FUSION®
POWER OF HUMAN CONNECT

2025 TECHNOLOGY INNOVATION LEADER

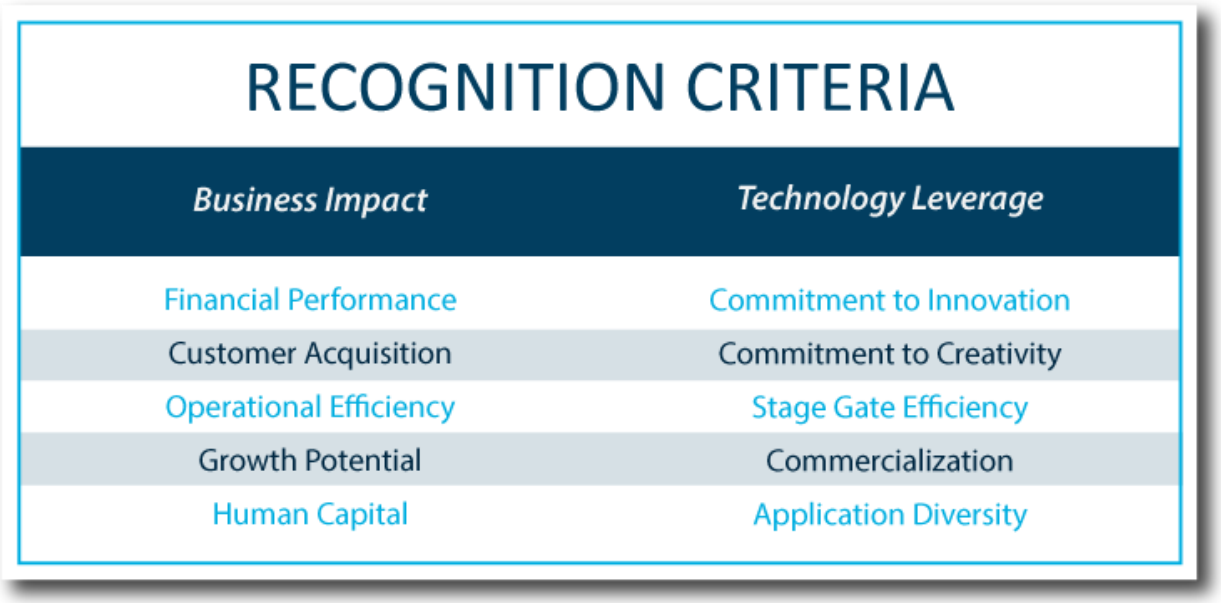
Enhancing Customer Impact Through Powerful Technology Integration

RECOGNIZED FOR BEST PRACTICES IN THE NORTH AMERICAN CUSTOMER EXPERIENCE MANAGEMENT INDUSTRY

FROST & SULLIVAN

Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Fusion CX excels in many of the criteria in the customer experience management space.



The Transformation of the Customer Experience Management Industry

The customer experience management (CXM) industry in North America is undergoing significant transformation. Macroeconomic headwinds and unrealistic expectations surrounding the infusion of generative artificial intelligence (GenAI) into customer experience (CX) are limiting growth for many service providers. Despite these challenges, organizations recognize CX as a critical driver of competitive differentiation, with many opting to outsource to expert third parties to streamline their CX. This shift is propelled by several technological advancements in agent productivity, self-service, knowledge management, quality monitoring, workforce optimization, recruiting, coaching, training, post-call summarization, and more. However, the industry's evolution transcends technology, requiring companies to balance automation with a human touch to preserve and enhance customer satisfaction.

As organizations increasingly seek to achieve measurable business outcomes, CX providers have transitioned from traditional call center operations to become comprehensive system integrators and strategic partners. This evolution aligns pricing discussions with performance-based metrics, focusing on the tangible results that providers deliver. The rise of nearshore and offshore delivery models reflects the growing demand for cost-effective yet high-quality CX services.

The increasing complexity of CX tasks requires providers to invest in continuous agent training and development. By equipping employees with the skills needed to handle nuanced customer interactions, companies enhance CX delivery and improve employee retention and satisfaction. Moreover, vertical-specific trends are shaping the CXM landscape. While the telecommunications (telecom) sector

experiences gradual revenue contraction due to automation, high-growth verticals like born-digital companies, eCommerce, and fintech offer substantial opportunities.

Although the industry is experiencing modest growth (0.5% in 2023, according to Frost & Sullivan independent research),[1] market leaders continue to outperform expectations by leveraging innovative strategies and technology. Revenue projections for the CXM industry in North America indicate a steady increase, with total revenue reaching approximately $36 billion by 2029.[2]

Fusion CX: Driving Innovation and Excellence

Fusion CX revolutionizes the CXM industry through its focus on innovation, technology-driven solutions, and operational agility. Founded in 2004 and headquartered in Norcross, Georgia, the company operates across 40 centers in 15 countries, supporting over 25 languages with a workforce of more than 20,000. In the rapidly evolving CX landscape, maintaining quality while maximizing productivity presents continuous challenges in contact centers. Traditional quality assurance (QA) methods often struggle to keep pace with business demands, leading to inefficiencies in auditing, feedback, and performance monitoring. Ensuring fairness and accuracy in evaluations also poses significant challenges for QA teams. Fusion CX addresses these issues with its AI-powered Quality Monitoring System (AIQMS). This system enables real-time monitoring of voice calls, emails, and chats when integrated with telephony systems, or it can analyze interactions offline. AIQMS supports bulk processing for efficient quality monitoring, delivering significant improvements in engagements.

> *"Arya, Fusion CX's GenAI-powered digital assistant, exemplifies its commitment to innovation. This advanced system delivers real-time, AI-driven feedback to employees, significantly enhancing performance and productivity. Arya serves as an agent, trainer, and quality assurance (QA) assistant while integrating seamlessly with existing technologies."*
>
> ***- Ain Sarah Aishah***
> ***Best Practices Research Analyst***

Arya, Fusion CX's GenAI-powered digital assistant, exemplifies its commitment to innovation. This advanced system delivers real-time, AI-driven feedback to employees, significantly enhancing performance and productivity. Arya serves as an agent, trainer, and QA assistant while integrating seamlessly with existing technologies. This innovation reduces manual workloads and allows human agents to focus on high-value and complex interactions, improving customer satisfaction.

Arya demonstrates its versatility through five distinct personas, each designed to enhance various operational aspects and is available in more than 30 languages:

- **Quality Auditor**: Analyzes interactions between agents and clients, assessing compliance, communication skills, and expertise to identify key areas for enhancement that improve quality standards.
- **Voice of Customer (VoC)**: Leverages customer feedback and predictive analytics to deliver concise and insightful summaries of customer interactions. By automatically aggregating and analyzing data that would otherwise require extensive manual effort, VoC provides valuable insights from

[1] Customer Experience Management in North America, Forecast to 2029 (Frost & Sullivan, October 2024)
[2] Ibid.

customer feedback collected during processes where Arya is deployed. This enhances understanding of customer needs and improves decision-making.

- **Digital Cockpit**: Provides real-time dashboards and reports, streamlining operations by forecasting critical metrics such as Customer Satisfaction and Net Promoter Scores (NPS). It efficiently allocates resources to meet operational priorities. The insight layer of Digital Cockpit enables deep dives into captured data, allowing team members to view leaderboards, track performance, and gauge progress. This functionality empowers management to make data-driven decisions, optimizing team and individual performance across the board.
- **Coach**: Offers personalized guidance on process knowledge, communication, pronunciation, and tone, enhancing agent interactions and customer relationships. Additionally, GenAI automates the creation and scoring of process knowledge tests, streamlining training and assessment.
- **Co-Pilot**: Integrates with customer relationship management and interactive voice response systems to simplify workflows through automation and support agents through standard operating procedures, enhancing interaction efficiency.

Typical benefits of AIQMS include:

9.49% Reduction in Average Handle Time	**20%** Increase in Revenue Sales Per Call	**18+** Languages Supported
18% Increase in Conversions	**17%** Increase in NPS	**7,000+** Number of Users

Additionally, Fusion CX's marketing AI suite (Connect, Engage, and Social Listening) provides businesses with actionable insights and streamlined customer interaction capabilities. Connect synthesizes data from various sources, Engage ensures automatic responses aligned with a brand's voice, and Social Listening delivers real-time dashboards based on social data.[3] Leveraging AI-driven analytics, the company enables clients to anticipate customer needs and create personalized experiences with precision. The personalization and recommendations engine is a bespoke solution that allows marketers to integrate customer behavior, choose parameters, personalize campaigns and offer cross-sell recommendations.

Fusion CX's innovative approach addresses client demands through multilingual capabilities and cultural alignment. Its extensive network in Latin America, with centers in Belize, Colombia, Jamaica, and Mexico, leverages nearshore delivery benefits while serving Spanish-speaking populations. This linguistic expertise is particularly impactful in healthcare, where clear and culturally relevant communication improves patient engagement and satisfaction. By embedding multilingual and culturally aware services into its delivery model, Fusion CX ensures strong customer connections and superior outcomes.

Furthermore, Fusion CX fosters trust and accountability by providing clients with real-time performance data, ensuring its operations teams remain responsive and effective. Developed with Omind, the company's products enhance its ability to deliver cost-effective solutions without reliance on external

[3] Frost & Sullivan's Interview with Fusion CX (December 2024)

vendors. This technological independence enables the company to integrate tools such as its marketing AI suite, voice bots, and chatbots seamlessly and affordably. By consistently adopting a future-proof value proposition rooted in flexibility, innovation, and customer-centric strategies, Fusion CX empowers clients to navigate industry shifts with confidence and resilience.

Case study: Telaid

Fusion CX's partnership with Telaid, a $350M technology integration company, highlights its ability to deliver financial and operational impact. Telaid sought a strategic partner to provide flexible, cost-effective solutions for service and project management. Fusion CX addresses these needs through tiered-based Information Technology Help Desk support, centralized project management, and an operational maturity model focused on people, processes, and business strategy. This partnership led to $1.4 million (M) to $1.7M in annual cost savings and an 8% to 15% yearly cost differential value.[4] Moreover, Fusion CX contributed $15.9M to Telaid's $25M revenue growth from 2022 to 2023 while increasing its outsourced business share by 36% within four years.[5] By delivering seven out of 11 technology lifecycle solutions, Fusion CX showcases its comprehensive service offerings and ability to adapt to diverse client needs.

"By utilizing Fusion to support us with onsite project support, it opens capacity in the PMO, and who couldn't use more time in their day to bill and manage project end dates!"

- Lindsay Pignataro, Director of Project Management Office at Telaid

"The addition of the Fusion team has helped our overall call stats and CSAT scores tremendously compared to what we were seeing previously."

- Remote Asset Tracking and Management Vendor

Frost & Sullivan acknowledges Fusion CX's integration of cutting-edge technology, cultural expertise, and operational transparency. By aligning its strategies with client goals and emerging market trends, the company delivers impactful solutions consistently, solidifying its reputation as a trusted partner in elevating customer engagement and operational efficiency.

Strategic Partnerships for Sustained Success

Fusion CX distinguishes itself by fostering long-term, value-driven client partnerships that emphasize advancement and innovation. This commitment is evident in the company's shift from the industry norm of one-year contracts to multi-year agreements. This strategic move addresses customer skepticism and demonstrates its dedication to transformative partnerships. By positioning itself as a partner that delivers sustained value over time, Fusion CX redefines what it means to be a trusted partner in the CX industry.

A notable example of Fusion CX's long-term partnerships is its over a decade-long collaboration with Docusign, which reflects a commitment to transforming early-stage engagements into lasting strategic collaborations. The company supported Docusign throughout its growth, providing tailored solutions that align with its evolving needs. This early partnership evolved into a strategic collaboration, with Fusion CX

[4] Fusion CX's Telaid's Case Study PDF (2024)

[5] Ibid

establishing relationships at the highest executive levels. This achievement highlights the company's expertise in supporting clients through significant growth phases.

Fusion CX's success also lies in its deep understanding of customer priorities. Its long-standing partnership with AT&T exemplifies this strength, reflecting its broader commitment to innovation and transformative client solutions. The company adapts to AT&T's internal goals and challenges with precision. This understanding enables Fusion CX to go beyond traditional service offerings, solidifying its reputation for delivering transformative solutions tailored to its clients' specific contexts.

> *"Its commitment to trust and accountability is highlighted through its collaboration with cutting-edge providers in accent harmonization technology. By integrating voice accent harmonization, Fusion CX enhances communication inclusivity, enabling clients to equip their voice-based workforce with this technology to improve customer experiences and performance metrics."*
>
> ***- Sebastian Menutti***
> ***Research Director, Customer Experience***

Furthermore, Fusion CX's expertise in addressing industry-specific challenges highlights its client-centric approach. In healthcare, it bridges the gap between traditional communication methods and the demands of modern omnichannel consumerism, empowering providers to integrate call, web, chat, and social media channels. This transformation enables healthcare organizations to adapt to evolving customer expectations. Similarly, in retail, the company's proactive problem-solving capabilities quickly identify additional opportunities for distributor support, email automation, and regional expansion.

Collaborations with technology leaders in the enterprise large language model (LLM) space bolster its leadership in voice automation. Fusion CX's voice bot solutions use LLMs and enterprise system connectivity to provide cohesive, human-like interactions. Fusion CX has piloted these solutions for high-volume and less complex use cases such as collections, appointment setting, and lead generation, showcasing its advanced approach.

Fusion CX exemplifies operational excellence with its ability to scale while maintaining transparency, providing clients with real-time performance data. Its commitment to trust and accountability is highlighted through its collaboration with cutting-edge providers in accent harmonization technology. By integrating voice accent harmonization, Fusion CX enhances communication inclusivity, enabling clients to equip their voice-based workforce with this technology to improve customer experiences and performance metrics. Additionally, the company incorporates noise cancellation software as a built-in feature in this product, further enhancing communication quality. Through these proactive measures, Fusion CX aligns its operations with values of diversity and accessibility, underscoring its dedication to innovation and social responsibility.

Frost & Sullivan commends Fusion CX for its exemplary approach to long-term partnerships and technological innovation. The company delivers measurable value consistently by transforming client relationships into strategic collaborations and aligning its expertise with evolving industry demands. Its commitment to addressing client challenges, fostering scalability, and leveraging advanced technologies underscores its operational excellence.

Operational Efficiency, Diversity, and Financial Success

Fusion CX's operational excellence underpins its success. The company's AI-powered platform, Semantify, revolutionizes the hiring process by using intelligent pre-hiring assessments and evaluations to identify the most qualified candidates efficiently and objectively. By utilizing data-driven insights, the platform helps organizations identify the best fit for their needs, enhancing team dynamics and boosting overall performance. Semantify's customizable assessments align with specific job requirements, while its bias-free evaluations foster fairness in recruitment. This innovative approach reduces time-to-hire, enhances decision-making, and supports seamless alignment between recruitment outcomes and business goals.

Fusion CX's organizational culture mirrors this operational efficiency, celebrating diversity and inclusion. It fosters a work environment that is accepting of individuals from all backgrounds. With a workforce spanning nine countries and encompassing various ethnicities, genders, and cultures, the company places a strong emphasis on gender equality, racial inclusivity, and cultural acceptance. This diversity enhances the company's ability to cater to a broad range of clients and markets, providing more tailored and culturally aware solutions. Fusion CX ensures equal opportunities through inclusive hiring practices and strategic initiatives, which enable it to build diverse and high-performing teams.

Fusion CX's proactive client engagement further enhances its operational excellence. The company prioritizes educating clients on modern practices and best-in-class systems, empowering them to adopt advanced systems that drive measurable improvements. Its commitment to mutual understanding strengthens relationships and positions it as an essential partner in achieving long-term client goals. By embedding this approach into its operations, Fusion CX ensures its value extends beyond service delivery to becoming an integral part of its clients' strategic visions.

The company's financial performance reflects the strength of its strategies and operational model. Fusion CX's revenue growth from $140 million in 2023 to a projected $209 million in 2025 represents a 25% compound annual growth rate, significantly outpacing industry averages.[6] Targeted acquisitions drive this growth, with strategic deals expected to increase telecom sector revenue from $23 million to approximately $60 million.[7] These acquisitions enhance top-line growth and improve profitability by 7% to 8% post-integration, showcasing the company's ability to execute value-driven strategies.[8]

The company's financial acumen extends to its resilience in navigating market challenges. Fusion CX maintains a diversified portfolio and strategically targets high-growth sectors such as healthcare, telecom, and travel to ensure long-term sustainability while consistently delivering value to stakeholders. This balanced approach combines strategic investments with careful resource allocation, reinforcing its position as a leader in CXM and market growth.

Frost & Sullivan applauds Fusion CX for its exceptional operational excellence, which integrates advanced technology, inclusive culture, and financial acumen seamlessly. With people-oriented strategies and impressive financial performance, the company exemplifies a forward-thinking approach that drives sustained growth, operational efficiency, and measurable success.

[6] Frost & Sullivan's Interview with Fusion CX (December 2024)
[7] Ibid.
[8] Ibid.

Conclusion

Fusion CX's innovative and customer-centric approach solidifies its position as a rising star in the customer experience management (CXM) industry. With cutting-edge technology, operational agility, and a commitment to long-term client relationships, it consistently delivers transformative solutions that meet the evolving demands of the market. Through strategic collaborations and AI-driven solutions, the company enhances operational efficiency and empowers its clients to achieve sustained growth. Its focus on scalability, diversity, and financial success underscores the company's resilience and forward-thinking strategies. As the CXM industry continues to evolve, Fusion CX remains a trusted partner, pioneering future technological advancements.

For its strong overall performance, Fusion CX is recognized with Frost & Sullivan's 2025 North American Technology Innovation Leadership Recognition in the CXM industry.

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What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Technology Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, 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: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

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 Generator™

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

Learn more.

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:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

