



vizolution

## Press Clipping

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Vizolution  
GROWING BUSINESS

# Keep the customer satisfied



Bill Safran, chief executive of Vizolution, tells Douglas Friedli how the customer experience software provider became one of the fastest-growing companies in Europe

When Vizolution moved into its new Swansea headquarters this summer, chief executive Bill Safran just about had time to reflect on the company's stellar growth rate before diving back into the fray. The customer experience software business, which was set up by Safran and chief technology officer Hwy Rees in 2013, grew its revenues by 465 per cent to £7.1m in 2017.

Its new base at Swansea's Bay Studios is designed to bring "a little bit of Silicon Valley" to Wales in an open-plan format with break-out rooms, meeting pods and a relaxation space. "The key to building a high-growth business is finding a problem in a given market and solving it," Safran tells *Insider*.

"We're living in a time where the experience is equally important as, if not more important than, the product."

The problem that Vizolution aimed to solve was the sheer frustration and complexity that customers face when they attempt to contact big companies. "It's not that the big company wanted this to be the case, it just didn't have any other way to serve the customer. We identified this problem and solved this for them, transforming how their businesses engage with customers."

Vizolution's client list includes banks HSBC, RBS and Santander, and telecoms companies EE and O2. In five years, staff numbers have risen from ten to more than 130, working in Swansea, London, Bristol and Toronto. People are the other part of Safran's equation for rapid growth. "Without the right people, it is impossible to grow a business," he says. "We haven't always got this right, but we have now created a very strong team that can deliver the solutions to our customers."

Vizolution initially focused on selling to UK banks and insurance companies before looking further afield. "Growing the business abroad and entering new markets are always challenges for a company," says Safran. "After years of hard work, we are starting to grow our global footprint in Europe and North America, while also diversifying our suite of solutions and target markets."

Safran and Rees set up Vizolut on just down the road in Port Talbot. Wales has been a great place to get the company going, says Safran, citing the quality of potential employees, the universities, and support from the Development Bank of Wales, Welsh Government and Neath Port Talbot Council. "We are very proud of our company's Welsh roots," he says.

"I'm not a fan of the lone wolf. A team will always beat an individual in the long run. I favour a collaborative approach to problem-solving and planning."

Along with its Welsh supporters, Vizolution has gained backing from HSBC and Notion Capital. Safran lives in London, and starts every day with a walk to the office there, when he's not travelling to one of the other offices or taking part in international fintech (financial technology) events. He describes his management style as "diverse and collaborative," combining individual and team efforts.

"Everyone in the company should have a laser focus on how we can add value to our customers," he says. "Everything else will follow from there. I am looking for people who want to build a great business

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