



24-7 Intouch Recognized for

2021

Customer Value Leadership

North American Customer Experience

Outsourcing Services Industry

Excellence in Best Practices

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. 24-7 Intouch excels in many of the criteria in the customer experience outsourcing services space.

AWARD CRITERIA	
Business Impact	Customer Impact
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Double-digit Market Growth Anticipated in the Aftermath of the COVID-19 Pandemic

Frost & Sullivan’s independent research reveals that the Customer Experience Outsourcing (CXO) services market in North America attained \$31.19 billion in revenue in 2020, representing a 6.2% increase from

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- Riana Barnard, Best Practices Research Analyst

2019.¹ This performance is significantly stronger than in 2015 to 2019 when the market experienced circa 3.5% growth each year. Social distance limitations during the COVID-19 pandemic caused end-users to get accustomed to distant interactions; therefore, the relationship between brands and consumers will likely continue to be predominantly remote. As a result, Frost & Sullivan analysts expect leading companies to rely increasingly on outsourcing providers. In addition, rapid technological shifts, growing uncertainties, the complexity of managing remote operations, coupled with solid economic growth

anticipated in the United States, will further drive momentum in the marketplace. Hence, Frost & Sullivan foresee double-digit growth in 2021, followed by high single-digit market expansion in 2022, spurring a compound annual growth rate (CAGR) of 6.2% in the CXO services space from 2020 to 2027.

¹ Digitalization and Automation Drive Renewed and High Growth to the Customer Experience Outsourcing Services Market in North America, Forecast to 2027 (Frost & Sullivan, September 2021)

Although the customer experience service provider (CXSP) marketplace is very mature, fragmented, and competitive, the landscape is changing rapidly. The industry is becoming more technology-driven as emerging tools (e.g., the adoption of artificial intelligence [AI], advanced analytics, omnichannel capabilities, natural language processing, and streamlined security) provide the power to create a seamless and effortless CX while significantly reducing costs across front- and back-end operations. Continuous process enhancement and constant innovation play an increasing role in this dynamic market, favoring larger providers (with brand recognition, experience, a client base, and resources) to expand and

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- Sebastian Menutti, Industry Principal, ICT

enhance their solution portfolio’s offering. For this reason, organizations worldwide seek partnering with nimble CXSPs, which can provide agility and speed up time-to-market by putting forward a range of reliable transformation capabilities. With CX becoming the primary factor impacting customer loyalty and, ultimately, turning it into the critical differentiator deciding a business’s fate, companies pay less attention to cost-related variables and focus more on customer-related metrics. Typically, Tier 1 providers

develop remote work platforms, including a comprehensive stock of technology solutions around cloud communications, security, analytics, and employee engagement. Also, business process outsourcing providers tend to establish physical hubs where remote workers can meet for collaboration, training, coaching, or social purposes. Hence, Frost & Sullivan acknowledges that many forward-looking CXSPs invest in digital divisions or innovation departments to reinforce their digital value proposition.

24-7 Intouch Leads Organizations to Transform their CX

Founded in 2000 and headquartered in Winnipeg, Canada, 24-7 Intouch is a global customer experience provider and digitization enabler that delivers value-driven customer services solutions across most industries. Utilizing customizable, cutting-edge technology and leveraging AI-driven business insights, the company provides omnichannel customer care accompanied by brand safety and compliance to create exceptional customer experiences that drive lifetime customer loyalty and increase incremental revenue. Focused on building brand alignment, 24-7 Intouch turns contact centers into imaginative spaces where brand advocates can enrich engagement and positively impact the customer journey. As a forward-looking vendor in the digital economy landscape, 24-7 Intouch targets high-growth clients' practices, processes, and culture to design and develop proprietary technology supporting them as they evolve. The main differentiator is 24-7 Intouch's commitment to innovation; for example, they enable agents to enjoy greater job satisfaction and improve overall team happiness while doing what is suitable for the customer, every time, thus creating an elevated experience for both parties. The customer care company also supports partners' long-term growth by driving team performance and return on investment results aligned with clients' overall strategic goals. Supporting 30 languages (including English, Spanish, French, Portuguese, Mandarin, German, Korean, and Arabic) in nine countries across 25 locations, 24-7 Intouch’s at-home capabilities and 18,000 on-campus team members offer flexibility and scalability, thereby allowing clients to embrace digitization of the CX and diversify their global footprint.

Frost & Sullivan acknowledges that 24-7 Intouch leverages existing and emerging technologies to stay ahead of the curve. With the acceleration of digital transformation and the C-suite demands for swifter growth, 24-7 Intouch continues to add extra value to its digital economy clients. The company's strong performance in this rapidly growing industry has allowed it to scale its programs quickly and successfully across multiple geographies. 24-7 Intouch also increased its global network through development and diversification in Latin America, India, and the Philippines from a fulfillment standpoint. These new locations improved 24-7 Intouch's client offering, resulting in more than 100% growth in India and Honduras. Moreover, the company transitioned many existing clients to blended operations with the right mix of talent, location, and cost to help drive revenue for their businesses.

Combining Smart Technology with Human Touch to Enhance Productivity and Engagement

Pivotal to its success is 24-7 Intouch's technology stack, based on both proprietary and third-party developments. High-value clients require data centralization, task, and interaction automation through self-service wherever possible; however, the capability to drive positive customer outcomes by relying on human agents (implementing intuition, emotional intelligence, and the human touch) is as relevant. Within this context, 24-7 Intouch offers three unique customer service solutions:

- **SIDD** is an AI associate assistant tool that enables customer care teams to handle interactions more efficiently by incorporating digital automation workflow. It interfaces with any email or ticketing system to reduce the amount of back and forth message chatter that often leads to inaccurate and asynchronous messaging. Because SIDD is associate-supervised, it can handle an entire contact session or only part of it (through transactional data collection); thereby, setting the associate up for success in resolving more complex cases to improve customer satisfaction scores. Thus, SIDD moves a percentage of emails and ticket work time into self-service without altering the customer experience.
- **KnoahsARK 360**, a proprietary cloud-based workforce optimization software suite, collects information from every customer interaction for analysis, evaluation, and improvement recommendations. Customizable dashboards, continuously updated and refined, based on real-time feedback from internal teams and clients, provide data that help identify gaps and opportunities for optimizing performance to enhance customer experience at a lower cost. It also features modules for QA and coaching, highlighting areas of need or potential improvement while tracking follow-up actions. As 24-7 Intouch's executive team cultivates a performance-driven culture throughout the company, keeping track of each agent is as crucial as monitoring the whole team.
- **Superpunch**, an employee engagement application tool, streamlines scheduling, payroll and employee communications, performance feedback, and other day-to-day tasks to improve schedule compliance and lower absenteeism. It also allows teams to have real-time interaction, group meetings, and virtual lunches while connecting agents with all 24-7 Intouch's supporting departments, helping to avoid agent isolation and boosting employee experience.

Frost & Sullivan lauds 24-7 Intouch for its commitment to innovation and performance, clearly demonstrated by these advanced digital support solutions.

A Holistic Approach with Well-being at Its Core

Agents are the first line of customer relationships; therefore, a brand's CX ultimately depends on them. Hence, companies must generate the conditions that lead agents to give the best of themselves to provide a superior customer experience. As consumers become comfortable interacting with automated interfaces, live agents increasingly perform more complex tasks and transactions that require unique human capabilities, such as empathy, negotiation skills, different tones of voice, and emotional intelligence. Within this context, having highly emotionally intelligent agents constitute a competitive differentiator. Moreover, without happy agents, it is challenging to achieve satisfactory results for the customer. Agents need to feel empowered and relevant to provide meaningful and memorable experiences for customers. Frost & Sullivan recognizes that 24-7 Intouch value culture as a critical success factor in creating an ecosystem where agents can thrive. Its Intouch@home agent model ensures that employees are connected and supported while working from the comfort of their homes by providing centralized communication hubs and crowd-sourced chat functions where team members can ask real-time questions. The company provides everything agents need for an at-home set up to be successful, such as company-issued computers and hardware, training material, and products from the brand program they are supporting to ensure they are fully immersed in their culture. By enabling virtual private network connectivity and two-factor authentication, 24-7 Intouch guarantees secure data. But most importantly, the company offers packages and resources around health, wellness, and counseling (particularly for those working in high-stress roles). These wellness benefits include free access to certified psychologists and trained coaches, flexible shifts, campus relaxation zones, Yoga and Zumba classes, and mental health training.

Conclusion

The CX landscape is changing rapidly. Organizations across the board realize the importance of delivering excellent customer service as a competitive advantage and differentiator. 24-7 Intouch distinguishes itself as a forward-looking vendor with its blend of at-home and on-campus capabilities that provide flexibility to both partners and team members. As a result, the company reported rock-solid revenue growth during the past four years. Its cutting-edge and customizable technology controls costs and fuels workforce optimization through its commitment to continuous innovation. In addition, a robust feedback management system allows for the measurement of various touchpoints to effectively facilitate the performance of agents and teams to enhance business outcomes. By providing outstanding customer support and consultation, leveraged through technology-driven strategic solutions, the company drives customer loyalty and retention to reap the benefits of digital transformation and, ultimately, accelerate business success.

For its proprietary technology, accompanied by a holistic approach cultivated through visionary thought leadership and deeply rooted in its customer-centric commitment, 24-7 Intouch is recognized with Frost & Sullivan's 2021 North American Customer Value Leadership Award in the customer experience outsourcing services market.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

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, which in turn enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

