

Nomination: 18992

IntouchCX's Contact Center

**Page: General Information**

**Name of Organization / Company**

IntouchCX

**Logo**

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**Web Site Address**

[intouchcx.com](http://intouchcx.com) (<http://intouchcx.com>)

**Page: Entry Information**

**Entry Title**

IntouchCX's Contact Center

**Category**

J01 - J04 Award for Innovation in Customer Service > J03. Award for Most Innovative Contact Center of the Year > All Other Industries

**Submission Format**

An Essay of up to 625 Words

**Essay**

IntouchCX has been a global leader in customer experience management solutions for over 20 years. We deliver exceptional results for global brands through automation tools, innovative tech, and by staying ahead of the competition.

In 2023, we successfully launched new solutions, such as automation tools to speak to customers in over 100 languages with Mosaic Languages, and IntouchCX Disrupt - a bespoke customer experience solution designed specifically for hyper-growth companies.

Mosaic Languages helped reduce cost and location limitations, enabling an online learning provider to provide consistent multilingual, global support. Within 90 days of implementation, the brand experienced a 68.5% service-level improvement and 10% reduction in average handle time (AHT). We were also successful in demonstrating the positive effects of agents utilizing generative AI to assist customers, doubling productivity rates and reducing cost to 50% for a brand.

Another partner, a leading dating app, saw an increase in annual signups and contact volumes. IntouchCX helped the brand increase CSAT at an affordable rate. Our efforts resulted in 85% improvement in first response time, a productivity increase of 43%, and decision accuracy increase to 96%.

In addition to the above, we are leading innovation that challenges traditional business models with our program IntouchNXT. This is our in-house lab that includes more than 100 technologists, such as solution consultants, architects, and business analysts who execute deep discoveries and design sessions.

We have worked on a number of projects through IntouchNXT, including but not limited to:

Our Superpunch Care program utilizes AI to improve mental health screening and empowers individuals, especially those in high-risk roles, to manage their own mental well-being.

Pioneering generative AI to transform the future of contact centers.

Using neuromonitoring to redesign remote work schedules and well-being initiatives.

Ensuring the safety of online gaming communities.

Removing barriers of language to foster better global CX equity.

Reimagining human-machine teaming programs to better workflows.

IntouchCX also leverages a real-time virtual AI guide, SIDD Workflow. SIDD Workflow, to streamline complex processes with next best actions, checklists, and automated approvals. It assists associates in avoiding mistakes by promptly surfacing and summarizing data, providing on-the-spot reminders, and even intervening when necessary to enforce policy adherence proactively.

IntouchCX has been recognized as a Major Contender in Everest Group's America's PEAK Matrix Assessment, thanks to our strong investment in innovation, well-being, geography mix, and the ability to drive vision and high performance for our client partners. We have also partnered with NeuralSpace, a Software as a Service (SaaS) solution, to enhance our automation capabilities using AI and advanced NLP. Additionally, in April 2023, IntouchCX was honored as a winner in the 2023 Excellence in Customer Service Awards by the Business Intelligence Group.

**For this category please provide**

An essay of up to 625 words describing the nominee's innovative achievements in customer service since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

**Do You Have Supporting Files You Would Like to Upload?**

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

**File 1**

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**File 2**

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**File 5**

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**File 6**

No File Uploaded

**File 7**

No File Uploaded

**File 8**

No File Uploaded

**File 9**

No File Uploaded

**File 10**

No File Uploaded

**Do You Have Website URLs you would like to link to**

Yes

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**URL 2**

<https://www.intouchcx.com/thought-leadership/generative-ai/> (<https://www.intouchcx.com/thought-leadership/generative-ai/>)

**URL 3**

<https://www.intouchcx.com/thought-leadership/science-as-a-service/> (<https://www.intouchcx.com/thought-leadership/science-as-a-service/>)

**URL 4**

<https://www.intouchcx.com/thought-leadership/human-machine-teaming/> (<https://www.intouchcx.com/thought-leadership/human-machine-teaming/>)

**URL 5**

<https://www.intouchcx.com/thought-leadership/intouchcx-named-a-major-contender-in-everest-groups-americas-peak-matrix-assessment-2023/> (<https://www.intouchcx.com/thought-leadership/intouchcx-named-a-major-contender-in-everest-groups-americas-peak-matrix-assessment-2023/>)

**URL 6**

<https://www.intouchcx.com/thought-leadership/intouchcx-partners-with-neuralspace-to-boost-automation-capabilities-with-advanced-nlp-and-ai/> (<https://www.intouchcx.com/thought-leadership/intouchcx-partners-with-neuralspace-to-boost-automation-capabilities-with-advanced-nlp-and-ai/>)

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