FROST & SULLIVAN

2024
TECHNOLOGY INNOVATION LEADER

IN THE NORTH AMERICAN CUSTOMER EXPERIENCE MANAGEMENT INDUSTRY

Intouch CX™

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2024 BEST PRACTICES AWARD

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. IntouchCX excels in many of the criteria in the customer experience management space.

AWARD CRITERIA

Technology Leverage	Business Impact
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Market Snapshot

The North American customer experience management (CXM) market is expected to expand, mainly due to the growing recognition of CX as a potent tool for competitive differentiation and the increasing willingness of organizations to outsource their CX (due to the growing complexity of managing it in-house). Frost & Sullivan believes the market is poised for disruption due to the emergence of generative artificial intelligence (AI) technology. This technology has a high potential to elevate agents' productivity levels drastically and allow companies to leverage self-service to a greater extent, increasingly without human intervention.

Furthermore, companies expect continuous process enhancement and rapid and constant innovation. As businesses must adapt to changing market conditions, they are looking to partner with agile providers to accelerate time to market and power customer loyalty. The right mix of people, processes, and technology is the key to success and will help providers bring reliable and agile transformation capabilities to their clients.[1]

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[1] *Customer Experience Outsourcing Services in North America, Forecast to 2029,* (Frost & Sullivan, December 2023)

Frost & Sullivan estimates the North American CXM market will reach $ 40.67 billion in 2029, with a compound annual growth rate of 2% from 2022 to 2029. [2]

Value-driven Solutions to Enhance Customer Experience

Founded in 2000 and headquartered in Winnipeg, Canada, IntouchCX is a global innovative company disrupting the customer experience market through its hard-to-match, data-driven, and brand-specific approach. The company delivers solutions for CXM, trust and safety, automation, and digital CX consulting, transforming clients' employee experiences and user experiences across multiple industries globally. In 2021, Frost & Sullivan recognized IntouchCX for its business and customer impact and remains impressed with its continuing innovation and sustained growth trajectory. IntouchCX uniquely leverages its expertise and technology to meet its customers' needs. It is well-positioned to capitalize on new growth opportunities that profoundly impact the CXM market.

> *"IntouchCX taps into available growth opportunities through continuous development and product suite expansion. Its robust product and services portfolio enhances customers' interactions with brands by enabling seamless, effortless, and memorable interactions through omnichannel support."*
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> **- Pavel Zhebrouski**
> **Best Practices Research Analyst**

The company continues its robust growth with the power of over 25,000+ team members across 22 campuses, strengthened by its remote-working platform: "Intouch Anywhere." IntouchCX taps into available growth opportunities through continuous development and product suite expansion. Its robust product and services portfolio enhances customers' interactions with brands by enabling seamless, effortless, and memorable interactions through omnichannel support. IntouchCX's innovation-led solutions suite covers:

- *Omnichannel Customer Care*: IntouchCX delivers a personalized and efficient customer support experience via chat, email, social media, mobile services, voice, and back office.
- *Brand Trust & Safety*: The company innovates the trust and safety space through end-to-end design, research, insights, and technology. It delivers user safety, fraud detection and prevention, platform safety and integrity, content moderation, and content curation.
- *AI & Automation*: The company's innovative technology seamlessly blends accuracy, speed, and quality to deliver exceptional interactions that surpass industry standards. Specifically, under the AI & Automation segment, the company drives automation, engagement, and insights areas.
- *Strategic Solutions*: IntouchCX provides tailor-made solutions based on flexibility and collaboration, enhancing brand loyalty and satisfaction. The Strategic Solutions suite includes technology integration, quality assurance, workforce management, personalization and loyalty strategies, and other remarkable offerings, including: [3]
  - *Disrupt,* a solution specifically designed to target start-ups and hyper-growth companies in emerging markets. It enhances culture, loyalty, and performance by managing client's end-to-end customer experience needs.

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[2] Ibid.
[3] Frost & Sullivan Interview with IntouchCX, January 26th, 2024

- o *IntouchNXT,* a collaborative innovation incubator encompassing intrapreneur talent, innovative ideation, applied research, and disruptive technology to design future-state experiences that revolutionize old and emerging CX challenges, accelerating them from concept to scale to create a competitive edge. The solution helps brands capitalize on new opportunities with business products and solutions.[4]

Driving the Power of AI and Automation

While focusing on the AI and automation space, IntouchCX runs a holistic approach that connects the dots among people, processes, and technology. The company revolutionizes interactions between brands and customers through IntouchAI, a proprietary framework analyzing end-to-end CX journeys to identify improvements and drive productivity, engagement, and cost benefits with an integrated approach. The IntouchAI solutions suite includes:

- *Laivly*, a solution that utilizes digital automation, machine learning, and AI to enable team members, enhance CX, and facilitate seamless real-time decision-making and action within support workflow powered by generative AI and enterprise LLM.
- *Superpunch*, an employee engagement app that optimizes the agent experiences from application to career development through mood tracking, scheduling flexibility, team, communications, performance feedback, and well-being enhancements.
- *Catapult*, an analytics and coaching platform providing micro-level insights on associate, team, and program performance leveraging customizable dashboards. Recently, the company introduced new features encompassing automated sentiment and predictive QA analytics, impact assessments, and tailored coaching and action measures.
- *Vision*, a scalable omnichannel reporting platform that delivers automated insights and predictive analytics by aggregating data from various sources, such as customer relationship management (CRM) tools, Catapult, and Superpunch, ensuring insightful and informed decision-making for clients' brands.
- *Mosaic Languages*, a recently introduced groundbreaking translation technology that provides a more personalized experience for global customers, removes language barriers, and increases customer satisfaction scores. Mosaic sets new standards for truly global CX while clients benefit from significant cost savings, improved speed for seasonal ramps and unplanned spikes, and increased efficiency.[5]

Frost & Sullivan applauds IntouchCX's depth and breadth of its application suite, as well as the company´s ability to address the diverse needs of consumers and stakeholders through a robust solution suite. With cutting-edge technologies and services, IntouchCX has earned a solid reputation for delivering innovative and effective solutions that cater to customers' constantly evolving needs across multiple industries.

Roadmap to Success: Customer-centric, Continuous, Proactive

In addition to its exceptional expertise and top-notch capabilities, IntouchCX emphasizes customer value as a crucial strategic element. Through the years, the company has earned a sterling reputation,

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[4] https://www.intouchcx.com/solutions/, accessed February 2024
[5] https://www.intouchcx.com/solutions/, accessed February 2024

supporting customers in exceeding their goals with innovative CX solutions. Unlike many market participants, IntouchCX delivers its services by collaborating closely with various stakeholders and partners to evolve alongside market needs and trends. The company offers the CX Transformation solutions suite for a diversified portfolio of customers across various industry verticals, including financial technology, health technologies, entertainment and gaming, consumer technologies, digital commerce, the gig economy, and consumer durables. IntouchCX focuses on seven ecosystems with extensive vertical depth and a solid mix of traditional and high-growth industries spread over various sizes (from start-ups to mature companies). By understanding each industry's unique needs and challenges, IntouchCX can develop customized software solutions that address industry-specific pain points and improve CX. This strategy allows the company to provide targeted and effective solutions, which ultimately helps its clients improve customer satisfaction, loyalty, and retention.

IntouchCX aims to deliver the greatest possible value to its customers through a knowledgeable and empowered team, enabling them to make optimal decisions. This approach led to the company's growth with its top clients into new geographies, languages, business verticals, and solutions while facilitating agile streams in recruiting, onboarding, training, and production to adapt optimizations quickly. IntouchCX is differentiated by its highly diversified client revenue mix and CX transformation capabilities. Notably, it has one of the most balanced client portfolios in the industry, with the top ten clients representing 38% of total revenue, where the largest client is under 10% of total revenue and the second largest at 6%.[6]

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- Sebastian Menutti
Industry Director – Customer Experience

Also, IntouchCX meets with customers to assess their specific needs and develop tailored solutions with roadmaps for seamless execution. The company built a prospect decision tree framework to select the most suited clients based on performance, potential, strategic benefits, and partnerships. This approach identifies the best partners and industries/ecosystems with the greatest long-term growth potential. Understanding the growing customers' need for reduced costs, IntouchCX implemented digital solutions that leverage the same headcount with higher throughput and the ability to scale to new geographies (Mosaic Languages, Laivly, process automation, and value-focused consulting). Also, the company has a dedicated solutions team that leverages depth of knowledge to drive optimizations.[7]

The company provides exceptional customer service through its dedicated team of client success experts who support customers from day one of each client program. To outperform expectations, the company leverages purpose-driven processes and ecosystem-expert leadership in every project. IntouchCX runs discovery sessions to assess risk, consult on problems, and understand customers' needs. IntouchCX customizes the solution with all the elements from the discovery session in mind while leveraging the

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[6] Frost & Sullivan Interview with IntouchCX, January 26th, 2024
[7] Ibid.

unparalleled understanding of its clients' ecosystems, end-customers, and keys to success. This foundational approach establishes customer trust for long-lasting relationships throughout the process lifecycle.

Frost & Sullivan praises IntouchCX for its dedication to excellence, innovation, and customer-centricity, positioning the company as a trusted leader in CXM with a reputation for delivering solid business outcomes and reliability.

A Foot in the Present and an Eye on the Future

Since its inception, IntouchCX's sterling reputation and customer-centric framework have led to its coveted preferred partner status. Over the years, it added a range of new customers to its growing base. The company effectively supports customers across various use cases.

Notably, IntouchCX successfully supported a high-growth brand that experienced a cyclical busy season between November and January every year. The client's previous quality assurance was not scalable enough to deliver the minimum required evaluation across all channels, programs, and guest conversations. Therefore, a solution was needed to assess these conversations against quality criteria to ensure the client's teams achieved their goals and met guest expectations. By harnessing the power of the Catapult solution, IntouchCX has developed a strong model to ensure effectiveness by reviewing and tackling quality assurance (QA), customer satisfaction (CSAT) scores, and processes. As a result, the client benefited from a 6% increase in CSAT, more than 56% improvement in Average Handle Time, and a 9% improvement in QA score within a month.[8]

Another remarkable case study comes from a leader in consumer electronics who needed a cost-effective way to reach consumers globally and in multiple languages. IntouchCX replaced the client's existing chat platform, reducing license spending and creating a more efficient solution. The company seamlessly integrated the Mosaic Languages solution with the brand's custom CRM system, leading to streamlined operations and enhanced quality of customer service. As a result, the client could serve more customers in their native language across five markets, improve agent productivity and efficiency, enhance CSAT scores for a chat, and achieve an outstanding 50% savings on support-related costs.[9]

Also, IntouchCX collaborated with the top vacation rental marketplace, empowering agents and a newly created Expense Approval Team to approve goods with speed, accuracy, and confidence while saving money and preserving customer satisfaction scores. IntouchCX implemented the Laivly solution, increasing efficiency and reducing inaccurate data entry and fraudulent claims. The pilot resulted in a 41% improvement in accuracy and $3.1 million in estimated annual rejected expenses. It is projected to save $17.6 million annually when expanded to all agents in the program.[10]

These solid numbers testify to the company's commitment to the client's success and ability to deliver the same quality, value, and experience to all of them (irrespective of their unique needs), demonstrating a strong, consistent performance. As part of its brand recognition strategies, IntouchCX uses thought leadership, webinars, proven case studies, and word-of-mouth accolades to enhance its reputation and

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[8] Frost & Sullivan Interview with IntouchCX, January 26th, 2024
[9] Ibid.
[10] https://laivly.com/concession-savings-case-study/, accessed February 2024

acquire new customers. To strengthen its reputable brand, the company focuses on strategic communication with partners and customers while actively participating in leading market initiatives to become an essential voice of the industry.

Also, the company leverages the power of its knowledgeable and empowered people. IntouchCX invests in employee well-being, resilience, and employee experience anchored in clinically-led research. It fosters an environment that enables autonomy and decision-making, which empowers its teams to drive a differentiated, engaging experience.

IntouchCX strives to increase its global presence in different regions while providing robust, reliable, and innovative solutions and scaling its development efforts. The company is building new campuses and expanding into new countries to drive the greatest value for its clients while anticipating future demands. IntouchCX's strategy also focuses on further digitization, solution expansion, and technology innovations. The company is also working to scale its solutions and move beyond CX, leveraging partnerships to boost performance, enhance lead generation, and innovate solutions to satisfy customers' evolving requirements.

Frost & Sullivan believes IntouchCX is well-positioned to drive the CXM space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

IntouchCX bridges existing market gaps in customer experience management while disrupting entrenched market players through its unrivaled data-driven and brand-specific approach. With a keen understanding of customers' varied needs and challenges, IntouchCX develops and integrates best-in-class solutions that work in multiple applications and environments, catering to various use cases with remarkable innovation and adaptability. Notably, the company focuses on seven ecosystems with extensive vertical depth and a solid mix of traditional and high-growth industries spread over different sizes, from start-ups to mature companies. IntouchCX is differentiated by its diversified client revenue mix and noteworthy customer experience transformation capabilities. Furthermore, the company incorporates client-centric strategies, building strong brand equity and elevating its status in the customer experience management market.

With its strong overall performance, IntouchCX earns Frost & Sullivan's 2024 North American Technology Innovation Leadership Award in the customer experience management industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Award recognizes the best up-and-coming, potentially disruptive market participant.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- ■ **Growth Pipeline:** *Continuous Flow of Growth Opportunities*

- ■ **Growth Strategies:** *Proven Best Practices*

- ■ **Innovation Culture:** *Optimized Customer Experience*

- ■ **ROI & Margin:** *Implementation Excellence*

- ■ **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- ■ **Mega Trend (MT)**

- ■ **Business Model (BM)**

- ■ **Technology (TE)**

- ■ **Industries (IN)**

- ■ **Customer (CU)**

- ■ **Geographies (GE)**

The Growth Pipeline Company™