

# News



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**FOR IMMEDIATE RELEASE**



## **BOOMTOWN ANNOUNCES LAUNCH OF CXMEENGINE WITH KEYBANK AND STRATEGIC PARTNERSHIP WITH XUP TO TRANSFORM MERCHANT SERVICES**

TIBURON (May 10, 2021) — Boomtown Network, Inc. today announced the launch of CXMEngine with KeyBank (NYSE: KEY) to digitally transform Key's merchant services business. In concert with strategic partner XUP Payments ("XUP"), CXMEngine provides KeyBank with a market-leading customer journey orchestration and digital customer experience platform for Key's merchant services clients.

Boomtown is pleased to see CXMEngine adopted by Key Merchant Services (KMS) as KMS drives digital transformation in how their business goes to market. The collaboration with XUP also helps to provide a seamless end-to-end customer experience to KMS clients.

"Customer satisfaction, driven by seamless experiences has become the most critical driver of growth," said Jon Briggs, Head of KeyBank Commercial Product & Innovation. "Combining our core strengths with these fintech providers drives better customer experiences. With Boomtown's CXMEngine and XUP's platform, KMS can deliver seamless and successful customer journeys at scale. This fully aligns with KeyBank's interests in bringing the best of fintech enablers to market with our leading merchant services capabilities."

"We're thrilled to partner with leaders like KeyBank and XUP. Boomtown's CXMEngine is a perfect match for Key Merchant Services not only because we have deep experience supporting this use case, but because KeyBank is committed to delivering exceptional customer experiences without compromise," said Alfred 'Chip' Kahn IV, CEO and founder of Boomtown. "We're particularly proud of this collaboration because we have eliminated internal and external silos across the entire customer journey, setting a new industry standard for a truly seamless experience while supporting KeyBank in their continued growth."

Boomtown's CXMEngine delivery platform is built to orchestrate exceptional customer journeys and drive a superior digital commercial customer experience. Boomtown is pleased to collaborate with XUP in bringing next-generation digital tools to KeyBank to enhance and improve the customer experience – driving value to customers, teams, partners, and KeyBank overall.

"This partnership further enables KeyBank to better serve its commercial clients, demonstrating the power of open banking. KeyBank's powerful banking and treasury capabilities, coupled with the CXMEngine and XUP platforms, delivers an enhanced end-to-end merchant services experience. We are thrilled to be on this journey together," said Chris May, XUP President.

With the launch of the CXMEngine for KeyBank, Boomtown continues to see adoption of its market-leading platform to transform how commercial banking customers engage with their bank service providers. In partnership with XUP, Boomtown is bringing leading digital services to market to help bank partners like KeyBank win in the marketplace.

#### **About Boomtown**

Boomtown is the Customer Experience Management company. We help enterprises and their partner ecosystems deliver exceptional customer experiences with complete visibility and precise control. The Boomtown Platform (“CXM Engine”) includes pre-built CRM connectors, experience orchestration and automation tools, as well as knowledge delivery and integrated communication solutions in one seamless platform. The world’s largest businesses trust our technology because it has been tested and proven in the most complex and secure business environments. Customer experience professionals choose us because we deliver simplicity at massive scale, streamlining CXM efforts at every customer touchpoint. Founded in 2014, Boomtown is made up of dedicated CXM experts and technologists. We are headquartered in Tiburon, California. Learn more at [www.goboomtown.com](http://www.goboomtown.com).

#### **About KeyCorp**

KeyCorp's roots trace back 190 years to Albany, New York. Headquartered in Cleveland, Ohio, Key is one of the nation's largest bank-based financial services companies, with assets of approximately \$170.3 billion on December 31, 2020. Key provides deposit, lending, cash management, and investment services to individuals and businesses in 15 states under the name KeyBank National Association through a network of more than 1,000 branches and approximately 1,400 ATMs. Key also provides a broad range of sophisticated corporate and investment banking products, such as merger and acquisition advice, public and private debt and equity, syndications and derivatives to middle market companies in selected industries throughout the United States under the KeyBanc Capital Markets trade name. For more information, visit <https://www.key.com/>. KeyBank is Member FDIC.

#### **About XUP**

XUP, short for transactions “up”, is a Banking as a Service platform that allows financial institutions to take back the merchant experience. Our platform offers a seamless connection between merchants, financial service providers, and acquirers across all channels. XUP combines years of industry expertise with deep payments and technical knowledge to offer products that deliver our clients' desired merchant experience. XUP is headquartered in Charlotte, North Carolina. For additional information, visit us at [www.xuppay.com](http://www.xuppay.com).