

## News

# BCLP ADVISES CAPACITY IN ACQUISITION OF TEXTEL CX INC.

Jan 26, 2023

International law firm BCLP advised Ai Software, LLC (Capacity), in connection with the acquisition by Capacity and Textel CX Inc. (Textel), a technology company that enables businesses to provide automated customer service support via text message. Capacity, a BCLP client for over five years, provides a support automation platform that uses AI to promote self-service by its customers' customer and internal teams.

Text is rapidly becoming a vital element of the customer service experience and is being prioritized by businesses, with 80% of customer service organizations set to abandon native mobile apps in favor of messaging by 2025. Yet, many SMS solutions offer only basic two-way SMS functionality, which doesn't eliminate the need for manual customer service interactions. Together, Capacity and Textel will optimize the customer experience by extending an AI-enabled, two-way SMS feature to the Capacity customer base and introducing AI and automation into Textel offerings.

The transaction signed and closed on Dec. 16, 2022, resulting in Capacity owning all outstanding capital stock and other equity securities of Textel. Deal terms remain confidential. Read more details about the merger in [Capacity's press release](#).

BCLP's Corporate Transaction deal team was led by Partner Robert Newmark and Associates LaRona Kitzinger and Lauren Beeman. Invaluable assistance came from numerous others across the firm, including Anissa Madrill (Corporate Transactions), Karen Fries and Joe Babitz (Finance Transactions), Jeanne Mattingly Miller (Private Client), Adam Braun and Randy Scherer (Employee Benefits), Jessica Edwards (Tax), Taavi Annus (Corporate Transactions), Jason Haislmaier (Data Privacy) and Lucinda Althausen (IP).

## MEET THE TEAM



### **Robert L. Newmark**

St. Louis / New York

[robert.newmark@bclplaw.com](mailto:robert.newmark@bclplaw.com)

+1 314 259 2568



### **Lauren Beeman**

St. Louis

[lauren.beeman@bclplaw.com](mailto:lauren.beeman@bclplaw.com)

+1 314 259 2468

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