

## Infinity purchases ResponseTap to connect advanced speech analytics with customer experience platform

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Infinity is pleased to announce that it has agreed to purchase ResponseTap from its management and venture capital investors. Infinity has developed its class leading conversation analytics suite to enhance its core call tracking services and ResponseTap has created highly innovative customer experience software to predict caller intent and personalise the call experience. The combination will allow the enlarged SaaS group, with annual recurring revenues of £15 million and employing 135 staff, to better serve its 350 enterprise and over 1,000 SMB clients with an enriched set of services and to enable further innovation. The transaction was funded by existing shareholders, led by both its NEDs including Paul Walsh (Founder) and Smedvig Capital, who originally invested in late 2016, and was also supported by Claret Capital Partners with a new growth debt facility.

Warren Newbert, CEO, said: "The past 12 months has seen considerable disruption to the economy across all verticals and this has accelerated the pace and scale of digital transformation as many businesses have doubled down on their digital strategy and we have seen remote working for all staff including contact centres. The role of a phone call in managing new leads, completing sales, and providing effective service, is crucial as part of owning and improving all inbound customer conversations. We have recently been accepted onto the Facebook Marketing Partner programme, as well as working in close partnership with Google. Close access to digital giants such as these ensures that our clients and partners have the actionable insights to allow them to invest in marketing, accelerate sales performance, and optimise the customer experience through effective operations. This acquisition broadens our product portfolio, and allows us to accelerate our investment into product with the aim of increasing the impact of every call, adding insight to conversations and reaching more insightful conclusions."

For quotes and interview requests with Newbert or other representatives, please contact  
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