

Nomination: 18911

Better CX and EX Through DX Transformation

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Inspiro
<b>Logo</b> Download File ( <a href="https://asiastevieawards.secure-platform.com/file/28531/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyODUzMSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9Inspiro%20Logo_RGB.jpg">https://asiastevieawards.secure-platform.com/file/28531/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyODUzMSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9Inspiro%20Logo_RGB.jpg</a> )
<b>Web Site Address</b> <a href="http://www.inspiro.com">www.inspiro.com</a> ( <a href="http://www.inspiro.com">http://www.inspiro.com</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> Better CX and EX Through DX Transformation
<b>Category</b> J01 - J04 Award for Innovation in Customer Service > J01. Award for the Innovative Use of Technology in Customer Service > All Other Industries
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

Inspiro empowers smart, secure, seamless, scalable, and satisfying customer experience (CX), through our network of 58,000 BPO customer champions.

With access to 100 strategic locations across North and Latin America, Australia, and the Asia-Pacific, we've served the most demanding, fast-growing industries for over 20 years, covering telecoms, retail and e-commerce, travel and hospitality, banking, fintech, media, mobility, healthcare, energy, and utilities.

Inspiro supports every stage of the customer lifecycle, through next-generation CX solutions that integrate strategy, people, innovation, and analytics. We're committed to staying -- and keeping our clients and their customers -- at the forefront of technology.

We've therefore embarked on a digital experience (DX) transformation, transitioning Inspiro from traditional -- albeit exceptional -- contact center to digital CX provider. Our DX aims to:

- enhance agent experience, with easy, enjoyable access to information, skills augmentation, and hybrid work options;
- improve customer experience, with seamless channel interactions, personalized support, and faster resolution, through predictive, descriptive, and prescriptive analytics; and
- optimize operational efficiencies, via frictionless connectivity, task-appropriate automation, proactive data security, and productivity monitoring.

To develop our DX suite, we've established partnerships with global tech luminaries, bringing Inspiro access to industry-leading products and services.

██████████ supplies [REDACTED FOR PUBLICATION] ██████████. Via our Modern Data Warehouse, powered by ██████████, we're automating our financial, HR, and capacity-planning reports, enabling more agile decision-making.

Shifting our IT infrastructure to a hybrid cloud setup, we've launched ██████████ as the omnichannel tool for our Service Desk, and completed email migration to ██████████. As we consolidate circuits and simplify, we leverage our partnership with ██████████.

The ██████████ recording platform captures and manages interaction data from a variety of channels and sources in one place, while ██████████ is now our official speech-to-text platform.

██████████ has turned our legacy HR system into a unified platform for managing onboarding, payroll, leave and attendance, performance management, and continuous learning.

With ██████████ we've reinforced our workforce analytics and productivity monitoring, giving our teams insight on how agents spend time, so we can consistently optimize service levels. We leverage generative AI with ██████████ and our knowledge base, empowering our customer champions to deliver exceptional CX in real-time.

We've further developed a growing number of in-house apps that optimize our internal processes and complement our clients' tech stacks. We continue to prioritize information security, with monthly security awareness training and expanded data protection controls.

Insights by Inspiro harnesses the power of data to bring clients a deeper, clearer understanding of customers' expectations, needs, preferences, and overall behavior. At the same time, analytics help our organization plan better, perform better, adapt better, and do better by our people.

Simulate by Inspiro takes our trainees through explanation, demonstration, simulation, and correction, then cycles back, continuously inculcating product knowledge, language, technical, and soft skills, at an accelerated yet demonstrably effective rate of agent development.

Inference by Inspiro is a localized Generative AI platform powered by ██████████ technology that integrates with Inspiro's Knowledge Base. The solution allows our agents to seamlessly and quickly assist customers across various communication channels such as chat, email, and voice support.

Still in mid-stream, our DX program has already delivered remarkable results:

enterprise benefits:

- 30% telecoms cost reduction
- 30x voice and data traffic speed improvement

client operations:

- +92 new-hire NPS rating
- 4.53 CSAT rating
- 45% process efficiency improvement
- 10% call-management efficiency improvement
- 97% evaluation time reduction
- 20% speed-to-proficiency improvement
- 20% agent onboarding time reduction
- 50% training cost reduction

agent performance

- 20% average handling time improvement
- 20% sales conversion improvement

These numbers show that we're well on our way to integrating DX into every area of our organization, creating seamless automation and analytics-driven results, ultimately enhancing agent experience, elevating customer experience, and optimizing operational efficiencies.

**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

[REDACTED FOR PUBLICATION]

[REDACTED FOR PUBLICATION]

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**File 5**

No File Uploaded

**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 8**

**URL 9**

**URL 10**

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**Terms and Conditions**

I Agree