



## Essay

IntouchCX has been a global leader in customer experience and customer service 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.

Customer service is the cornerstone of our business. Our APAC and Africa teams lead the way in customer satisfaction by ensuring our clients, their brands, and customers are at the forefront of our initiatives.

Our innovative customer service strategies encompass customized analytics. These provide a comprehensive sentiment analysis of customer feedback allowing our teams to consistently adapt and implement tailored solutions to address gaps or issues affecting customer satisfaction scores (CSATs). We have also reimagined our training methodology to capture behaviors that address CSAT. We enhanced our employee learning experience and increased the overall effectiveness of the training modules through the use of gamification and multimedia.

For a streaming service client, customer satisfaction targets were exceeded by 4% as a result of targeted hiring and bespoke training programs. A pilot program to support cancellation calls was also launched. By analyzing and developing innovative solutions, we reduced cancellation calls by 31%, improving overall CSAT. We hold the number one spot across this client's vendor network for performance.

For another client providing accommodation related services, our team reengineered the transfer protocol and training content for the client resulting in a 48% retention of cancellation calls and an overall increase in booking volume and CSAT scores.

A pilot program designed for a third client to deliver an elevated customer experience ensured that employees truly understood their customers and could identify additional customers' needs. This program ensured the account exceeded its overall sales targets by 389% and is now one of the largest revenue generators across the vendor network.

Providing quality customer service has yielded superior results for IntouchCX in APAC and has been a key contributor to our growth of 185% over the past 3 years. We are ranked number one vendor for eight accounts and, as a result of our successes, we have a number of accounts that have kept us as their sole vendor.

With the help of Mosaic Languages, our solution for multilingual support, our team in Manila enabled 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). The client was able to engage with new leads in multiple languages, including Bahasa and Arabic.

A leading dating platform app saw an increase in annual signups, contact volumes, and fake profiles during the pandemic. IntouchCX helped the brand increase their customer satisfaction CSAT score. The efforts resulted in 85% improvement in first response time, a productivity increase of 43%, and decision accuracy increase to 96%, thanks to our team in India that supports users in 90 countries globally

Our team members leverage a real-time virtual AI guide, 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 intervening when necessary to enforce policy adherence proactively.

The IntouchCX APAC and Africa team collaborates to achieve outstanding results. A joint effort by leadership and the teams ensures our clients and customers are top of mind and every effort is taken to deliver a premium and personalized experience.

IntouchCX has been recognized as a Major Contender in Everest Group's America's PEAK Matrix Assessment, credits due to our strong investment in innovation, well-being, geography mix, and the ability to drive vision and high performance for our client partners. 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

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

Yes

**URL 1**

<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/>)

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