

Pendula Customer Engagement Platform expands into the United Kingdom

Sydney, Australia [Sept 09, 2024] - Pendula, the comprehensive customer engagement platform designed to facilitate meaningful two-way interactions between businesses and their customers, is excited to announce its expansion into the United Kingdom with the launch of services in the AWS Europe (London) Region. This strategic move reflects Pendula's commitment to enhancing its global availability, ensuring optimal performance, and delivering a superior experience for customers in the UK and across Europe.

The expansion into the AWS Europe (London) Region enables Pendula to provide its customers with faster service, address local data-residency requirements, and enhance compliance with local regulations. By leveraging the robust and secure infrastructure of AWS, Pendula can now offer its full suite of customer engagement solutions with reduced latency and increased reliability to businesses operating in the region.

"Expanding into the UK is a significant step forward in our mission to provide top-tier services to our customers worldwide," said Alex Colvin, CEO of Pendula. "The UK is a key market for us, and this expansion allows us to better serve our customers by offering improved performance, greater data control, and compliance with regional data protection laws."

The AWS Europe (London) Region provides Pendula with the flexibility and scalability needed to support the growing demands of its customer base. This expansion is part of Pendula's broader strategy to [increase its global presence](#), with plans to continue expanding into additional AWS Infrastructure Regions, including more parts of the AWS Europe Region, in the near future. As Pendula grows, the company remains committed to providing the highest standards of security, performance, and customer satisfaction.

As part of its ongoing growth, Pendula has integrated generative AI technology across its platform, enhancing the way businesses engage with customers at scale. This AI-powered technology supports various functions, such as generating notes for call centre agents and creating report summaries. The platform leverages external data sources to personalise communications with customers across every channel and stage of their journey, enabling meaningful two-way conversations—whether the aim is to engage, retain, or delight. These innovations have helped Pendula more than triple its revenue in the past three years, powering customer engagement for leading brands like SHL, Shippit, the University of London, and amaysim.

About Pendula

Pendula is a leading customer engagement solution. Founded in 2017, the company has built a reputation for delivering innovative solutions that increase customer engagement,

reduce churn and maximise customer lifetime values. With a commitment to security, efficiency, and customer success, Pendula continues to be a trusted partner for companies looking to drive better customer conversations.

For more information, visit pendula.com or contact Matty Sirois (details are below).

Media Contact:

Matty Sirois

Senior Marketing Strategist

matty.sirois@pendula.com

0434 259 500