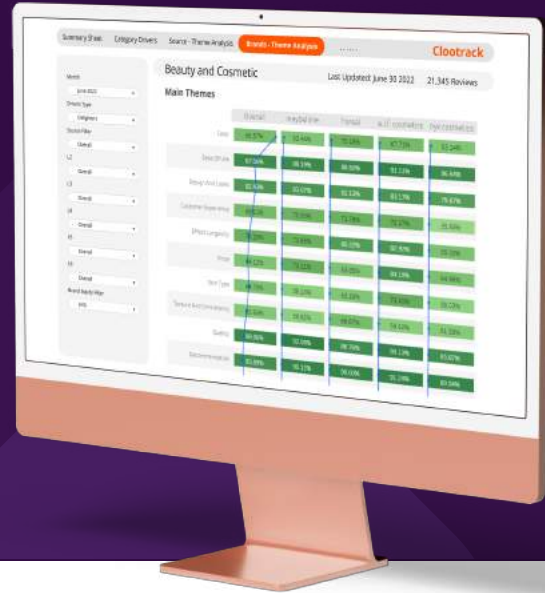




Cloorack

We support funds to understand **customer and employee experience** of target asset during due diligence.

Save **188 hours** every due diligence.



We are a great fit for...

01

Private Equity/
Fundamental Hedge
Funds that invest in
consumers and large
B2B segments.

02

Believes differentiation
of the asset is a key
criteria for investment.

03

Require data analytics
to measure customer &
employee experience.

04

Lack internal resources
to perform CX data
analysis fast during
due diligence.

Challenges faced during due diligence

- ⚠ **Very less time** to research and conclude
- ⚠ Readily available reports like Sales reports, employee headcount reports, financial reports etc do not help to understand how **differentiated customer/employee experience** of the asset is
- ⚠ Surveys take **time, effort, cost** and are **many a time biased**
- ⚠ Manually reading scraped reviews is **time consuming, error prone** and gives only **broad ideas**



Auto theme identification by Cloorack is very powerful - it is granular without needing any input. When a survey is used instead of Cloorack, key product codes are identified and responses are bucketed. Surveys need significant effort and is error prone.



When it comes to industry reports, the biggest challenge is where to start and which attributes to look at for your own brand and competition. Cloorack helps identify these gaps and in a scientific manner.

You are in good company

10+ Major Funds | 150+ Brands use **Cloorack**

