

Series A - Jakarta, Indonesia

Sampan

Customer service agents that resolve order and delivery issues in Southeast Asian languages over chat

The problem

What's broken today

E-commerce and logistics firms in Southeast Asia handle most support over chat apps, in five languages and with plenty of code-switching like Taglish or Jakarta slang. Contact centres staff up threefold for every sales event, yet four questions make up most of the volume: where is my parcel, change my address, refund my cash-on-delivery order, reschedule my delivery.

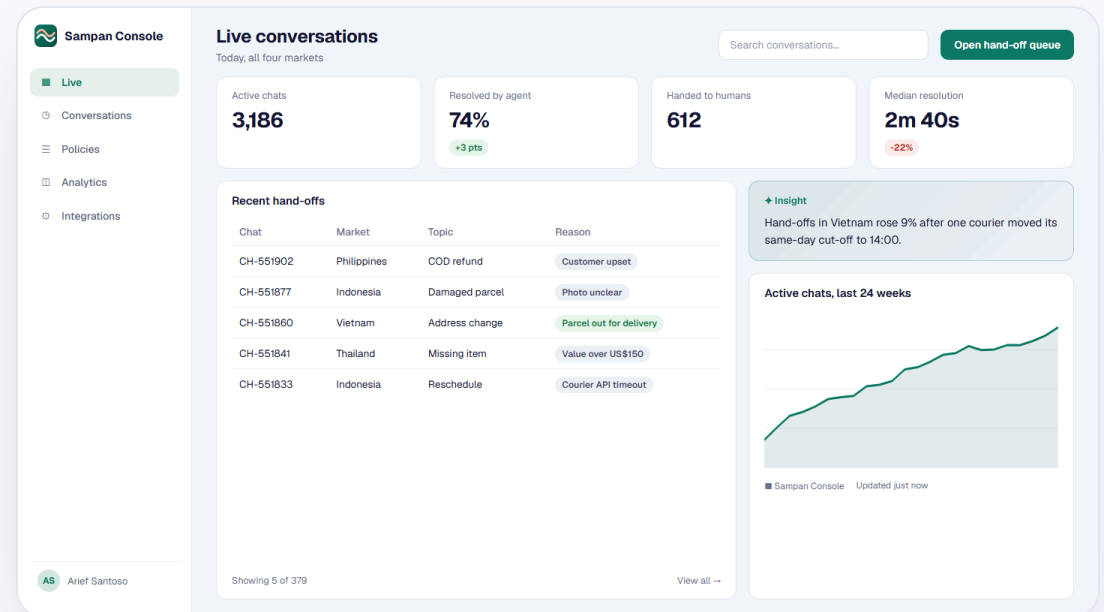


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Our solution

Sampan Console

Sampan's agents connect to the client's order system, courier tracking and refund tools, then resolve those cases end to end in the customer's own language and register. They check policy before acting, ask for a photo when a parcel arrives damaged, and hand the conversation to a human with a summary when confidence is low or the customer is upset.



Conversation CH-551877

 Sampan Console

Live

Conversations

Policies

Analytics

Integrations

Conversation CH-551877

Bahasa Indonesia, Surabaya, parcel JX-20931

Search conversations...

Take over conversation

Agent confidence

0.62

Policy checks passed

4 of 4

Order value

Rp 1.24M

Turns

9

Agent actions

Time	Step	Tool	Result
10:02	Verify customer	Order API	Matched by phone
10:03	Check tracking	Courier API	Delivered 09:41
10:04	Request photo	Chat	Photo received
10:05	Assess damage	Vision check	Low confidence
10:05	Hand to human	Queue	Summary attached

Showing 5 of 354

View all →

Insight

The photo shows a torn outer box but not the item, so the agent asked a human before approving a refund.

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AS

Arief Santoso

Why now

The timing

Chat support volume in the region doubled after 2023 while contact-centre wages rose 20%, and models now handle mixed-language chat well enough to act, not just reply.

Market

Online retailers, marketplaces and last-mile couriers across Indonesia, Thailand, Vietnam and the Philippines, where customer support spend is estimated at over US\$4B a year.



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How we make money

Charged per resolved conversation, from US\$0.18 to US\$0.35 depending on volume, with an annual minimum commitment; hand-offs to humans are not billed.

Traction

Where we are

US\$4.1M

Annual recurring revenue

38

Enterprise customers

2.6M

Conversations per month

72%

Resolved without a human

- US\$4.1M ARR across 38 enterprise customers in four countries
- 2.6M conversations a month, 72% resolved without a human
- Net revenue retention of 142% over the last 12 months



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Team

Who's building it

AS

Arief Santoso

CEO and Co-founder

MR

Maya Reyes

CTO and Co-founder

NT

Nguyen Thi Lan

Head of Language Quality

KS

Kittipong Srisuk

VP Sales



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The ask

What we're raising

Raising US\$14M Series A to reach US\$12M ARR by mid-2028

- Refund and settlement integrations with regional couriers
- Open sales teams in Bangkok and Ho Chi Minh City
- Add Malay and Burmese language quality teams