

# Lightico Raises \$13M To Streamline Customer Interaction Platform

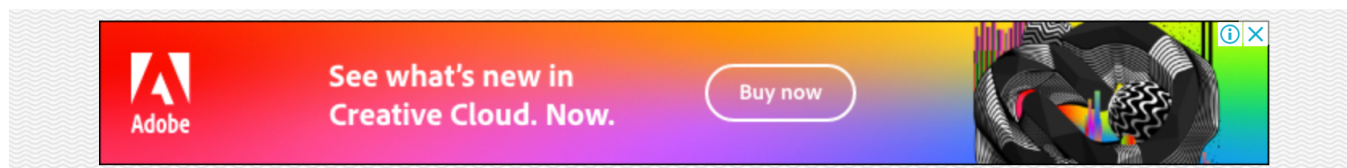
By [NoCamels Team](#) November 10, 2020

The team that founded Israeli startup Lightico. Courtesy.

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Israeli startup Lightico announced on Tuesday that it has raised \$13 million to accelerate the adoption of its digital customer interaction platform.

The funding round was led by London-based venture capital firm Oxx, with participation from Capital One Ventures and Harmony Partners.



The infusion of capital has brought Lightico's total funding to \$27 million.

Founded in 2015 in Tel Aviv and New York, Lightico developed a mobile platform to help businesses streamline online processes such as collecting forms, documents, e-signatures, photos, consent and disclosures agreements, as well as verifying IDs. Lightico says these transactions can be performed while the customer is on the phone.

"The hardships of the past several months have challenged us all but they have also been an incredible catalyst for digital transformation across industries," said Zviki Ben Ishay, co-founder and CEO of Lightico. "This investment isn't just fuel for continued growth, but a strong vote of confidence in Lightico's mobile-first platform and model that thrived during a challenging first half of 2020. We're proud to have such incredible partners joining our mission of making business interactions simple and digital in a complex world."

Lightico helps its clients improve customer experience and efficiency, through faster turnaround times, higher completion rates, and a higher NPS (net promoter score.) This significantly impacts the results. Clients include leading financial institutions and insurance providers, including companies like Capital One and GlaxoSmithKline.

The solution integrates into businesses via an open API or through integrations into business systems like Salesforce and Nice InContact.

"In today's world, best-in-class remote customer service has never been more important—and Lightico is essential for providing it," said Richard Anton, General Partner at Oxx. "Lightico is much more than a 'contract management' solution. It solves the entire 'last mile' problem, allowing all the processes involved in customer transactions to be fulfilled completely digitally, in a frictionless and very user-friendly way. The Lightico team has created a strong platform for further growth and we're thrilled to join Zviki and his superb team at this next stage of the journey."

"COVID-19 has heightened the need for digitization in financial services and Lightico has helped us meet these challenges by providing an agile and seamless platform to quickly digitize servicing workflows. By investing in Lightico we are recognizing the value of this partnership and continuing to support innovation in customer experience." said Adam Boutin, partner at Capital One Ventures.