

AEC **RECEIVES THE 2023** COMPANY OF THE YEAR AWARD

*Identified as best in class in the Brazilian customer
experience outsourcing services industry*

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. AeC excels in many of the criteria in the customer experience outsourcing services space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Growth Opportunities for the Brazil Customer Experience Outsourcing Services Market

The customer experience (CX) landscape is rapidly evolving and receiving increased attention and funding as organizations realize the importance of excellent customer service as a competitive differentiator. Rapid technological shifts, changing customer demands, growing uncertainties, and the complexity of managing remote operations increase the need for expertise to deliver an optimal CX, driving companies to partner with outsourcing providers. Therefore, service providers must find the perfect mix of people, processes, and technology to provide their clients with reliable and agile transformation capabilities. Vendors must become strategic partners and outline client strategies for all customer lifecycle processes, delivering a holistic value proposition. Moreover, implementing artificial intelligence (AI), advanced analytics, omnichannel capabilities, natural language processing (NLP), and simplified security technologies is crucial in this highly competitive and dynamic industry.¹

¹ Frost Radar™: CX Outsourcing Services in Latin America, 2021 (Frost & Sullivan, January 2022)

To adapt to shifting market conditions, organizations expect constant process improvement and innovation and seek to partner with nimble CX service providers to speed up the time to market. Service providers should expand their service portfolio beyond call center services and include omnichannel engagement, trust and safety, content management, data annotation, digital customer journey design, mobile application development, social media management, and process automation; to stand out in the market and differentiate itself from competitors.² Frost & Sullivan's research forecasts that the Brazilian market will remain relatively stable in revenue in 2022-2028 as companies increasingly outsource CX services.³

AeC: Delivering a Unique Mix of Technology and Human Warmth

Founded in 1992 and headquartered in Belo Horizonte, Minas Gerais, Brazil, AeC is a provider of customer relationship management and business process outsourcing (BPO) services. With a presence in seven Brazilian states and 11 cities, AeC stands out in the CX outsourcing services market for its innovation capabilities and comprehensive portfolio. In 2022, Frost & Sullivan recognized AeC for its constant product development and customer-centric approach and remains impressed with its continuous innovation and sustained leadership.

The company's vision centers on delivering a mix between technology and human warmth, with the stated purpose of providing excellent services powered by automation capabilities and dedicated human capital. AeC positions itself as a strategic partner instead of a service provider, guiding clients' digital transformations to enhance CX for end-users. It connects deep-seated domain and operational knowledge

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**- Sebastian Menutti,
Industry Principal**

with advanced technologies to offer remarkable BPO services. Consumer expectations are growing, and businesses are eager to work with outsourcers to provide their end-users with the best CX possible. AeC's portfolio includes digital solutions, omnichannel customer contact, data management, and home office services. By implementing novel technologies like AI, machine learning (ML), and data analytics in its solutions, the company provides clients with a tailor-made journey to fulfill their demands.

The unique blend of AeC's high-quality services, delivery capability, and competitive pricing is one of its primary differentiators. Its digital platform (Digital AeC) embeds robotic process automation technologies into chat and voice-bot solutions to reduce errors and decrease costs while leveraging human intervention for empathy and customer satisfaction purposes. For instance, Digitech is a tool to help chat agents with semi-automated options allowing more productivity and accuracy. Tá na tela, is a capability that shows users' information on the agent's first screen without needing to look for their records.

² [Customer Experience Outsourcing Services Market in Latin America and the Caribbean, Forecast to 2028 \(Frost & Sullivan, November 2022\)](#)

³ Ibid.

The company has built a strong reputation for assisting clients in their efforts to improve the end-user experience. With AI and data analytics, AeC developed Platform Right to select the most suitable agent for the client depending on the operation profile and combine on-site and online for comprehensive training. Regarding team management, the provider released Vision, an innovative tool that allows managers to supervise agents' performance and provide objective help. Moreover, AeC is constantly upgrading its spin-off company and proprietary technology, Robbyson, a powerful human resources technology platform. Robbyson aims to enhance the human touch of the equation technology/human warmth, increasing engagement and efficiency. The platform works like a game with incentives, such as virtual coins that agents can receive and exchange in a virtual store. Robbyson uses AI to estimate, suggest automatically, and forecast outcomes, enriching agent performance and supporting executives in making decisions backed up by data recollected with ML.

With a legacy of BPO services leadership, the company's compelling value proposition underpins its sustained success. AeC holds a solid position with a diversified client base, serving industry leaders of every market, including four of the top five Brazilian unicorns and two of the top five energy organizations in Brazil. AeC has an interesting mix of industries in its revenue distributed equally in four main sectors: telecommunications, multisector, banking, financial services and insurance, and digital-born companies. In 2022, digital-born businesses such as financial technology, electronic commerce, and mobility represented 33% of the revenue. Frost & Sullivan's independent research shows that born-digital companies will continue to gain market share and provide substantial growth opportunities for CX outsourcers. Forecasting this segment to experience a compound annual growth rate over six times higher than traditional enterprises during the 2021-2028 period and account for close to a quarter of the market in 2028.⁴ AeC's client base and growth strategy establish it to gain market share and sustain its leadership in the CX outsourcing services arena.

Guaranteed Satisfaction through End-to-end Customer Service

With its customer-centric corporate philosophy, AeC operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices. Building strategic partnerships and thoughtful relationships is a top priority for AeC to deliver the best consulting services. The company meets with clients at a pre-sales level to assess their specific needs and develop bespoke solutions based on the maturity and capabilities of the client, with roadmaps for seamless execution. This foundational approach establishes customers' ongoing trust for long-lasting relationships throughout the service lifecycle.

AeC has a strong focus oriented toward the end-user. Hence, it actively designs strategies to offer the technology and innovation required for each industry sector. Post-deployment, the company provides immediate follow-up support (e.g., a project manager officer closely monitors performance during the first 90 days after implementation). Furthermore, AeC conducts biannual client check-ins to ensure high customer satisfaction and incorporates client feedback into future developments.

Real-world Scenarios Driving Continual Service Enhancements

⁴ [Customer Experience Outsourcing Services Market in Latin America and the Caribbean, Forecast to 2028 \(Frost & Sullivan, November 2022\)](#)

AeC identifies cybersecurity, data protection, and data management as significant solution adoption roadblocks. It incorporates industry experts implementing security policies and procedures to enhance customer value. The company acknowledges that offering a complete product portfolio that aligns with broader market trends (e.g., omnichannel customer services, automation capabilities, and tools that address security challenges) is a key differentiator. Therefore, it constantly leverages technology to improve the efficiency and effectiveness of its services, such as automating processes and using data analytics to gain insights into end-users behavior and preferences.

Additionally, the company has a dedicated team of 200 employees focused on the digital agenda regarding backend operations to improve agent performance through powerful technologies (AI, ML, NLP) and deploy solutions to enrich end-users CX. Frost & Sullivan applauds AeC's value performance and capability to stay ahead of market trends and meet its customers' evolving needs.

Positioned for Growth

Since its inception, the company has grown to 43,000 employees. AeC is well-positioned in the market with industry-leading services that provide tremendous value in high-demand sectors. Its brand equity arises in local communities with strong bonds and influential impact. For example, in Campinas Grandes, one in three young people works at AeC. This strategy has resulted in lower turnover and absenteeism and 5,800 promotions in 2022, creating an enjoyable work environment.

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**- Valentina Barcia,
Best Practices Research Analyst**

The company has solid financial fundamentals and is one of the enterprises with the lowest debt leverage in Brazil's CX outsourcing services market. It has a 0.93x debt leverage, which is a financial calque between new debt and earnings before interest, taxes, depreciation, and amortization. Moreover, in 2022, the company generated R\$1.53 billion (\$300 million)⁵ in revenue, a 52% increase from 2021.⁶ Frost & Sullivan recognizes AeC's financial performance recording double-digit growth rates in 2021 and 2022 due to various critical strategic pillars. The company has a balanced mix of technology and human-based solutions and processes and optimized operations to offer better prices while keeping high margins.

Furthermore, the company's flexibility allows it to provide and operate complex and large campaigns of thousands of agents, as well as boutique ones with no more than a dozen associates.⁷ AeC's impressive growth momentum and trajectory are a testament to its leadership, earning its clients' trust and loyalty and enabling it to capture market share.

⁵ <https://wise.com/es/currency-converter/brl-to-usd-rate>. Accessed in February 2023.

⁶ Frost & Sullivan interview with AeC, February 2023.

⁷ Frost Radar™: CX Outsourcing Services in Latin America, 2021 (Frost & Sullivan, January 2022)

Conclusion

Delivering a remarkable customer experience (CX) is now essential for any business that wants to remain competitive. Service providers must be creative to meet their clients' demands for improved CX while effectively reducing costs. AeC distinguishes itself in the CX outsourcing space for its approach blend of technology and human warmth, highlighted by its cutting-edge services with innovative capabilities like its home office solution. Aligning with market trends, the company continuously strives to improve the end-user CX by analyzing customer data, testing new approaches, and making changes to its processes and offerings based on customer feedback. Frost & Sullivan believes AeC has a tremendous growth path for enterprise deployments in leading industry verticals, including telecommunications, banks, media and entertainment, and born-digital companies.

With its strong overall performance, AeC earns Frost & Sullivan's 2023 Brazil Company of the Year Award in the customer experience outsourcing services industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

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

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

