

[24]7.ai BPO Solutions

BPO Market Trends

“Customer experience is more important than ever- yet it has never been more challenging as companies face a perfect storm of increasing call volumes, talent shortages, and rising customer expectations.”

– McKinsey

A McKinsey survey conducted to identify the increased post-pandemic complexities in agent services, stated that Customer Care leaders has mentioned the following as key challenges:

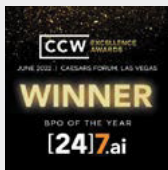
- Enhancing agent experience
- Building training excellence to help agents meet the complex queries and drive overall performance.
- Data analytics and BI involved strategies to identify gaps and help leaders in process excellence to enhance CX.
- Increase focus on service strategies that involve agents as the prime focus, while building the CX ecosystem.

[24]7.ai Offerings

With a prime focus on human involvement to provide contact center support, [24]7.ai reimagines the contact center ecosystem by building an integrated employee experience spread across various geographies. The same is designed by embedding organizational strategies, knowledge sharing, and exchange models, training and service excellence, and tech enablement to build a future-ready CX ecosystem. [24]7.ai defines its contact center support solutions and agent services in three different segments across the channels. They include:

- **Traditional Agent Services Model:** Agent-delivered customer service that is managed and measured as per industry benchmarking standards and procedures
- **Managed Services Model:** Team of skilled experts is deployed to manage the support model at an enterprise level
- **Future-ready Tech-enabled Contact Center Ecosystem Model:** Involves a mix of technology, analytics, and AI to supercharge our agents to handle complex customer queries, thus raising the bar of Agent Experience to maintain quality of service standards. With our unique blending of AI+HI, we reduce customer and agent effort and drive Digital CX innovation in Voice, Chat & Messaging operations, powered by 118 patents in the field of technology.

Global Awards & Recognitions:



2022 - CCW Winner
BPO of the Year



2021 & 2022
ET Business Excellence
Quality Assurance
Leader | IT / ITES sector



Great Place to Work
Certification for
4 Consecutive
Years



Best Workplaces for Women
by GPTW for
4 Consecutive
Years



2021 - Frost & Sullivan Award
Best Practices
Customer Leadership
in the Customer Experience (CX)
Industry

Why [24]7.ai

We leverage our 23 years of multi-vertical industry experience to operationalize and customize our comprehensive Agent Services solutions. [24]7.ai offers unique value that differentiates us from the competition and makes us the right strategic partner for our clients as:

- **Performance Champions:** Because of our diversified talent and people-centric culture, we consistently outperform and rank #1 across champion/challenger metrics in Fortune 100 brands.
- **Next-gen Agent 4.0 Ecosystem** [24]7.ai targets to create a diversified talent pool and competencies that create an intuitive simplified customer experience. We have a fully digitalized agent ecosystem that spans from digital onboarding, smart learning bytes with hybrid assessments, emotional and logical intent focused training techniques, gamifying loyalty through rewards and agent hackathons.
- **Customer Experience Ecosystem** incentivizes delivery beyond metrics, encompassing improvements in the brand and across the customer lifecycle through our value stream mapping, data analytics, process re-engineering, and risk & compliance to drive the right behaviors through controls and mitigation.
- **Leveraging New Strategic Markets:** We help you explore new untapped markets globally to provide the right balance between talent sourcing and cost of service. Our approach is focused on labor market saturation and socio-economic inflation, allowing us to create a sourcing and delivery framework in emerging markets - helping you de-risk the delivery framework against socio-economic drivers. Positioned as "The first in the market" in locations such as Xela (Guatemala) and Shillong (India), we are also evaluating potential sites in Egypt, Vietnam, Romania, and South Africa.
- **ACE Global Delivery Framework** [24]7.ai has a matured and agile operating model that cuts across geo-boundaries to deliver multilingual support leveraging talent within verticals across the organization complimenting best-in-class leadership development framework. Our Center of Excellence Modeling operationalizes new delivery frameworks, evolving and establishing industry-best KPIs to centralize industry-wise subject matter expertise delivering desired business outcomes.
- **Transform Voice to Digital:** We are the right partner to drive Digital CX innovation into all of Voice, Chat & Messaging operations to enhance customer journeys across channels

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About [24]7.ai

[24]7 Agent Services, ranked #1 BPO by Global Fortune 500 clients for 22+ years with an unrivaled 90% success rate for the Best Vendor Ranking, offers diverse, thoroughly vetted, highly-skilled agents for every channel - who align with the brand's DNA. Lowering cost-per-interaction while boosting customer satisfaction, we outperform the client's best site by 10% with the best of technology, training, and analytics. We enhance customer experience through agent experience by equipping agents with AI to deepen engagement, accelerate accurate resolutions, and reduce average-handle-time. We empower our agents to become brand ambassadors that promote brand loyalty and excellence, thus building trust, upholding brand reputation, and revolutionizing strategies.

For more information visit: www.247.ai