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## Case Study

# Customer Story: Lightspeed HQ

## About



**Founded:**  
2005



**Employees:**  
Teams across  
North America,  
Europe & Asia

### **Mission:**

Bring cities and communities to life by powering independent businesses.

## About Lightspeed

Lightspeed is more than just a high-tech point of sale. They provide their customers with a simple way to build, manage and grow their business in the retail, hospitality and golf industries while creating a best-in-class customer experience. Their end-to-end solutions unify inventory, customer management, sales and analytics across all channels, in-store and online.

## The Challenge

Lightspeed's suite of digital commerce solutions powers high-performing small and medium businesses within the retail, hospitality and golf industries. They provide merchants with the tools they need to achieve more—from selling across channels and managing operations to accepting payments, engaging with consumers and adding new locations. Unwilling to compromise on best-in-class service and support as their business scaled, Lightspeed embarked on a partnership with OvationCXM to provide their customers with activation and onsite installation services nationwide across the United States.

## How OvationCXM Helped

OvationCXM provides nationwide activations and onsite field services to support any Lightspeed restaurant or retailer through their customer onboarding process. Whether that support takes the form of troubleshooting network hardware and connections or installing new hardware, software, and cabling, OvationCXM consistently delivers help and expertise that function as an extension of Lightspeed's greater support team to create a seamless customer experience.

Lightspeed chose OvationCXM because they are able to provide field service support through OvationCXM's own nationwide network of technicians and software platform. OvationCXM's team and technicians are able to monitor and quickly respond to customers 24/7, across phone, chat, and email from a single integrated interface. All information for site-specific installations is contained within one single technician view, and is tagged with contextually relevant information, pulling from Lightspeed's own knowledge library. This provides standardization across all nationwide installation processes.

## How OvationCXM Helped (Cont.d)

OvationCXM's broad technology expertise and adaptability was paramount in Lightspeed selecting them as a partner. OvationCXM's prowess in this area enables the team to support customers across a wide variety of technology products and backend payment processors. This simplifies the complexity of integrating with multiple technology products by providing Lightspeed with a single point of contact for all their payment troubleshooting and installation needs.

***“[OvationCXM] is a reliable and engaged partner and has helped us deliver a great customer experience when we needed to provide high touch in-person attention. We’re excited to continue to partner with [OvationCXM].”***

**Peter Dougherty**

VP Partnerships,  
Lightspeed

**Want to learn more about how OvationCXM can work for your organization?**

[Learn More](#)