

Akixi unveils corporate rebrand to reinforce commitment to Customer Experience (CX)

Crawley, 20th February 2024 - Akixi, a prominent provider of advanced, real-time analytics and CRM integration solutions for leading cloud communications platforms, is proud to announce a comprehensive company rebrand, signifying a major milestone in Akixi's journey. The new brand identity comes at an important time as the organization positions itself for the future, focusing on the next generation of CX enhancing value added services.

This rebranding underscores Akixi's commitment to providing a rich portfolio of capabilities tailored for Service Provider delivery, aimed at enhancing the customer experience of their cloud communications customer base.

The updated brand draws inspiration from the company's history, technology, and talented workforce, three key elements that have shaped the company and its offerings. As the company moves forward, establishing a robust brand in the market is crucial, while ensuring that the new identity reflects the innovative spirit of this evolving technology firm.

Andrew Reilly, CEO of Akixi, comments: "The decision to embark on the rebranding journey reflects our dedication to continuous improvement. Following our acquisition of Mondago last year, and recent launch of real-time analytics for Microsoft Teams, the rebranding marks another pivotal and exciting moment in our company's evolution".

The new Akixi logo boasts a modern design that captures the essence of progress and technological innovation. With its vibrant color palette and modern font, the logo embodies the company's forward-thinking commitment to excellence, while also emphasizing its dedication to ensuring CX is at the heart of everything the company does.

About Akixi

Akixi is a fast-growing and profitable private equity (PE) owned company, operating in the UK, Europe, and US, and headquartered near London. Akixi works with leading service providers to offer CX impacting, cloud-based, real-time call insight and reporting, value added services. With over 600 partners and more than 500,000 users benefiting from our multiple award-winning solution.

More information about Akixi can be found at www.akixi.com