

Typeform releases behind-the-scenes video with tech-savvy Santa

Exclusive reveals how CEO of Christmas modernized entire gift-making workflow by adopting state-of-the-art tools and technology

BARCELONA, Spain — Dec. 15, 2016 — [Typeform S.L.](#), the SaaS startup that makes online forms a little more human, today released an exclusive video of how Santa has modernized his process. *Typeform Stories—Santa Claus*, the holiday video goes inside the mind of the famously reclusive Father Christmas to discuss the strategy behind his decision to replace children’s handwritten letters with online technology.

“In the past, people liked surprises but today’s children are much more specific—they know what they want,” said Santa Claus. “This gives us less margin for error—we need to get things right, on the first try. Using tools like Typeform lets us collect gift wishes and keep a record for who’s ordered what, without requiring any programming or previous computer skills. It makes the holiday workload much more manageable and organized, while letting us focus on what’s important: creating and delivering remarkable experiences.”

Set in Santa’s North Pole workshop and the streets of North America, Typeform’s Christmas video tells the story of how Santa integrated Typeform to overhaul his outdated workflow—allowing children to send gift requests via touchscreens set outside shopping malls. By adding their name, age, location, and interests, Santa receives more accurate information and eliminates the need to gather, read, and answer letters. Santa’s typeform even lets children send him a photo from Christmas morning to show their appreciation.

“Our first Christmas video was a massive collaboration across the organization,” said Alex Antolino, creative director at Typeform. “We wanted to showcase how our technology makes collecting information more human, so we shot on location in North

America, delivered gifts to a few lucky children, and observed the simplicity of our technology first-hand when Santa set typeform stands in high-traffic areas. Santa and his team were incredibly cooperative throughout the entire process, we're honored to feature such a special customer."

launched on [Typeform's YouTube channel](#) on Wednesday, 14 December. A full write-up of the case study is available via Typeform's online magazine, [_____](#).

For more information, please visit www.typeform.com.

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About Typeform

Founded by Barcelona-based designers David Okuniev and Robert Muñoz, Typeform has changed the way people think about the traditional online form. Powered by the company's mission to _____, typeforms are interactive, engaging, and conversational—helping brands get closer to their audience.

This press release can viewed at www.typeform.com/help/typeform-christmas-2016

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