



Kimoby Book

Shaped by everyone at Kimoby since 2013



Kimoby Book

In the works since 2013

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Well Hello There!

Welcome to Kimoby. This book will help you understand the purpose of Kimoby, its core ideas, and how you can apply them throughout your thinking process and work. By understanding what Kimoby stands for, you can better appreciate why your role in the company matters.

Knowing why you're here and how you contribute makes all the difference. Let's get started!



In the Beginning, There Was Nothing. Then the Dentist Called...

Once upon a time (in 2013), there were two friends, Ismaël and Alex. Ismaël received a voicemail from his dentist, which got him and Alex thinking: how can businesses better connect with their clients? The line of communication between businesses and clients was broken (and this still rings true today, for the most part).

And that's how they got the idea of creating software for businesses to text customers from their computers, a concept foreign to most companies then. And the name Kimoby? It doesn't mean a thing, but it sounded right after a few beers.

In the early days, the product was extremely simple and only enabled businesses to send texts to end-customers, without allowing customers to write back.

Kimoby started without fancy features like automations or integrations because the important thing was to launch the product in order to assess its success and map out the next steps. Even though the first version of Kimoby was limited due to technical know-how, that didn't stop Alex and Ismaël from selling the software. Eventually, the team grew and the office moved to the St-Roch neighborhood in 2015.

Throughout the years, the product continued to improve but one thing remained constant: the company's commitment to sustainable growth, rather than growth at all costs. By doing more with less, Kimoby continues to challenge its employees to find solutions under constraints in order to stimulate creativity, innovation, and personal development.

Kimoby's Raison D'être

Kimoby brings positive change to service departments by streamlining its users' tasks and simplifying end-consumers' lives. Everyone could use less missed calls, annoying voicemails, unopened emails, and irrelevant flyers. Kimoby focuses on what people want now, knowing that their desire for better communication and service will never change.



Kimoby's Purpose → the goal

To help service companies and departments simplify internal and external communication processes.

Value Proposition → the promise

To better connect businesses and customers with an instant messaging system.

Mission Statement → the impact

To provide businesses with a real-time mobile messaging and marketing communications system designed specifically for service departments. The goal is to exceed customer satisfaction by providing a personalized and memorable experience.

Vision Statement → the future

To be the leading Business Instant Messaging solution for service departments in North America.

Kimoby's Manifesto

Voicemail is where customer service goes to die

Voicemail, direct mail, and email are delivered to boxes

Voicemail boxes, postal boxes, in-boxes...

And boxes are where we store things for later

Not now

Today's economy is mobile, direct, instant, personal,
convenient, intuitive, and responsive

It's now

Customers need to know *now*

Staff needs to know *now*

Management needs to know *now*

So we need a communication system built for *now*

If your CRM or DMS is built on boxes, for later

Your business is dead 🗿

Because communication drives customer satisfaction

And customer satisfaction drives business

But What Does Kimoby Do?

In a nutshell, Kimoby is a software company that helps businesses improve their communication processes with a web-based system and a mobile app. The system centralizes customer information, which, in the case of a service business, is pulled from their database. Once employees have this information at their fingertips (whether on their desktops or on the mobile app), they can instantly message their audience to communicate appointment reminders, send status updates, request payments, and engage in a two-way conversation with their client.

By reaching the right person at the right time, employees avoid communication bottlenecks. Work is completed more efficiently, and the end-consumer is kept informed throughout the process. The experience is fast, simple, and convenient. Customers are happy and keep coming back for more. It's a win-win-win (for employees, end-consumers, and Kimoby).





Kimoby ranked no. 51 on the 2020 Growth List

For over 30 years, the Growth List ranking of Canada's Fastest-Growing Companies (formerly the Growth 500) has been Canada's most respected and influential measure of entrepreneurial achievement.

This prestigious accomplishment is the result of five years of hard work that have led to an incredible sales spike of 1,759% over the last half-decade. Our dedication to developing solutions that improve our customers' daily operations continues to be paramount to our mission.

We are grateful for your continued trust and business, without which this exceptional feat would not have been possible. We cannot wait to see where the next five years will lead us.

Who Are Kimoby's Clients?

Most of Kimoby's clients are service departments in auto dealerships. However, Kimoby also works with bike shops, Human Resources departments, retailers, retirement homes, powersports dealers, and more.

Kimoby's ideal prospective client

- Has a service department of **5-30 employees**
- Is situated in a **metro area** or covers a **large territory**
 - Sells or rents **big-ticket items**
 - Already has **multiple business process in place**
 - Cares about **customer satisfaction**
- **Sees value in saving time and money** by streamlining their operations
- Understands that more efficient communication leads to **increased revenue opportunities**



The Awesome People at Kimoby

Sure, the product is great. But what about the people behind the product? Not to brag, but they're spectacular. All employees bring their own mojo to the company, but similar traits run through the bunch.

We're all hard workers but definitely know when to switch off, kick back, and have some fun 🙌.

Do you recognize
yourself here?



👍 **We're into**

- Leaders
- Innovators
- Creative thinkers
- Team players
- Responsible adults
- Curious spirits
- Self-starters
- Problem solvers

👎 **Not so much**

- Followers
- Copycats
- Narrow-minded thinkers
- Party poopers
- Hand-holders
- Drama magnets
- Minions
- Whiners

↩ And not here?

**And that's why we invest in our employees
and offer tangible benefits such as:**

 **A flexible work schedule**

Because adults know what schedule works best for them.

 **The opportunity to work remotely**

Because top talent can come from coast to coast.

 **A stipend to set up your home office**

Because we want you to have a comfortable work space.

 **A telemedicine app**

Because missing work to sit in a waiting room all day isn't cool.

 **Access to private clinics**

Because we want you to have quick access to healthcare providers.

 **A RRSP with employer contributions**

Because we want to help you achieve your financial goals.

 **A group health insurance plan**

Because massages are great.

 **Four extra weeks of vacation every four years**

Because we want to reward your loyalty and let you take a real break.

 **A cool office environment**

Because if you do come into the office, we want you to feel at home.

 **Fun get-togethers**

Because we want to hang out in-person at least every quarter, and meet up for off-site retreats. When it's time to switch off, we go full-tilt.

Values That Actually Mean Something

Kimoby's values weren't pulled out of thin air. After four years, we brainstormed what we thought best represented us and then anonymously surveyed the team to get their feedback.

The values that we ended up choosing help shape the way we work, think, and interact with each other and clients. They are the foundation of Kimoby's company culture because they were created by the team, rather than imposed by management.

So how do these values translate into real life? Read on, my friend.

1

Be engaged with customers

2

Build genuine relationships

3

Strive to innovate

4

Focus on the long-term

5

Quality matters

6

Do more with less

7

Have fun and passion in what you do

8

Collaborate and bring the best out of each other

9

Be humble about wins and mistakes



Be engaged with customers

Our customers' feedback allows us to learn and grow, and we're known to select customers to beta test new features before launch. We always ask about the customers' pain points to better understand the issues.

We don't assume, we engage.



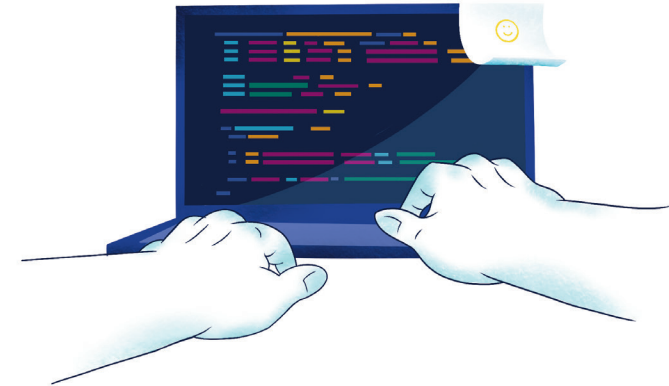
Build genuine relationships

Many of our team members work remotely, but we meet up at least quarterly to discuss wins, challenges, and opportunities. Bringing everyone together helps us break down the barriers of distance (figuratively and literally). We also usually have a party 🥳!



Strive to innovate

We don't compare ourselves to the competition to get ahead. We carve our own path based on what our users need and what our team can accomplish. For example, we created Business Instant Messaging to fill a need in the Now Economy market.



Focus on the long-term

The Development team continuously adapts its coding methods to improve its processes, like building reusable code that's stable and easy to modify. It's the best way to avoid technical debt.



Quality matters

Everything we do is about quality over quantity. From stellar customer support to engaging demos, we care about providing the best service and products to our customers.



Do more with less

Kimoby has always been about “do more with less” since it’s a sustainable business that grows at its own pace, rather than grows at all costs. We care about the best ways to use the limited resources that we have, and look for ways to maximize opportunities.



Have fun and passion in what you do

We're looking for people who love what they do. We want them to look forward to the day ahead because they will be involved in projects that inspire and excite them. Work is so much more rewarding when it feels easy and fun.



Collaborate and bring the best out of each other

As the team grows, new employees are assigned mentors to help them get settled in their new roles and have an available resource to answer any questions. It's important for people to feel like they can count on one another, even if part of the team works remotely.



Be humble about wins and mistakes

We accept that genuine mistakes happen, and we tell our customers when we've screwed up. We take a deep breath and learn from those situations. We also take the time to celebrate wins together, and give kudos to everyone involved.

Some Suggestions

💡 **Think big, decide small**

The important thing is to keep making progress. Start with the big picture and focus on the little decisions you can take right now to inch towards our goals. Don't get paralyzed about the big picture what-ifs and what-about.

Whatever you're doing to get ahead, just make sure it's quality output.

👤 **Put in the hours**

Think you need the latest trendy software to get started? Think again. Use what you have, and learn the rest in the simplest way possible. Don't skip the hard work it takes to learn what you need to know by relying on unnecessary bells and whistles. And make sure you create rather than copy.

Remember, Kimoby started out by only offering one-way texts from businesses to customers. The company's growth was no overnight sensation; it took years of learning and testing to get where we are today.

😬 **Beware of meetings**

If you're about to book a meeting with your co-workers, stop right there 🙅.

Ask yourself if you really need to pull six people off their projects for one hour. Remember, a one-hour meeting with six people equals six hours of missed work. It's all too easy to book meeting after meeting without actually getting work done.

Carefully consider your options and favor async communication. Don't carelessly interrupt people's workflow if you can wait on the answer.

Which leads us to the next point...

🔔 **Do not disturb^{zzz}**

Interruptions kill productivity. If you're constantly distracted by Slack messages, emails, phone calls, or cat gifs, you're not getting much work done. Don't start working overtime because you're not using your time effectively. Block off time in your calendar so that you can have uninterrupted hours of work to really get into the zone and leave at a reasonable hour.

 Sleep on it

Do you have a great idea? Did your customer suggest a new must-have feature? Is it something you want to start working on right here, right now? Hold your horses. Sleep on it. Let it percolate. Don't jump the gun. We can't cater to everyone's needs and some customers will outgrow us. That's ok. As for your great idea, make sure it's worth it before sacrificing Kimoby's priorities.

Remember that any feature change has a snowball effect, including, but not limited to: updating the app, training the team, answering customers' questions and comments about the change, writing an announcement message and help center article, as well as updating any articles that mention the old feature. There are a ton of hidden costs to making updates, however small they may seem.

 Maximum efficiency, minimum effort

Always look for the fastest way to get from point A to B without sacrificing quality. It might not be pretty, it might not be cute, but if it does the job, sometimes that's good enough.

 Verify that you're not a robot

Kimoby is a leader in simple, easy, and convenient communication. Everyone at the company should talk like a human, not like an insurance company or a legal document. Whether communicating with clients, recruiting talent, or describing our product, we need to keep it simple.

It takes some getting used to because one of the most complicated skills is to keep it simple. But the end result is well worth it. Try it today!

When communicating with colleagues

👍 We're into

Sounding like a human is cool!



Hey, what's up! Sorry for the last-minute request, but any chance you could finish the communication plan today? Lemme know. Thanks 👍!

👎 Not so much



Hello, how are you doing today? I was hoping to expediate the comms project by EOD to leverage existing high-quality leads before they go AWOL. Could you streamline the communication strategy ASAP for us to pick the low-hanging fruit? Thoughts?

If you wouldn't say it in real life...

When communicating with clients

👍 We're into

How are you using the app so far?



Hi John 🙌,

I'm just checking in to see if you need any help with the app since you started using it recently 🤖. We've got a ton of ways you can use it to improve your customer experience, and I'd love to make sure you're aware of them all to see what works best for you.

Have time for a quick one-on-one call? Let's have a chat to see where you're at. You can book a time slot on my calendar here 📅.

Looking forward to speaking to you 😊.

Cheers,
Mark

↶ Connect with clients
by being yourself

👎 Not so much

Productize your app usage for leading-edge synergic scenarios for top efficiencies



To Whom It May Concern:

Good day.

I'm writing on behalf of Kimoby to touch base regarding the optimization of your app usage to make sure you're leveraging all client-focused opportunities. We want you to actualize your competitive advantage for cutting-edge business with a high-payoff, low-risk investment.

If you would like to learn more about growth strategies that include collaborative deliverables, best practice implementation, and an analysis of your core competencies, please reach out to our team.

Sincerely,
Kimoby

↷ We didn't understand anything either.
Imagine how your clients feel...

	 Kimoby	 A rock
User-friendly	✓	✓
Affordable	✓	✓
Reliable	✓	✓
Throwable	✗	✓
Works offline	✗	✓
Beats scissors	✗	✓

Features vs Benefits

Traditionally, we sell a product by listing its features. But the problem with that is that you can make any product seem better than another if it lists enough features, whether they are relevant or not. It's easy to get lost in features without understanding which is better.

Consider the comparison between Kimoby and a rock. At first glance, the rock, an inanimate object that will do absolutely nothing for your business (except maybe break a window?) seems like the best choice.

Our solution

We don't want to be compared to competitors, and that's why we created a whole new category for **Kimoby: Business Instant Messaging**. Get into the habit of understanding why our solutions make our clients' lives easier and speaking about the benefits instead. That way, we won't be compared to companies that don't deliver half as much as we do.

Video Inspections

Customers get a surprise-free experience that builds their trust with the service business and encourages repeat business.

Mobile App

Updates and transactions happen in real-time so businesses move forward faster.

Kimoby Pay

Customers enjoy being able to pay when and where they want, without having to wait in line. Mobile payments are safer. They enable a contactless experience that also helps prevent scams with fraud-preventing features.

Instant Marketing Campaigns

Reaching the right person at the right time increases engagement and revenue opportunities.



Kimoby's Social Responsibility

Kimoby wants to do its part in making a difference. Every year, we survey employees to find out which cause they'd like to support through a payroll deduction contribution. The suggested charities can be different every year, but we favor technology-driven and innovative organizations.

If ever you know of a charity you'd like Kimoby to support,

submit your idea today 🙌

Throughout the year our team also participates in other fundraising activities like Movember, food drives, and clothes drives. It's a great opportunity to work together and give back to our local communities.

What's in Store for Kimoby?

Kimoby's strength is its focus on what won't change: people's need for better, more efficient communication and customer service. While it's impossible to predict the future, there are a few market trends that point to the growing relevance of Kimoby as a business essential.

Indicator 1

The Now Economy

Indicator 2

Contactless Payments

Indicator 3

**People Want Relevant,
Non-Disruptive Messaging**

Indicator 4

**Companies Want Centralized
Communication Systems**



The Now Economy

Today, people want instant gratification with on-the-spot service. The window to wow customers is getting shorter and shorter, and businesses must offer a competitive service experience that caters to the now mindset. Providing exceptional customer experiences is non-negotiable. With online reviews playing an essential role in customers' purchasing decisions, it's imperative that companies deliver fast and remarkably well.

The moral of the story

Kimoby is set to be an important player in helping businesses stay competitive by improving their outdated communication models. The world is speeding up, and the need to adapt to the instant-service mindset isn't going away anytime soon.



Contactless Payments

The COVID-19 pandemic has supercharged the demand for mobile, contactless payments. Customers want to avoid crowds, and they prefer to settle their invoices on-the-go, rather than come into a store or dealership and wait in line to pay. More and more businesses are realizing that offering mobile payments not only helps increase customer satisfaction but also simplifies internal processes. And last but not least, mobile payments are a much safer alternative to accepting credit card payments over the phone.

The moral of the story

Kimoby Pay is gaining traction as a must-have for today's and tomorrow's payment solutions.

People Want Relevant, Non-Disruptive Messaging

As marketing becomes more and more targeted, people expect businesses to know what they want. They want to feel unique and have a personalized experience. And they want to communicate with businesses when it's convenient for them. We can all agree that nobody enjoys receiving an unsolicited marketing call during dinnertime.

The moral of the story

By reconciling customer data in an easy-to-use platform, businesses can use Kimoby to send targeted messaging that reaches the right person at the right time. Between receiving relevant messaging or an unsolicited, disruptive sales pitch, customers will always choose the former.



Companies Want Centralized Communication Systems

For businesses to stay competitive today, there's no room for voicemail messages scrawled on post-its, emails in the spam folder, and lost customer files. More than ever, time is money, and centralized communication means fewer wasted hours waiting for answers.


The moral of the story

Kimoby offers a centralized communication system to help businesses reach the right person at the right time. Customers' data is in one place and easy to access. This simplifies communication and cuts down on dead-end follow-ups.

You & Kimoby

So where do you fit in, and how can you become a Kimoby ambassador without going overboard? Here are a few suggestions.

Embrace your work, but keep a balanced lifestyle

Don't work more, work more efficiently. Keep your hobbies and make time to relax. Get enough sleep, get some exercise, and try to **stay hydrated** .

Keep Kimoby's values in mind while you work

Think you need a fancy new software to do a project? Do more with less first. Tempted to toot your own horn about a big win? Try being humble about it. Revisit Kimoby's values once in a while to keep them fresh in your mind.

Simplify

When you're writing, cut down on words. When you're working on a project with many colleagues, don't bother everyone when you could reach out to one person in particular. Always take the shortest route between A and B.

Share your ideas

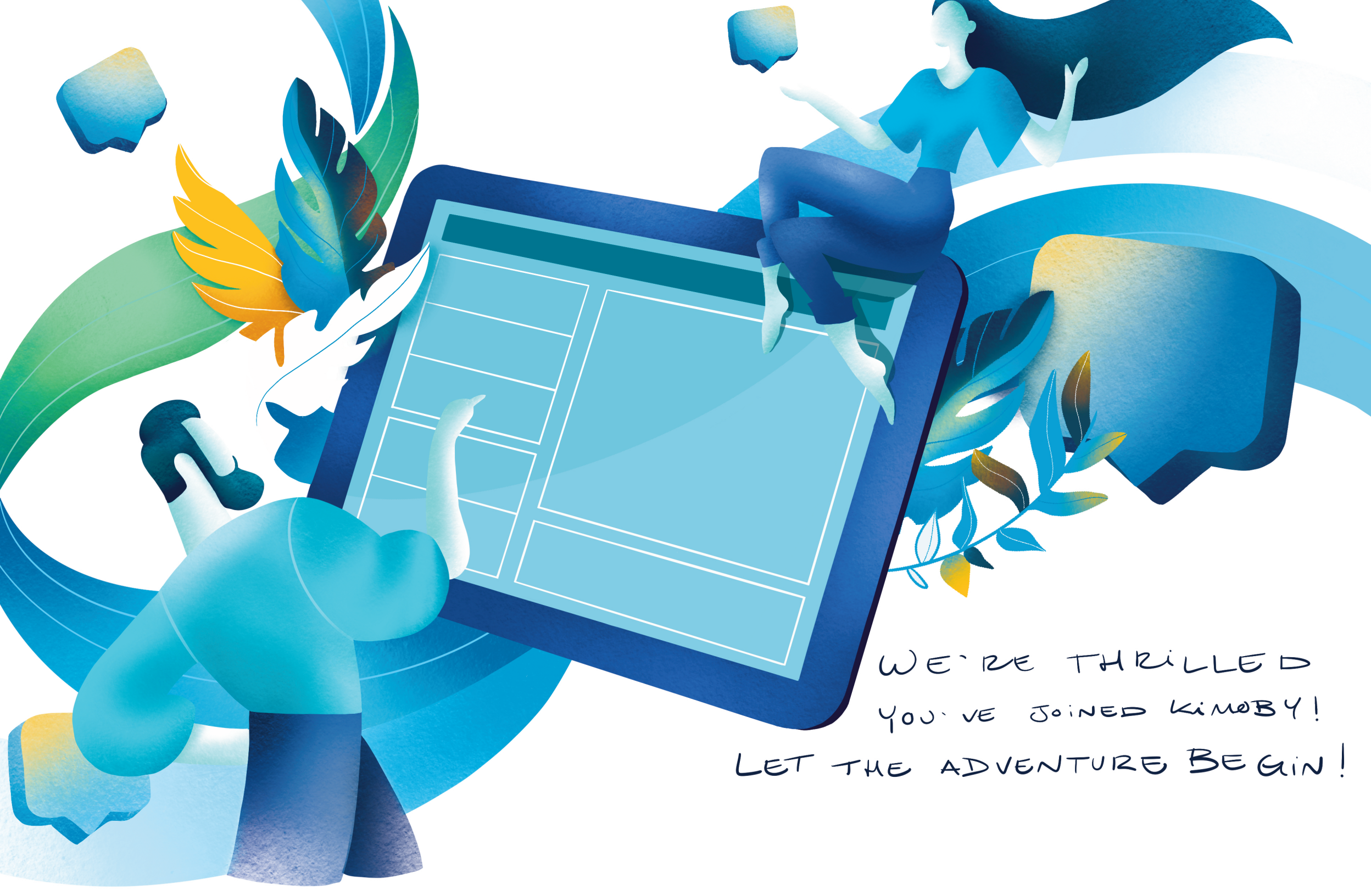
Could we be doing something differently that would improve processes? Do you have a solution we have to try? Tell us. Your ideas help Kimoby grow.

Don't be shy!

Tell your friends

Do you know someone who would fit in nicely at Kimoby? Refer them to us so we can keep growing our team with likeminded people.

And, you'll get a referral bonus to boot. Cha-ching .



WE'RE THRILLED
YOU'VE JOINED KIMBY!
LET THE ADVENTURE BEGIN!

