

BOOSTING EFFICIENCIES AND EXPERIENCES ACROSS CUSTOMER JOURNEYS

Achieve true omnichannel customer experience with Sutherland's AI-powered CXM solutions

Customer experience is king for modern businesses. Even two bad interactions is enough to make nearly 90% of customers leave a brand. Especially if that company is not meeting them where they are, on the channels of their choice.

SMART SOLUTIONS POWERED BY AI

AI-driven customer experience management (CXM) is the differentiator for businesses winning at delivering experiences that exceed customer expectations. At Sutherland, we collaborate with our clients to infuse next-level AI capabilities, user-focused design, and operational excellence into your CX. **Our suite of solutions help you improve:**

- / **Knowledge Management** – Sourcing and refining easy-to-understand answers from a variety of sources and data
- / **Agent Efficiency** – Enabling productivity through automated customer interactions and journeys, whether live or self-service
- / **Workforce Management** – Tracking compliance in real-time or afterward
- / **Customer Interactions** – Predicting quality, CX, resolution, and churn propensity on every interaction

CUTTING-EDGE CUSTOMER EXPERIENCE MANAGEMENT

Leverage intelligent, next-generation solutions to gain a competitive advantage through true omnichannel experiences. Our consultative approach and experience in strategic and tactical AI deployment empowers you to turn technology into a business enabler with tangible outcomes:

- Reduced costs
- Enhanced customer and employee experiences
- Growing revenue

SUPERCHARGE YOUR CUSTOMER EXPERIENCE MANAGEMENT WITH ADVANCED DIGITAL SOLUTIONS

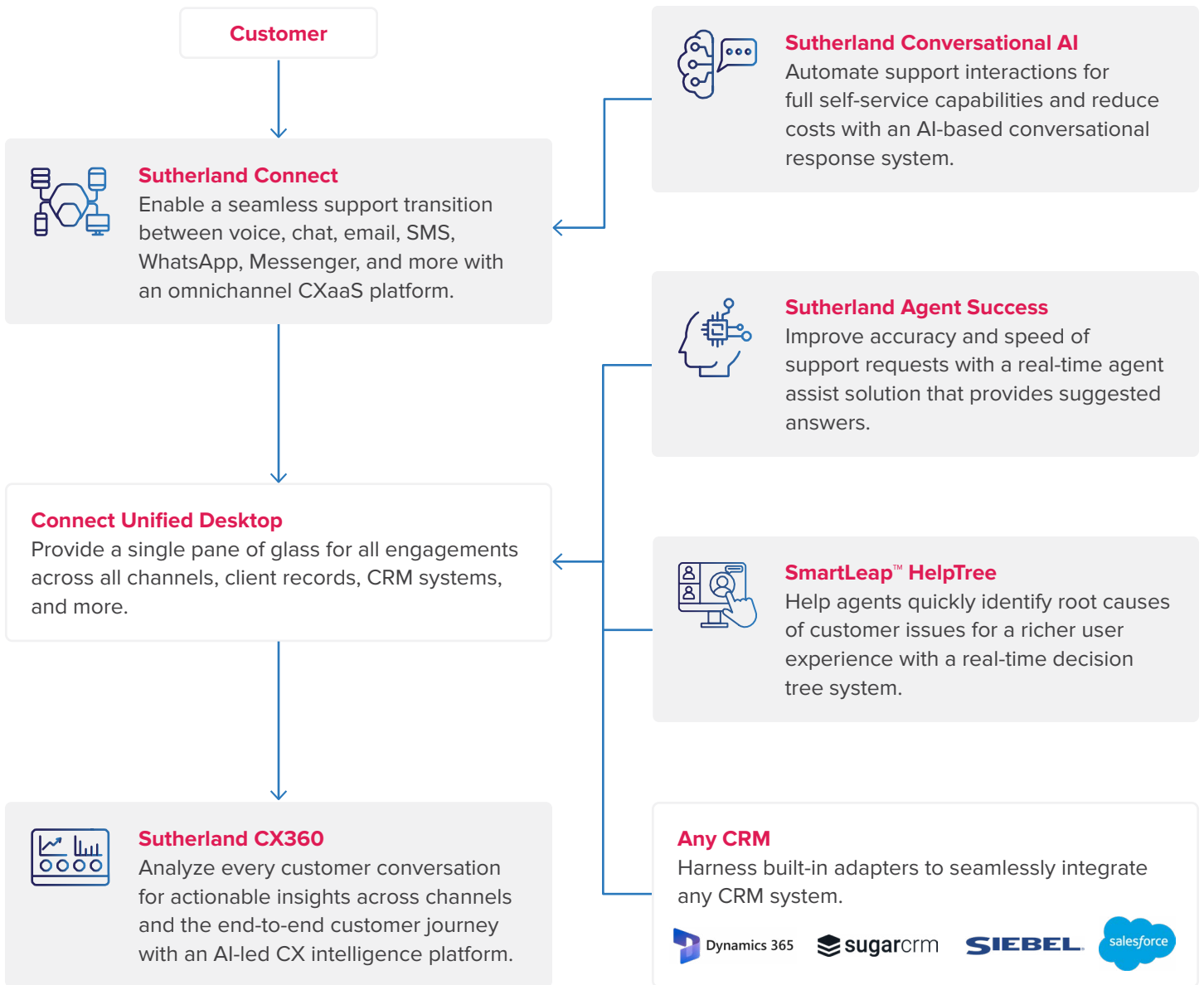
AI will have the single biggest impact on CXM in the next 10 years. With the right technology, you can deliver real business results:

21%
reduction in Average
Handle Times

44%
increase in
conversion

15%
improvement in
CX and EX

SUTHERLAND SOLUTIONS TO TRANSFORM OMNICHANNEL CXM



We make digital
human™

sutherlandglobal.com
sales@sutherlandglobal.com
1.585.498.2042



Sutherland is an experience-led digital transformation company.

Our mission is to deliver exceptionally designed and engineered experiences for customers and employees. For over 35 years, we have cared for our client's customers, delivering measurable results and accelerating growth. Our proprietary, AI-based products and platforms are built using robust IP and automation. We are a team of global professionals, operationally effective, culturally meshed, and committed to our clients and to one another.

We call it One Sutherland.

