



Navigating the CX maze

The contact center leader's guide to
operational efficiencies and service excellence

Introduction

Simplifying the complexities of customer experience

With technology advancing rapidly and customer expectations changing just as quickly, delivering exceptional customer experiences is more critical than ever. Keeping up with the demands of modern contact centers can be quite challenging, as finding the ideal balance between service excellence, operational efficiency and continuous innovation can feel like navigating an intricate maze.

As a contact center leader, you're constantly challenged with allocating limited resources across numerous potential solutions and strategies. How can you objectively assess the true effort required to implement different options and manage expectations regarding the impact? How do you confidently prioritize choices that align with your organization's unique needs and existing operations?

This guide provides a high-level overview to help chart your course through the customer experience transformation maze. Let this guide help illuminate your path, simplifying the complexities you face daily. Don't let uncertainty about the right solutions stop you from forging ahead. Navigate the CX maze with confidence.

In this guide, we will explore:

Rebadging

Achieve flexibility and cost efficiency by transferring employees to an outsourcer, leveraging their expertise and reducing fixed expenses.

Agent assist

Enhance agent productivity with AI-driven tools that automate routine tasks and provide real-time support during interactions.

Robotic Process Automation (RPA)

Streamline repetitive tasks and improve operational efficiency through intelligent automation.

Chatbots and voicebots

Implement AI-powered solutions for 24/7 customer support, reducing wait times and maintaining consistent service quality.

Interaction analytics

Gain actionable insights from customer data to inform decision-making and optimize processes.

Optimized training programs

Tailor training to build targeted skills within your team, improving performance and job satisfaction.

Generative AI

Deploy advanced AI technologies to handle complex tasks autonomously, freeing human agents for high-value, empathy-driven interactions.

Each section will provide an overview of a solution, detailing its benefits, achieved outcomes demonstrating effectiveness and a summary of the impact and effort needed for success. By the end of this guide, you will have a better understanding of these solutions, their advantages and the practical steps required for implementation in your contact center.

Now, let's dive into the strategic solutions that will empower you to meet today's challenges and navigate the CX maze with confidence.

Rebadging

Flexibility and cost efficiency

Solution overview

Rebadging is a strategic outsourcing solution where a company transfers employees to an outsourcer, enabling cost reduction and risk sharing. This approach leverages the outsourcer's expertise and technologies without incurring fixed expenses, maintains workforce continuity and integrates best practices from both industries.

Key benefits



Workforce agility: Dynamically scales workforce based on business needs without the complexities and liabilities of direct employment.



Talent retention: Provides flexible work schedules, career advancement opportunities, continuous training and a sense of community and teamwork.



Scenario-based flexibility: Adapts workforce to meet seasonal demands or downsize in a controlled manner, mitigating the negative impacts typically associated with layoffs.



Best practice transfer: Allows for the seamless integration of the agents' expertise with the BPO's specialized tools and operations.



Risk sharing: Outsourcer assumes responsibility for employee performance, compliance and legal obligations.



Resource optimization: Reduces costs and efficiency by managing resources flexibly in response to changing business conditions.

Achieved outcomes ^{*}

Rebadging enables up to

50% reductions

in cost per contact over the term of the engagement through a range of outsourcing strategies.

Impact and effort

Rebadging can significantly reduce operational costs and improve and enhance service quality, leading to lower overhead and a more agile workforce. However, it requires substantial effort. This includes complex negotiations, transition planning, clear communication to employees, legal compliance and cultural alignment. Significant management resources are needed upfront to ensure a successful transition and achieve the desired strategic outcomes.

*The outcomes provided are based on results with Foundever™ clients. Actual results may vary due to implementation scope, operational scale, organizational readiness and existing technologies.

Agent assist

Elevating productivity with AI

Solution overview

Agent assist combines omnichannel technology, automation and AI to boost customer service agent productivity by automating routine tasks and offering real-time support. This modernizes contact centers, enhances efficiency and allows agents to focus on more complex interactions leading to higher service quality.

Key benefits



Efficiency improvement: Automates routine tasks, reducing manual effort and increasing accuracy and speed.



Enhanced productivity: AI-driven prompts and information retrieval support agents in managing multiple interactions simultaneously.



AI-powered automation: Anticipates customer queries and provides agents with relevant information, reducing average handling time.



Scalability: Adjusts to meet demand without proportional staff increase, ensuring consistent service during peak times.



Workforce optimization: Deploys human agents on tasks requiring empathy, complex problem-solving and high-value interactions.



Agent resilience: Reduces stress associated with high-volume and repetitive tasks, improving job satisfaction and lowering attrition.



Personalization: Enables agents to access customer history and preferences, offering personalized responses that enhance customer satisfaction and loyalty.

Achieved outcomes ^{*}

30% increase

in contact resolution

9% lower

average handle time

27% decrease

in customer effort

Impact and effort

Implementing agent assist tools can significantly enhance agents' capabilities and improves contact centers' operational efficiency, resulting in better customer satisfaction and reduced costs. However, integration requires moderate effort. This includes system configuration, agent training and continuous AI management to ensure optimal performance and adaptability.

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RPA

Automation excellence

Solution overview

Robotic Process Automation (RPA) streamlines repetitive customer service tasks behind the scenes using intelligent automation. It blends predictive, assistive and autonomous technologies to improve operations and free up agents for strategic tasks. Integrated with existing systems, RPA enhances efficiency and cuts costs.

Key benefits



Innovation: Incorporates cutting-edge automation technologies, reinforcing an innovative and future-ready work environment.



Scalability: Adjusts to handle increased workloads without requiring additional human resources.



Data utilization: Makes efficient use of existing data and reduces waste, enabling informed decision-making and resource management.



Cost savings: Reduces labor costs and operational expenses through automation, contributing to a leaner and more efficient operation.



Accuracy and compliance: Minimizes human error and ensures consistent application of business rules.



Transformation: Acts as a catalyst for broader digital transformation and further innovation.



Resource reallocation: Frees up human resources to focus on complex, rewarding and value-added activities.

Achieved outcomes ^{*}

Up to

25% reductions

in average handle time (AHT)

10% increase

in first contact resolution (FCR)

20%

cost savings

Impact and effort

RPA can significantly improve back-office efficiency and streamline customer-facing processes, but its direct impact on customer experience may be less visible than other solutions. Successful implementation requires substantial effort in process mapping, system integration and ongoing optimization. Organizations should invest significant resources in the initial deployment to ensure long-term success.

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Chatbots & voicebots

Always-on self-service

Solution overview

Chatbots and voicebots are AI-powered self-service solutions that handle customer interactions autonomously, providing instant, personalized support 24/7. These bots efficiently manage high volumes of inquiries, reduce wait times and deliver consistent, high-quality service as part of a digital-first strategy.

Key benefits



Automated interaction: Provides continuous, consistent support with limited human intervention.



Customer engagement: Offers immediate assistance, reducing wait times and improving satisfaction.



Data collection and personalization: Gathers information to tailor future communications, offers and experiences.



Consistency: Maintains high standards regardless of volume or time of day.



24/7 customer support: Enhances convenience and accessibility with round-the-clock availability.



Cost efficiency: Reduces cost to serve while maintaining high service quality.



Digital strategy: Demonstrates commitment to digital transformation and staying relevant.

Achieved outcomes *

49% lower

cost to serve

3x faster

response times

125% increase

in chat session volume

Impact and effort

Chatbots and voicebots significantly enhance service capabilities, scalability and cost efficiency, especially with advancements in AI and natural language processing. Despite these technological gains, substantial effort is still required. This includes designing effective conversation flows, training AI models using comprehensive knowledge bases and continuously monitoring their performance to ensure optimal outcomes.

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Interaction analytics

Data-powered decisioning

Solution overview

Interaction analytics is a data solution that uses advanced speech and text mining to extract insights from unstructured customer interaction data across multiple channels. By analyzing customer conversations, sentiment and behavior patterns, it provides a deep understanding of customer needs, preferences and pain points. This enables data-driven decisions, process optimization and personalized experiences.

Key benefits



Data-driven insights: Offers comprehensive analysis of customer interaction data, uncovering insights into behavior, preferences and sentiment that may not be apparent through traditional methods.



Performance metrics: Provides clear visibility into agent performance and service quality through detailed metrics and KPIs.



Insightful analytics: Informs strategic decision-making across the organization, from product development to customer experience enhancements.



Data-informed strategy: Enables crafting strategies and making decisions based on empirical data, ensuring alignment with customer needs.



Agent coaching: Identifies areas for agent improvement, enabling coaching and training initiatives.



Operational optimization: Pinpoints inefficiencies and bottlenecks in customer service processes, facilitating continuous improvement.



Service personalization: Leverages customer interaction history and behavior patterns to tailor service delivery and offerings.

Achieved outcomes ^{*}

32% decrease

in customer effort

11% decrease

in average handle time (AHT)

12% increase

in customer satisfaction (CSAT)

Impact and effort

Interaction analytics substantially impacts customer satisfaction and operational efficiency by providing deep, actionable insights. The effort required is relatively low, especially with modern platforms that integrate with existing systems. However, organizations should allocate sufficient resources to define data capture and analysis requirements. They should also train staff on the effective use of insights and implement processes for continuous training and monitoring to ensure sustained improvement.

*The outcomes provided are based on results with Foundever™ clients. Actual results may vary due to implementation scope, operational scale, organizational readiness and existing technologies.

Optimized training

Targeted skill building

Solution overview

Optimized training replaces generic training programs with customized learning pathways designed to elevate customer experience skills. Through a learning needs analysis, training content and delivery methods are tailored to address each organization's unique requirements. By aligning training with business objectives and focusing on critical skills, this approach maximizes learning effectiveness, accelerates proficiency gains and drives measurable performance improvements.

Key benefits



Skill development: Focuses on honing essential skills for success in customer-facing roles.



Employee productivity: Enhances performance by addressing individual skill gaps and business-specific needs, leading to faster issue resolution and higher customer satisfaction.



Skill enhancement: Continuously updates and refines skill sets to meet changing customer expectations and campaign requirements.



Employee empowerment: Increases job satisfaction and reduces turnover by investing in personalized training and supporting career growth.



Tailored learning: Customizes educational programs for an organization's unique challenges and culture, as well as the individual's learning style and needs.



Strategic investment: Contributes to improved performance, customer satisfaction, brand consistency, employee engagement and long-term success.

Achieved outcomes *

Up to

20% reductions

in training duration

60% faster

speed to proficiency for new agents

Impact and effort

Optimized training can have a noticeable impact on individual agent performance, operational efficiency, customer satisfaction and reducing error rates. The effort required is relatively low, with the effort being mainly in the upfront creation of customized training programs aligned with the organization's specific needs. Once established, these programs can be quickly scaled and adapted to keep pace with evolving business conditions and customer demands.

*The outcomes provided are based on results with Foundever™ clients. Actual results may vary due to implementation scope, operational scale, organizational readiness and existing technologies.

Operationalizing generative AI

Reimagining efficiency

Solution overview

Operationalizing generative AI (GenAI) strategically implements advanced AI technologies across contact center operations including agent-assisting copilot features and autonomous AI agents handling complex inquiries. Integrating GenAI into workflows and systems can help achieve unprecedented efficiency, accuracy and scalability while allowing human agents to focus on high-value, empathy-driven interactions.

Key benefits



AI-powered structure: Unlocks new levels of processing efficiency, decision-making accuracy and intelligent automation into the core operational framework.



Enhanced efficiency: Reduces time and effort for routine tasks and customer inquiries, streamlining operations and redirecting resources to more strategic initiatives.



AI-driven insights: Analyzes vast amounts of structured and unstructured data to inform decisions, optimize processes and enhance customer experience.



AI-facilitated training: Creates immersive, adaptive training experiences to accelerate agent learning and proficiency development.



Autonomous agents: Handles a wide range of customer interactions, from simple queries to complex issues, providing scalable, efficient and consistent support.

Achieved outcomes ^{*}

Up to

10x increase

in operational efficiency

1.5x boost

in agent productivity

A projected

10–30%

of contact volume handled autonomously by AI within 3–5 years

Impact and effort

Operationalizing GenAI can revolutionize contact center efficiency, performance and customer experience. However, the impact depends on the specific AI applications and their integration depth. Realizing the benefits requires significant investment in time, resources and strategic planning. Organizations must assess readiness, define objectives and develop a phased implementation roadmap. Successful operationalization also requires ongoing monitoring, refinement and governance to ensure optimal and ethical AI performance.

^{*}The outcomes provided represent the initial results and future expectations of Foundever.

Conclusion

Navigate the CX maze with confidence

This guide has provided you with a high-level understanding of various CX solutions and strategies, empowering you to better assess their potential impact and the effort required for implementation. Armed with this knowledge, you can make more informed decisions about prioritizing solutions and allocating resources effectively. However, designing and implementing a customized mix of solutions aligned with your unique objectives can still be a complex undertaking.

To confidently navigate the CX maze and achieve new levels of efficiency, innovation and customer satisfaction, you need a trusted partner to help you simplify the complexity and implement tailored solutions.

Foundever™ is that partner. With our deep industry expertise and proven track record of success, we can help you identify the right combination of solutions and strategies and drive transformative results.

Don't let the complexities of CX hold you back any longer. Contact Foundever today, and take the first step toward navigating the maze with clarity, confidence and unwavering support. Together, we'll unlock your contact center's full potential.



Why partner with Foundever™?

Managing CX can be a challenging undertaking for companies of any size. Foundever offers a strategic solution to high operational costs, scalability and complex technology integration. Thanks to +40 years of industry expertise, over 800 brands across 45 countries trust us to deliver our services in over 60 languages. Our global teams handle 9 million customer interactions daily, blending innovation with operational excellence to tackle your CX challenges effectively.

Our services and delivery models

Foundever provides CX outsourcing services tailored to every stage of the customer journey. Our services include customer care, technical support, back-office support, collections, trust & safety, and sales & retention. Our CX delivery solutions include in-center, work-at-home, and hybrid work models utilizing onshore, offshore, and nearshore support, ensuring scalability and flexibility to serve your customers wherever they need us.

Ensuring operational excellence

Our global operating standards, PeakOS, ensure consistent performance, efficient processes and high-quality outcomes. PeakOS streamlines operations, enhances security and complies with PCI DSS, ISO 27001, and SOC Type 1 and Type 2 certifications. It supports globally consistent hiring, training, and performance management practices, promoting continuous improvement, professional development, and employee engagement.

Leveraging advanced CX solutions

Foundever leverages advanced CX solutions to streamline and improve the quality of customer interactions with technologies like conversational AI, generative AI, intelligent automation, and interaction analytics. Our CRM and CCaaS platforms ensure seamless integration and flexibility, complemented by effective CX strategy and design.

Our knowledge management delivers the right information to agents and customers faster, while our learning and development uphold high-performance standards. We offer omnichannel CX strategies with self-service options that allow customers to engage through their preferred channels. Our social media CX strategies transform platforms into powerful support channels, and our unified agent desktop equips agents for exceptional service delivery.

Delivering Industry-specific expertise

Foundever understands how to meet each client's unique needs, offering tailored solutions across various industries, including banking and financial services, insurance, healthcare, retail, technology, telecommunications, media, utilities, and logistics. We scale our services to meet the needs of disruptor brands preparing for or experiencing rapid growth. By partnering with Foundever, brands across diverse sectors and growth stages can enhance customer experiences, improve operational efficiencies and achieve measurable success.

Cultivating a culture of care

With over 170,000 associates worldwide, united by an award-winning performance culture, we ensure every customer interaction builds long-term loyalty. Our forward-thinking approach to customer experience outsourcing delivers competitive advantages when they matter most. Our mission is clear: to be the solutions and the teams behind the best experiences for the world's leading brands, transforming customer service into a powerful tool for business growth and customer satisfaction.

Our promise to you

Foundever is more than just a service provider – we're your strategic partner in navigating the future of CX. By blending human expertise with AI-driven capabilities, we empower your brand to deliver exceptional customer experiences. Our global reach, advanced technological solutions and industry-specific expertise make us the trusted choice for brands looking to stay competitive and customer-focused in today's rapidly changing marketplace.

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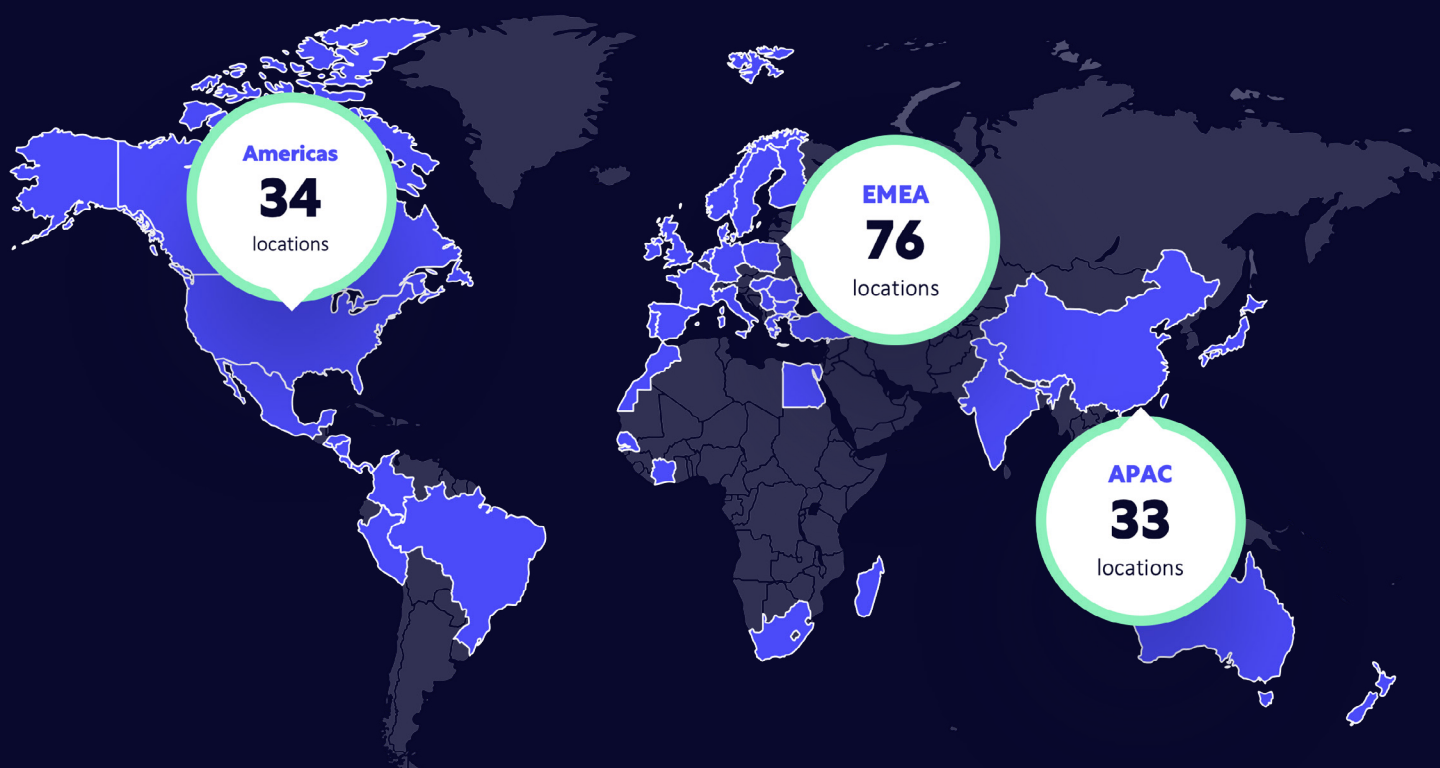
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* Countries are new locations in 2023 and 2024



Diverse
domestic and
near/offshore
locations

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Multilingual
hubs to support
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