

UVC Partners invest in digital sales assistant Ciara

Investment in the millions together with Marcus Wolsdorf, Robert Haselsteiner, Christian Mangstl and Felix Haas

Garching near Munich, 06.05.2019. Unternehmertum Venture Capital Partners (UVC Partners) announces a financing round of millions for the digital sales assistant Ciara. In addition to lead investor UVC Partners, investors include Interhyp founders Marcus Wolsdorf and Robert Haselsteiner as well as entrepreneurs Christian Mangstl (a. o. Scout 24) and Felix Haas (a. o. Bits & Pretzels and IDnow).

Similar to the assistants in the consumer market such as Amazon Alexa or Google Home, Ciara helps sales representatives effectively conduct phone conversations without struggling to find the right answers or lose the thread. Starting today, the digital sales assistant Ciara is available at www.getciara.com.

Ciara boosts Inside Sales Phone Calls

A growing number of companies are investing in their inside sales teams. Firms now sell their products over the phone or on the Internet, instead of meeting with their customers face-to-face.

Inside sales telephone calls are therefore of particular importance: The first moments of customer contact determine the success or failure in sales. Ciara provides inside sales teams with interactive

guides, proven playbooks, and smart objection handling, helping them to structure their phone conversations and increase success and productivity.

"We are convinced that productivity assistants are a radically new category of business software. Such assistants are all about making life for people in daily business situations much easier again. Instead of having to deal with dozens of tools, our customers want meaningfully automated solutions. With the Ciara inside sales assistant, we show how that's possible: With real-time supported phone conversations, Ciara helps employees and teams achieve a new level of productivity," says Martin Heibel, managing director of Ciara.

Investors with valuable expertise

The founders were able to convince several well-known investors to support the future growth of Ciara. A seven-digit investment went into the company at the beginning of the year. "With UVC Partners, the Interhyp founders, Christian Mangstl and Felix Haas we won a unique investor consortium made of software, technology, and sales experts. After just a few months of cooperation, we are benefiting immensely from the knowledge and networks of our investors," comments Konstantin Krauss, co-founder of Ciara, on the partnership.

"From our deep B2B experience, Ciara's solution has massive potential to increase efficiency, transparency and conversion rates in sales at a point that has been little digitized so far: Talking to the potential customer," says Johannes von Borries, Managing Partner at UVC Partners.

"From my own experience, I know the great growth opportunities of phone-based sales," says Marcus Wolsdorf, founder of Interhyp AG, Germany's largest mortgage lender, which he led to the stock exchange in 2005. "The Ciara assistant makes it much easier to

train inside sales personnel quickly and effectively, sharing best practice knowledge and supporting every single phone call."

About Ciara

Ciara is a virtual assistant for inside sales professionals and teams. Sales agents can create custom and interactive sales guides, manage playbooks, and structure their sales phone calls. The objection handling feature helps sales agents answer difficult customer questions, e.g. on competition, pricing, and new product capabilities. Standard integrations to the leading CRM systems make it easy to store customer information gained in Ciara-led phone conversations centrally. Ciara already supports more than a dozen companies worldwide in building a consistent and efficient inside sales process and to train new employees quickly. For today's market launch, sales professionals can sign up at www.getciara.com and start their own inside sales assistant for free within just two minutes.

getciara.com

About UVC Partners

Unternehmertum Venture Capital Partners (UVC Partners) is an early-stage venture capital firm that invests in technology-based B2B startups in the areas of industrial technologies, enterprise software and mobility. UVC Partners closely cooperates with UnternehmerTUM, Europe's leading innovation and business creation center, which provides startups unique access to talent, industry customers, and other partners.

uvcpartners.com

Press Contact

Tobias Steinhäuser
Communication & Development
UnternehmerTUM GmbH
Tel +49 89-18 94 69-1325
steinhaeusser@unternehmertum.de

UnternehmerTUM –

Europe's leading Center for Innovation and Business Creation

UnternehmerTUM is a unique platform for the development of innovations. UnternehmerTUM actively identifies innovative technologies and initiates new business through the systematic networking of talents, technologies, capital and customers.

UnternehmerTUM offers founders and startups a complete service from the initial idea to IPO. A team of 240 experienced entrepreneurs, including scientists and investors, supports startups with business creation, market entry and financing – also with venture capital. For industry partners, UnternehmerTUM is a central platform for cooperation with new companies, and for expansion of their innovative strength and culture.

Founded in 2002 by the entrepreneur Susanne Klatten, UnternehmerTUM is the leading center for innovation and business creation in Europe with more than 50 high-growth technology startups every year - including Celonis, Konux and Liliium.

[Website](#)

[Facebook](#)

[Twitter](#)