

**FOR IMMEDIATE RELEASE**

## **GLOBAL RESULTS COMMUNICATIONS ADDS ASKNICELY TO CLIENT ROSTER**

*Disruptor and Pioneer in the Customer Experience Software Space Chooses Award-Winning  
Tech PR Firm for Agency Partner*

**Santa Ana, Calif., April 4, 2022** – [Global Results Communications](#) (GRC) – an award-winning, full-service public relations powerhouse focused on high-tech and all the verticals it touches – today announced the acquisition of its newest client, AskNicely, a leader in customer experience software for service businesses.

Having launched the world's first Frontline Success Platform, AskNicely is poised to lead the next generation of customer experience software for service businesses and bring better technology to frontline teams. GRC understands that AskNicely is trying to create a completely new category of software, necessitating an intuitive strategy that leverages all of GRC's high-level connections with industry influencers, reporters and analysts. Especially as service brands continue to reinvent themselves in this post-COVID environment, GRC will help AskNicely disseminate its message of empowering frontline employees through feedback, recognition and coaching.

"We are very excited to take AskNicely on as our latest client," said GRC CEO and founder Valerie Christopherson. "Frontline workers are the bedrock and face of service businesses, yet, for years, they have been underserved, underpaid and underappreciated. GRC shares Ward's sentiment that these employees have gotten a raw deal. And we are eager to assist AskNicely in bringing some much-needed innovation to the broken customer experience paradigm."

### **About GRC**

[Global Results Communications](#) (GRC) is an award-winning, full-service public relations firm focused on elevating the public profiles of its clients worldwide. With expertise in the technology industry and all the markets tech touches, GRC is renowned for interpreting complex concepts and leading-edge ideas with insight and intelligence, and in a distinct brand voice that is consistent, clear and engaging. Trusted by both entrepreneurs on the cusp of new discoveries and multi-billion-dollar enterprises breaking new ground, GRC adheres to the highest standards while developing targeted communications strategies that dramatically enhance market presence and performance on a global scale. For more information please visit: [www.globalresultspr.com](http://www.globalresultspr.com). Follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#). Call GRC at +1 949-306-6476.

### **About AskNicely**

Founded in 2014, AskNicely is the Frontline Success platform pioneer, connecting the dots between employee experience, customer experience, and revenue growth for service businesses. The industry-leading mobile technology platform delivers personalized coaching and motivation for frontline workers powered by real-time customer feedback and eliminates the need for layers of middle management. AskNicely services over 1,300 companies worldwide



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and has offices in the United States, New Zealand, and the Netherlands. For more information, visit [www.asknicely.com](http://www.asknicely.com).

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