Cari AI
Inteligencia Artificial

2025 COMPANY OF THE YEAR

Driving impact across the customer value chain

RECOGNIZED FOR BEST PRACTICES IN THE LATIN AMERICAN INTELLIGENT VIRTUAL AGENT INDUSTRY

FROST & SULLIVAN

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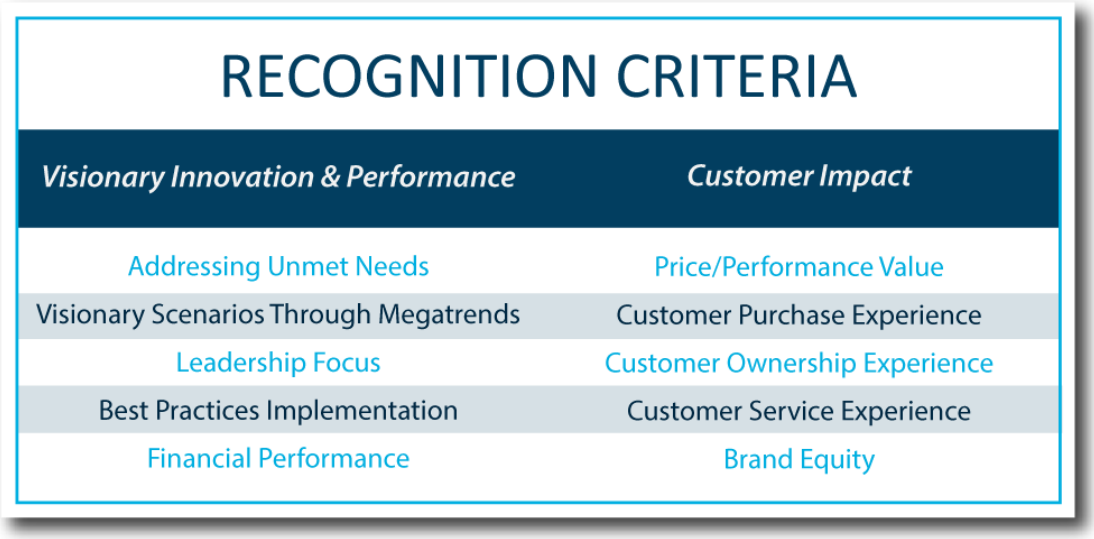
Best Practices Criteria for World-class Performance

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. Cari AI excels in many of the criteria in the intelligent virtual agent space.



The Transformation of the Intelligent Virtual Agent Industry

As innovation in customer experience (CX) platforms accelerates, customer satisfaction is paradoxically declining. According to the Institute of Customer Service, many artificial intelligence (AI) implementations have prioritized cost-cutting over enhancing the CX. This approach is understandable: given that 80 to 90% of customer service costs are tied to labor, AI-driven automation and self-service offer massive savings. In Latin America, some organizations have already reduced agent headcount by 10 to 20%.[1] This efficiency-first mindset, however, often leaves customers frustrated, revealing an important opportunity: to shift the focus from cost reduction to experience enhancement. Compounding the challenge, economic uncertainty has tightened budgets, forcing organizations to be cautious with investments, slowing innovation and transformation. Yet, the demand for AI solutions purpose-built for CX is growing. Businesses are seeking domain-specific, secure, and scalable AI tools that go beyond automation. Generative AI and large language models are redefining what is possible by empowering agents with intelligent tools that automate routine tasks and free them to focus on complex, high-value interactions. The future of CX lies in AI that enhances (not replaces) the human touch.

Lines are blurring among contact center solutions, customer relationship management (CRM), messaging platforms, and other solutions for engaging end users. While all these converge, competition among providers expands and intensifies simultaneously. The fight for the agent desktop has intensified, as all competitors want customers to use theirs and to integrate third-party solutions.

[1] *Frost Radar™: Customer Experience Platforms in Latin America, 2025* (Frost & Sullivan, August 2025)

To remain competitive, CX platform providers must enable transformation through automation and AI while reducing costs for clients. While this approach may occasionally reduce contact center seats in voice-centric organizations, it more often increases share of wallet and strengthens customer ties, allowing forward-looking providers to boost average ticket size and forge deeper partnerships around CX transformation. As CX becomes a key differentiator in the competitive landscape, organizations across Latin America are stepping up by delivering seamless, personalized, and memorable customer journeys.

The demand for superior CX is fueling sustained market expansion and unlocking new growth opportunities. Workforce optimization, Workforce engagement management, and advanced analytics solutions are gaining traction, particularly among large enterprises in the banking, financial services, insurance and retail sectors, as companies prioritize employee experience for on-site and remote agents, while crafting hyper-personalized customer interactions.

Cloud-based contact center as a service (CCaaS) adoption varies across the region, but countries with historically lower penetration are rapidly catching up. Mexico, Peru, Ecuador, and Paraguay are leading the growth, while Chile, Colombia, Brazil, and parts of Central America and the Caribbean exhibit slower growth because their adoption rates were already high. Overall, Frost & Sullivan projects the Latin American CCaaS market to grow at a robust 16.9% compound annual growth rate from $396 million in 2024 to $864.6 million in 2029.[2]

Cari AI: Innovation in Conversational Artificial Intelligence

Founded in 2014 and headquartered in Popayán, Colombia, Cari AI is a leading Latin American company that specializes in developing AI-powered customer service solutions. It emerged from an entrepreneurial initiative led by Henry Fernández and a multidisciplinary team, serving clients across sectors like health, finance, retail, and business process outsourcing (BPO) through a software-as-a-service model.

Cari AI builds and delivers advanced virtual assistants, including chatbots, voicebots, and AI agents, leveraging in-house conversational engines for natural language understanding. Since 2015, the company has expanded its footprint to multiple Latin American countries like Mexico, Argentina, and Peru.

Driving AI-Powered Transformation Through Visionary Leadership and Best Practices

Companies across Latin America face significant pressure to reduce operational costs while maintaining high-quality CX. Many seek to automate key processes such as product sales, collections, and customer support. In addition to cost optimization, a growing number of organizations aim to differentiate themselves through the adoption of advanced technologies like artificial intelligence. Cari AI addresses both priorities by delivering innovative solutions that generate measurable impact for its clients.

The company highlights omnichannel capabilities as a core competitive advantage. While the industry often misuses the term by equating it with simple connections between two channels, Cari AI integrates more than 15 communication channels (voice, email, and web apps) into a single cohesive platform.[3] This unified approach enables organizations to execute a consistent communication strategy across all customer touchpoints.

[2] Ibid.
[3] Frost & Sullivan's Best Practices Research Interview of Cari AI (August 2025)

Another strength lies in the team's extensive experience in the customer experience and technology sectors. Many team members have decades of expertise, allowing them to quickly identify and address clients' real pain points rather than focusing solely on selling technology. By combining this knowledge with generative AI and intent-recognition methodologies, Cari AI delivers tailored solutions that yield measurable results, aligning with each client's strategic objectives.

Cari AI implements advanced voicebots to support sales, payment negotiations, and complex collections processes. These bots can understand natural customer interactions through both text and voice. By integrating directly with CRM systems, the bots follow real-time service rules defined by the CRM, enabling tailored responses based on factors such as sales type, outstanding debt, or negotiation requirements.

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- Marcos Ainchil,
Best Practices Analyst

In addition, the company launched virtual agents in early 2025 that significantly expanded automation capabilities. These agents can absorb extensive technical information, including manuals, operating procedures, and product documentation, and deliver precise, context-aware answers to user queries. Configurable personalities and rule-based behaviors allow them to simulate the interactions of trained human agents.

Cari AI leverages its advanced capabilities in voice and conversational AI to address client needs without compromise. The company modernizes legacy interactive voice response systems into intelligent, conversational bots, enabling clients to automate complex processes like diagnostics, customer support, and payment collections. These virtual agents achieve higher performance than human operators in specific use cases, delivering increased conversion rates at reduced costs (e.g., improving promise-to-pay rates by 35% at 25% of the typical human cost).[4]

Cari AI explores new opportunities by engaging with diverse clients across multiple industries rather than limiting its focus to a single vertical. This approach allows the company to identify specific use cases with strong market demand. The most common involve automating sales, improving collections and payment recovery, and enhancing customer service.

From its inception, Cari AI has built its identity around artificial intelligence. The company adopted the name in 2014, long before the current explosion of AI adoption. Even then, its vision centered on transforming customer service through AI, despite the limitations of the technology at that time. This vision has evolved into a broader purpose: enabling virtual agents to perform more effectively than human agents, delivering higher efficiency and precision.

[4] Frost & Sullivan's Best Practices Research Interview of Cari AI (August 2025)

Cari AI considers human talent the foundation of its leadership strategy. In 2025, the company earned its Great Place to Work certification, demonstrating high employee satisfaction and strong workplace culture. Leadership efforts focus on keeping the team motivated and committed, which in turn strengthens long-term client relationships. Many consultants and customer success managers have remained with the company for years, creating deep trust with clients who feel comfortable sharing their challenges. This dynamic enables Cari AI to design solutions that directly address customer needs while fostering lasting partnerships.

The company also invests heavily in research and development. Innovations include advancements in neural text-to-speech, optical character recognition capable of processing virtually any type of document, and biometric technologies responding to client demand. By continuously expanding technical capabilities and scaling its workforce, growing staff by 25% since 2024 and actively hiring in Mexico and Colombia, Cari AI reinforces its leadership position and ability to innovate at pace with market needs.[5]

Cari AI views talent as a core driver of success, prioritizing acquisition and long-term development. The company partners with universities in Mexico and Colombia to attract young professionals through programs like professional residencies, offering students hands-on experience while supporting operations. High performers often transition to full-time roles, ensuring a steady pipeline of skilled employees. Internally, Cari AI encourages mobility, promoting staff into development and management positions before seeking external hires. Complementing these growth opportunities, the company invests in engagement and recognition initiatives (e.g., celebrating milestones, hosting family-oriented events, and offering thoughtful rewards) that foster satisfaction, loyalty, and a positive workplace culture, ultimately strengthening retention and performance.

Cari AI drives future growth through a combination of geographic expansion and technological innovation. The company maintains strong operations in Colombia and Mexico while actively developing projects in countries such as Peru, Chile, Argentina, Panama, and Barbados. To support this expansion, Cari AI invests in its commercial teams, ensuring broader market coverage and client engagement.

Cari AI continually identifies opportunities to enhance existing systems and deploy AI solutions that deliver measurable business outcomes. By combining robust technology, attentive client support, and efficient implementation, the company positions itself to sustain growth and capture new market opportunities, even as competition in AI solutions intensifies.

Strong Financial Performance and Value-Driven Operations

Cari AI has demonstrated strong financial growth since 2024. As of July 2025, the company reports a year-over-year revenue increase of 40.3% compared with the same period in 2024.[6] Operating expenses rose by 23% due to company expansion, but this growth translated into nearly a 200% increase in operating profit.[7] Earnings before interest, taxes, depreciation, and amortization currently stand at 18%, with

[5] Ibid.
[6] Frost & Sullivan's Best Practices Research Interview of Cari AI (August 2025)
[7] Ibid.

projections to exceed 25% by 2025 year-end, reflecting both operational efficiency and strategic cost management.[8]

This cost efficiency extends to human resources and technology investments, enabling Cari AI to negotiate favorable contracts with providers of hosting, voice technology, and text-to-speech services. These arrangements allow the company to deliver advanced solutions at competitive prices, ensuring strong margins while maintaining affordability for clients in Latin America.

Systematic growth since 2020 has also strengthened Cari AI's consulting capabilities, enabling closer collaboration on client projects and supporting the acquisition of numerous new clients.

Cari AI's growth and operational stability stem from both organic client expansion and a disciplined financial model. On average, clients increase their usage by 10–15% year-over-year, driven by Cari AI's proactive recommendations and value-added ideas.[9] This consistent engagement not only enhances client outcomes but also strengthens the company's recurring revenue base.

Unlike many competitors who prioritize rapid sales growth over operational results, often relying on external investment and facing financial instability, Cari AI maintains a financially healthy position with zero debt, no external investors, and strong cash reserves. This independence provides the company with exceptional flexibility to make strategic decisions without external pressure. Consequently, Cari AI can focus on sustainable growth, superior client service, and long-term market presence, rather than short-term funding cycles or investor demands.

Exceptional Customer Experience and Engagement

Cari AI strengthens customer experience by focusing on measurable business outcomes rather than traditional operational reports. While most platforms provide metrics such as call volumes or agent handling times, the company emphasizes "objective reports" that align directly with client goals.

The company customizes each objective report to the client's unique priorities, reflecting the different strategies and focus areas existing even within the same industry. Cari AI works closely with clients to define these objectives, offering guidance with undefined goals. The company evaluates bots against these business outcomes, and if they fail to meet targets, it considers them ineffective regardless of interaction volume.

The company also prioritizes continuous feedback and satisfaction measurements. Clients regularly evaluate Cari AI's performance through surveys across sales presentations, support, and implementation. These efforts have resulted in a Net Promoter Score of 79%, significantly above industry averages.[10] A dedicated customer success team maintains close relationships with clients, ensuring fast response times and a deep understanding of their challenges. This proximity drives strong satisfaction levels and long-term loyalty.

Cari AI identifies and engages with key decision-makers through a structured, multi-stage sales approach. Initially, the company interacts directly with business owners or product leaders (the directors of sales,

[8] Ibid.
[9] Ibid.
[10] Frost & Sullivan's Best Practices Research Interview of Cari AI (August 2025)

collections, or customer service) who define operational goals such as increasing sales, improving collections, or reducing service costs. These individuals act as the primary buyer personas for Cari AI's solutions.

Following this stage, the company works closely with operational teams to conduct trials, demos, and evaluations, ensuring that the solution meets real-world requirements. Once the operational team validates the approach, it engages the procurement function to finalize implementation.

Cari AI also partners with major BPOs and contact centers across Latin America, such as Konecta, Atento, Telvista, TKM, and Intelcia. These clients value Cari AI's flexibility in adapting setups, pricing models, and implementation timelines to align with their revenue structures. By prioritizing client needs and operational agility, Cari AI establishes strong, long-term relationships while maintaining its competitive edge.

Cari AI actively leverages client success stories to demonstrate the impact of its solutions. The company regularly showcases these cases during events and webinars, providing opportunities for clients to share their experiences directly.

Notable examples include projects with major clients such as COMEX, with 15,000 points of sale in Mexico, and a leading BPO managing portabilities for one of Mexico's largest telecommunications providers.[11] In these cases, Cari AI's voice bots and automation platforms handle high-volume, complex processes, such as 100,000 monthly portabilities, achieving significant efficiency and operational improvements.[12]

The company emphasizes transparency and authenticity by offering direct client references when appropriate, allowing prospects and stakeholders to hear firsthand how Cari AI solutions drive measurable results. This approach reinforces trust, credibility, and the tangible business value of its technology in real-world settings.

Cari AI exercises close, personalized client engagement, reflecting both its customer-centric philosophy and understanding of regional business practices. In Latin America, for example, clients often prefer direct, real-time communication like WhatsApp groups, alongside traditional tickets and email follow-ups. The team readily participates in these informal channels, ensuring prompt responses from project managers, support staff, or development personnel. This approach fosters trust, responsiveness, and client confidence.

While direct personal contact may be less common in markets like the US, adapting to local expectations has been key to Cari AI's success in Latin America. The company is now exploring expansion into Europe and the US, targeting Latino-led enterprises and piloting projects with localized bots. Cari AI's strategy combines technological excellence with a deep understanding of client culture, enabling it to deliver solutions that are both effective and highly accessible.

[11] Frost & Sullivan's Best Practices Research Interview of Cari AI (August 2025)
[12] Ibid.

> *"Cari AI also partners with major BPOs and contact centers across Latin America, such as Konecta, Atento, Telvista, TKM, and Intelcia. These clients value Cari AI's flexibility in adapting setups, pricing models, and implementation timelines to align with their revenue structures. By prioritizing client needs and operational agility, Cari AI establishes strong, long-term relationships while maintaining its competitive edge."*
>
> ***- Sebastian Menutti, Industry Director***

Cari AI's client retention reflects the company's agility, trust, and proximity to its customers. While price can influence initial decisions, clients often return after experiencing the limitations of larger, less flexible competitors.

Low churn rates underpin this approach, with the company reporting less than 3% in 2024 among direct clients.[13] Even when clients purchase through outsourced channels or competitive bids, the majority continue to rely on Cari AI for their core operations. By combining advanced technology with close, adaptable support tailored to each client's operational model, Cari AI maintains exceptional loyalty and long-term partnerships.

Building Brand Equity through AI-Driven Solutions and Strategic Engagement

Cari AI links brand development closely with marketing initiatives to enhance visibility and strengthen corporate image. The company recently appointed a new marketing director and a content director, resulting in more consistent and engaging communication across social media channels, including Instagram, Facebook, LinkedIn, and Google. The brand is also preparing a website rebranding to further elevate its market presence.

Cari AI regularly hosts webinars and client events to promote its solutions and engage audiences. Monthly webinars attract substantial participation, with recent sessions drawing around 160 attendees.[14] In September 2025, the company will participate in a gathering in Bogotá at the Hilton to host approximately 300 clients and prospects.[15] These initiatives not only showcase the company's offerings but also reinforce brand recognition.

Through consistent marketing, high-value content, and active engagement, Cari AI has strengthened brand awareness and familiarity within its markets, gradually positioning itself as a well-known and trusted name in customer experience and AI-driven automation.

EPS Sanitas and Cari AI: A Model for Digital Health Transformation

EPS Sanitas is one of the largest Health Promoting Entities in Colombia, serving 4.3 million contributory regime members and 1.4 million subsidized members, totaling 5.7 million individuals nationally.[16] EPS Sanitas launched a strategic project to redesign the member service access model. An interdisciplinary team led by commercial and improvement management developed a new service channel via an AI-powered chatbot. The goal was to address member coverage needs, optimize routine processes, and improve operational efficiency.

[13] Ibid.
[14] Frost & Sullivan's Best Practices Research Interview of Cari AI (August 2025)
[15] Ibid.
[16] https://site.cariai.com/caso-de-exito-ana-maria/

The company deployed Ana María, an intelligent virtual assistant, on WhatsApp on February 4, 2020, to handle scheduling, consultation, cancellation, and rescheduling of medical appointments. The chatbot proved crucial during the COVID-19 pandemic, maintaining service continuity while achieving a first-contact resolution rate of 99.9% and human agent escalation of only 4%.[17]

"The impact of the chatbot has been positive. The pandemic reinvented all organizations and accelerated everything related to artificial intelligence. We have been able to design digital channels aligned with the service needs of our members."

— Carlos Bernal, Director of Non-Presential Channels, EPS Sanitas

The continuous collaboration between EPS Sanitas and Cari AI has strengthened the service with new functionalities, covering appointment management, authorizations, certificates, results delivery, contact updates, office locations, medical directories, complaints, and urgent care requests. Users can now interact via chat, voice call, or video call, significantly enhancing accessibility and satisfaction.

AI-Driven Merchant Support: The Success of CredibanCo's Virtual Assistant

CredibanCo transformed its merchant support by implementing Cari AI's intelligent virtual assistant, enhancing both technical support and sales across a large merchant network. The company faced significant challenges with fully manual operations that relied on phone-based agents, creating rising costs as the user base expanded. Merchants demanded faster, more effective service and innovative payment models, while CredibanCo needed to improve operational efficiency without increasing investment. The company also set goals to ensure 24/7 availability, implement AI-driven support channels integrated with CRM and robotic technologies, and measure merchant satisfaction consistently at key moments of truth.

To address these needs, CredibanCo adopted a customer-centric operational model and launched a WhatsApp channel supported by Cari AI. The virtual assistant, PABLO, manages inquiries and support issues around the clock using AI and natural language understanding. PABLO provides first-level technical support for payment terminals, processes documentation requests and transaction inquiries, delivers account status updates, balances, product information, and promotions, and assists mobile technicians with daily route updates and client notifications.

"Pablo addressed our need to provide a differentiated service and improve the customer experience through the Contact Center. It arrived at a very timely moment, during a period of change and digital transformation that CredibanCo has been undergoing for the past five years."

— María Isabel López, Operations Manager

The initiative quickly delivered measurable benefits. Digital interactions surged from 4,000 in 2020 to 42,978 by December 2021, while WhatsApp penetration reached 33% in early 2022.[18] Operational efficiencies surpassed $150,000 USD in the first year.[19] PABLO resolved 84% of queries through digital channels, achieved 85% customer satisfaction, and reduced transfers to human agents by 80%, improving both response times and operational efficiency.[20] The assistant has since become one of CredibanCo's

[17] Ibid.
[18] https://site.cariai.com/credibanco-caso-de-exito/
[19] Ibid.
[20] Ibid.

most critical and widely used service channels, optimizing processes, resource allocation, and the overall merchant experience.

Conclusion

Cari AI has established itself as a regional leader by combining technological innovation, financial strength, and a customer-first philosophy. The company consistently delivers measurable business outcomes, modernizes legacy systems, and provides scalable artificial intelligence-powered solutions across industries. Its disciplined financial model, with zero debt and strong cash reserves, ensures sustainable growth and long-term market stability. By maintaining exceptional client satisfaction, fostering lasting partnerships, and investing heavily in research and talent development, Cari AI demonstrates both vision and execution.

With its strong overall performance, Cari AI earns Frost & Sullivan's 2025 Latin American Company of the Year Recognition in the intelligent virtual agent industry.

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

Frost & Sullivan's Company of the Year 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 Company of the Year Recognition, 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 to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

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

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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)

