como to choose an API platform with the potential to grow and adapt alongside its business.

"With Vonage APIs, it is quick and easy to add new functionality to our solution and address our customers' needs in a matter of days," noted Migdali. "We've had amazing support from our Vonage Customer Success Manager and the whole Vonage team."



Vonage, a global cloud communications leader, helps businesses accelerate digital transformation. Vonage's Communications Platform enables integration of APIs into existing products, workflows and systems. Vonage's fully programmable unified communications and contact center applications are built from the Vonage platform and empower companies to transform how they communicate and operate.