

Lightico, an Israeli SaaS platform raises €10.6M to streamline B2C digital customer journeys



by Editorial team — November 10, 2020 in (Crowd)funding, News, Software & SaaS, Startups



In this age of consumerism and experience driven economy, a solid customer experience strategy is required to attract the attention and loyalty of customers. With digital technology, brands are able to engage with their consumers like never before, and customers want more of it. As a result, companies are forced to change their business model and adapt to the new market reality.

According to a [McKinsey study](#), companies are accelerating their digitisation plans by an average of seven years as a result of the pandemic. Tel-Aviv founded [Lightico](#) is one such startup that aims to empower businesses to create streamlined experiences in the last mile of the customer journey, where customers want to get things done, now.

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Raised €10.6M

Recently, the SaaS company raised \$12.6 million (approx €10.6 million) investment led by Oxx, with participation from Capital One Ventures and Harmony Partners. Other existing investors including Iool Ventures, Crescendo Venture Partners, Mangrove Capital Partners, and Spinach Angels also participated.

To date, Lightico has raised \$27 million (approx €22.8 million). According to the company, this financing follows unprecedented, urgent demand for and adoption of end-to-end digital transformation.

The **SaaS platform** will use the funding to scale the company, grow its customer base of mid to large enterprises, and enable the company to deliver an even more robust platform for digitising customer journeys.



Aims to improve customer experience

Lightico streamlines sales & service processes and improves the customer experience in the critical last mile of customer journeys. According to the company, the demand for digital authentication (e-signatures, e-forms, id verification, etc.) has skyrocketed since the lockdown.

Unlike traditional e-signature solutions, Lightico claims its platform allows sales and service agents to instantly collect customers' documents, eSignatures, payments, and verify ID in real-time, directly from the customers' cell phones.

In this process, Lightico creates a virtual collaboration window between the business and their client. The client can then access the collaboration window easily and securely on their mobile device, where they can share and receive documents, and process eSignatures, payments, identification and verification (ID&V), and more.

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Further, the company helps its clients improve customer experience and efficiency, through faster turnaround times, higher completion rates, and higher NPS—significantly impacting bottom-line results.

Deals with financial institutions and insurance companies

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

Right now, Lightico deals with clients including leading financial institutions, and insurance providers like Capital One and GlaxoSmithKline.

Oxx is a specialist B2B software investor, partnering with the most promising European SaaS scale-ups from series A and beyond. Headquartered in London and Stockholm, Oxx was founded by Richard Anton and Mikael Johnsson in 2017.