



CX INNOVATORS AWARDS 2025

# Connection at scale.

24 Award-winning companies transforming  
the customer experience.

Welcome to the sixth year of the Talkdesk CX Innovators Awards, celebrating the teams who discovered something remarkable this year: technology doesn't diminish human connection, it strengthens it.

For years, CX leaders believed they had to choose between depth and speed. Spend meaningful time with each customer or keep the queue moving. Build genuine connections or hit efficiency targets.

The winners in these pages didn't accept the old industry standards. They refused to choose between fast and personal, between efficient and empathetic, between scale and care. Instead, they built something better with intelligent technology.

A healthcare team now connects more patients to care while building deeper trust. A financial services firm helps families plan futures with speed and wisdom. A retailer runs hundreds of locations that feel like one company. These teams demonstrated that the right tools amplify what great people can achieve.

Watch what happens when agents get the support they need. Routine tasks disappear into the background. Teams coach each other in the moment. Managers see patterns they couldn't see before. Agents focus their energy on conversations that truly matter—the ones that require human judgment, creative problem-solving, and genuine empathy.

The transformation shows up everywhere. Customers feel heard. Teams love their work. Service gets faster and more personal at the same time. Companies grow without losing the human touch that built them.

These stories celebrate innovation, but they're really about people: agents who care about their work, customers who deserve excellent service, and leaders who believe both are possible. Our CX Innovators found better ways to listen, understand, and assist.

**Experience. A better way.**

## Introductory remarks.

In 2025, businesses recognize that customer experience distinguishes leaders from everyone else. Companies that invest in exceptional service consistently attract new customers while retaining existing ones.

The CX Innovators Awards celebrate Talkdesk customers who transformed customer experience through bold choices and smart technology. This year's winners use AI, intelligent automation, and unified platforms to create service operations that scale without compromising the human touch.

These twenty-four winners represent the best of what's possible. They reduced handle times while deepening relationships. They scaled operations while maintaining personal service. They automated routine work while freeing agents to focus on conversations that truly matter.

This year's honorees span a range of industries, from community banks helping families plan their futures to global enterprises managing complex operations across continents. Each story proves the same truth: **great technology amplifies great people.**

These stories showcase success in an increasingly demanding landscape. Customers expect more than ever, and these winners deliver. Whether you're planning a transformation or refining existing operations, these stories offer practical proof of what works.

One thing connects every story in these pages: the teams who refused to choose between speed and care, between efficiency and empathy, between scale and soul. They found better ways, and now is the time to learn from them.



KUSH PARIKH, SENIOR VICE PRESIDENT, CUSTOMER EXPERIENCE

# Table of contents

## Ultimate Innovator

Award Winner: CAI	06
Award Winner: Rocky Brands	07
Award Winner: Quadient	08
Award Honorable Mention: TowneBank	09
Award Honorable Mention: John Paul	10

## Rookie of the Year

Award Winner: United Rentals	12
Award Winner: MasOrange	13
Award Honorable Mention: Arbella Insurance	14

## Growth Leader

Award Winner: Barceló Hotel Group	16
Award Winner: Carey International	17
Award Honorable Mention: Zion Call Management	18

## Efficiency Leader

Award Winner: Ninefold	20
Award Honorable Mention: Merchants Bank	21
Award Honorable Mention: Falkensteiner	22

## Optimization Leader

Award Winner: Gant Travel	24
Award Winner: LifeSearch	25
Award Honorable Mention: Remedy Meds	26

## AI Visionary

Award Winner: Emprise Bank	28
Award Honorable Mention: Career Certified	29

## Momentum Leader

Award Winner: Serta Simmons Bedding	31
Award Honorable Mention: BCLC	32
Award Honorable Mention: Grupo Purdy	33

## Our esteemed judges

CX INNOVATORS AWARDS

# Ultimate Innovator

Celebrating companies that have uniquely leveraged  
Talkdesk technology in innovative ways to solve CX challenges  
and deliver best-in-class customer experiences.

ULTIMATE INNOVATOR  
WINNER



## From four-hour incident detection to 15-minute prevention.

CAI operates a service desk for enterprise technology clients, handling incident response, system monitoring, and technical support across complex IT environments. The team serves businesses that depend on continuous uptime and rapid resolution when systems fail.

### CAI's CX vision.

CAI believes the best service happens before customers realize they need it, transforming service agents into guardians who protect uptime and trust.

### A better way to predict and prevent service failures.

Agents switched between disconnected systems, taking more than four hours to detect incidents manually. Despite exceeding traditional efficiency metrics, CAI struggled to move beyond reactive troubleshooting. The company's legacy infrastructure finally collapsed.

Rather than patch the old platform, the team shifted directly to Talkdesk. Over one weekend, they deployed Talkdesk CX Cloud®, Talkdesk Copilot™, Talkdesk Interaction & Quality Analytics™, and Talkdesk Workforce Management™. Within three hours, core systems were operational, with full functionality restored by Monday. Agents now work from a single platform that displays everything: every conversation analyzed, every request routed properly, and every pattern worth noticing surfaced automatically.

Agents now catch problems before they escalate, supported by AI tools that capture notes, suggest responses, and flag patterns worth investigating. Customers reach support through any channel and get consistent help. The team now detects incidents in 15 minutes, rather than four hours—prevention rather than firefighting.

### Impact

- Reduced incident detection time from over four hours to under 15 minutes.
- Increased agent productivity by 35% and improved customer effort scores by 45%.
- Enhanced client retention by 20%.

•••

**"We've moved from a reactive support model, where it took over four hours to detect a critical incident, to a truly predictive model that finds emerging issues in under 15 minutes. That's the difference between firefighting and being an innovator."**

THOMAS GROSSO, EXECUTIVE DIRECTOR, SERVICE DESK, CAI

ULTIMATE INNOVATOR  
WINNER



## From operational chaos to seamless omnichannel service.

Rocky Brands designs and markets premium outdoor, work, and western footwear and apparel across multiple brands. The company serves customers through retail, wholesale, and direct channels.

### Rocky Brands's CX vision.

Rocky Brands understands that exceptional service feels personal and effortless, no matter how customers connect.

### A better way to unify customer support.

During peak seasons, customers waited an hour on hold while their emails went unanswered for days. Agents struggled with fragmented systems, having to toggle between disconnected tools that created operational chaos. High turnover followed, frustrating customers and employees alike. The legacy phone system couldn't keep up.

Rocky Brands committed to a phased rollout. The team deployed Talkdesk Retail Experience Cloud™, Talkdesk Copilot™, Talkdesk Digital Engagement™, and Talkdesk Workforce Management™, starting with phone and email support before adding SMS and chat. Agents now handle every channel from a single workspace, seeing customer history regardless of how people reach out.

Now, customers reach Rocky Brands through phone, email, SMS, or chat and receive consistent service every time. An AI chatbot handles ~40% of chat interactions, freeing agents to focus on more complex questions and build stronger relationships. The company expanded internationally, hiring talent cost-effectively while maintaining quality.

### Impact

- Reduced abandonment rate to under 10%.
- Cut average handle time to 4.5 minutes.
- Enabled international expansion through cost-effective talent acquisition.

• • •

**"Our legacy system was operational chaos. Now, with Talkdesk, we have seamless omnichannel service. Our AI chatbot handles 40% of chat, and we've cut average handle time to 4.5 minutes, enabling international expansion."**

AMY WILLIAMS, VICE PRESIDENT OF GLOBAL CUSTOMER EXPERIENCE, ROCKY BRANDS

ULTIMATE INNOVATOR  
WINNER

quadient



## From seasonal hiring chaos to 24/7 global self-service.

Quadient provides intelligent communication and parcel locker solutions for businesses worldwide, enabling companies to connect with customers through both digital and physical channels. The company's support teams handle inquiries across multiple regions and languages for its diverse product portfolio.

### Quadient's CX vision.

Quadient believes simple questions deserve instant answers, and complex problems deserve expert attention.

### A better way to scale customer self-service globally.

Agents spent their days answering the same routine questions while the company scrambled to hire temporary staff every peak season. Quadient couldn't scale support without constantly adding headcount.

The team deployed Talkdesk CX Cloud®, Talkdesk Quality Management™, Talkdesk Autopilot™, Talkdesk Copilot™, Talkdesk Knowledge Management™, and Talkdesk Digital Engagement™, pioneering what they call a "channel-first" strategy. Rather than force automation on customers, they introduced new channels first to earn adoption, then layered in AI. The company built internal expertise to design the experience instead of outsourcing it.

Customers now resolve routine issues through 24/7 self-service in France, with containment climbing from 10% to 44%. Copilot cuts 45 seconds from every call through automated summaries. Agents focus on complex problems that need their expertise, building careers around problem-solving rather than repetitive questions. The company eliminated seasonal hiring completely.

### Impact

- Increased containment rates from 10% to 44% in France.
- Eliminated seasonal hiring through intelligent automation.
- Reduced call handling times by 45 seconds with AI summaries.

•••

**"By walking the customer through a few steps and using some integrations with our web application, we could help customers with a bot instead of a human. And that has had tremendous success."**

JACKIE JAMES, DIRECTOR OF GLOBAL OPERATIONS, QUADIENT

ULTIMATE INNOVATOR  
HONORABLE MENTION



## Scaling personalized banking across multiple locations with AI.

TowneBank operates community banks across Virginia, North Carolina, and South Carolina. The bank's customer service teams handle account inquiries, transaction support, and relationship management for personal and business banking clients.



### TowneBank's CX vision.

TowneBank knows that community banking thrives when technology strengthens human relationships, not replaces them.

### A better way to scale personalized service.

Agents navigated fragmented systems that prevented them from accessing the complete customer context across departments. The bank struggled to manage high call volumes during system conversions and maintain consistent service quality as it expanded. Outdated infrastructure held them back.

The bank deployed Talkdesk Financial Services Experience Cloud®, Talkdesk Copilot™, Talkdesk Interaction & Quality Analytics™, Talkdesk Knowledge Management™, and Talkdesk Omnichannel Engagement™ to unify customer relationship management across all departments. The team equipped agents with real-time AI assistance and contextual knowledge at their fingertips. The bank successfully managed high call volumes during critical system conversions while maintaining service quality.

Agents work with reduced administrative burden and increased effectiveness, handling proactive issue identification rather than reactive firefighting. Customers receive personalized attention regardless of which location they contact. TowneBank preserved its human-centered service philosophy while scaling across multiple locations.

### Impact

- Achieved a 97% perfect satisfaction rate and 4.8 CSAT through strategic AI adoption.
- Unified customer relationship management across all departments with contextual knowledge.
- Managed high call volumes during system conversions without sacrificing service quality.

•••

**"The real value of our Talkdesk implementation goes beyond efficiency metrics. It's about empowering our team members to deliver exceptional service with the right information at the right moment. This technology investment directly supports our fundamental commitment to treating members as part of the TowneBank family."**

MICHELLE DAVIS, VICE PRESIDENT, SYSTEMS ANALYST, TOWNEBANK

ULTIMATE INNOVATOR  
HONORABLE MENTION



## Breaking language barriers at global concierge scale.

John Paul delivers premium concierge services to millions of customers worldwide across more than 30 luxury brands. The company handles over 70,000 monthly interactions, connecting high-net-worth clients with personalized travel, exclusive experiences, and urgent assistance.



### John Paul's CX vision.

John Paul believes luxury service transcends language barriers, where every customer receives the same exceptional personal attention regardless of location.

### A better way to deliver multilingual concierge services.

The company outsourced language-specific services to external providers, resulting in inconsistent service quality and increased costs. Managing over 70,000 monthly interactions across fragmented systems strained both the budget and customer experience. John Paul risked losing the personal touch that defines luxury concierge service.

John Paul deployed Talkdesk CX Cloud® and Talkdesk Digital Engagement™, integrating AI Translator™ and AI Voice Interpreter™ (Beta) to bring outsourced language services back in-house. The company secured PCI-DSS Level 1 certification, establishing trust with luxury clients handling sensitive payment information.

Concierges now deliver personalized attention in any language, supported by AI translation that handles real-time interpretation. Customers receive the same premium service regardless of language. The company directly controls global concierge operations, rather than relying on external providers.

### Impact

- Achieved 96% call answer rate across all languages and brands.
- Reduced handling times by 4% while doubling operational capacity.
- Cut annual omnichannel costs by 6% and increased global activity by 7%.

•••

**"We've built a long relationship with Talkdesk, so we can speak honestly. We share what works well and what needs improvement, always working toward the same objective. Our culture is based on excellence and tailor-made services, and we've found a partner who aligns with our values."**

HUBERT CHOPLIN, GLOBAL DATA & CRM DIRECTOR, JOHN PAUL

CX INNOVATORS AWARDS

# Rookie of the Year

Celebrating companies that have successfully implemented  
Talkdesk technology and exemplified CX excellence by achieving  
a rapid deployment and quick return on investment in the past  
12 months.

ROOKIE OF THE YEAR  
WINNER



## Building unified operations that make massive scale feel personal.

United Rentals operates the largest equipment rental network in North America with more than 1,400 locations. The company's service teams handle rental inquiries, equipment support, and emergency repair requests for construction, industrial, and commercial clients.

### United Rentals' CX vision.

United Rentals believes exceptional service doesn't scale down as operations scale up.

### A better way to modernize customer operations.

Agents switched between disconnected systems across 1,400+ locations, unable to analyze interactions or train efficiently. Teams struggled to respond quickly to emergency repairs requiring 24/7 support. United Rentals couldn't deliver the unified experience it promised its customers.

Within six months, United Rentals deployed Talkdesk CX Cloud®, Talkdesk Copilot™, Talkdesk Interaction & Quality Analytics™, Talkdesk Navigator™, Talkdesk for Salesforce™, and Talkdesk Workforce Management™ across all operations. The company integrated the platform with Salesforce and offshore BPO partners, achieving 100% call recording with AI analysis. Navigator routing and automated quality scoring enhanced coaching, while faster onboarding accelerated workforce readiness.

With reliable systems supporting them, agents now focus on critical customer needs. The company reduced training time by 50% and reached 76% intelligent routing accuracy. AI-driven call summarization and automated quality tools improved performance, while consistent omnichannel service delivered quick ROI and reinforced industry leadership.

### Impact

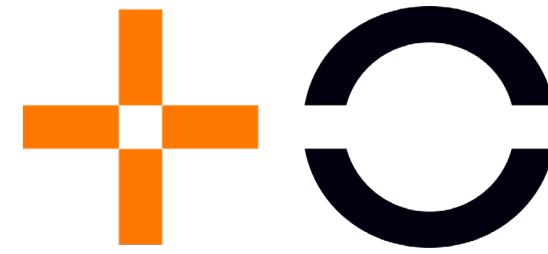
- Analyzed 100% of calls with AI within six months of deployment.
- Shortened agent training time by 50%.
- Reached 76% intelligent routing accuracy across 1,400+ locations.

•••

**"Our vision centers on removing friction from the customer journey while driving revenue growth. We're creating one unified experience where customers receive consistent and meaningful interactions regardless of touchpoint."**

ANDREA BRUGGER, VP OF SALESFORCE EFFECTIVENESS,  
UNITED RENTALS

## ROOKIE OF THE YEAR WINNER



## A single, intelligent path through a multi-brand maze.

MasOrange, a major telecommunications provider in Spain, serves millions of customers across 20 distinct brands. The company's contact center teams manage a high volume of complex interactions, from sales inquiries to technical support.

### MasOrange's CX vision.

MasOrange understands that exceptional service makes brand complexity invisible to customers.

### A better way to filter and route customer interactions.

MasOrange's existing system filtered calls inefficiently, forcing agents to handle routine interactions manually across all 20 brands. Updating product offerings or pricing took weeks instead of hours, slowing the company's ability to respond to market shifts.

MasOrange deployed Talkdesk CXA™ and Talkdesk Autopilot™ to build an intelligent front-end filtering system, starting with its Orange brand as a pilot before expanding across its entire portfolio. MasOrange replaced rigid call trees with conversational AI that understands customer intent and intelligently routes interactions.

Now customers can describe their needs naturally and reach the right resolution path immediately, whether AI handles the request or routes it to an agent. Agents focus on complex issues that require human judgment, while AI handles routine interactions. MasOrange updates product information in minutes instead of weeks, responding to market changes as they happen.

### Impact

- Automated 80% of interactions through intelligent filtering.
- Improved sales conversion rates by five percentage points.
- Reduced virtual agent rejection rate to 5% target across 20 brands.

•••

**"We developed an intelligent front-end filtering system that now handles 80% of interactions. This resulted in a 5 percentage point improvement in sales conversion rates, enhanced agent productivity, and the ability to update product offerings in minutes."**

LARA GONZÁLEZ BULLÓN, DIGITAL TECHNOLOGY SPECIALIST,  
MASORANGE

ROOKIE OF THE YEAR  
HONORABLE MENTION



## From a traditional call center to a modern experience hub in ten months.

Arbella Insurance provides property and casualty insurance across New England, serving policyholders through independent agency partners. The company's contact center handles policy inquiries, claims, and customer service requests across multiple channels.



### Arbella's CX vision.

Arbella understands that every customer deserves personal attention, regardless of how they choose to connect.

### A better way to unify fragmented insurance support.

Agents searched fragmented phone, email, and data systems, unable to help customers quickly. Customers experienced delays and inconsistency. Arbella risked losing the personal touch that defines insurance relationships.

Arbella deployed Talkdesk Financial Services Experience Cloud for Insurance® across its entire operation in ten months. The company chose a "Big Bang" rollout, transforming 1,000+ employees and agency partners simultaneously rather than phasing the change.

Now agents respond to customers instead of searching for answers, delivering personal attention, faster resolutions, and consistent service across every channel. Arbella equipped 1,000+ employees with unified systems in ten months, automating routine work to enable this transformation.

### Impact

- Improved service levels by 20% within weeks of deployment.
- Reduced average handle times by 15-45 seconds, generating \$1.7M in cost savings over three years.
- Increased CSAT by 3% across every channel.

•••

**"The goal is not to replace people but to ensure customers can engage in the way that best suits their needs. This approach allows us to serve both a younger client who prefers self-service options and an older client who values speaking to a person, all with consistent quality."**

KARIN MARTIN, ASSISTANT VICE PRESIDENT OF OPERATIONS,  
ARBELLA INSURANCE

CX INNOVATORS AWARDS

# Growth Leader

Celebrating companies that have used customer experience  
to unlock new customers, drive enterprise growth,  
and increase revenue.

GROWTH LEADER  
WINNER

# Barceló HOTEL GROUP

## Scaling genuine hospitality through trust-driven relationships.

Barceló Hotel Group operates hotels, resorts, and travel services across more than 20 countries, delivering hospitality experiences that blend local culture with global standards. The company's contact centers serve guests throughout their journey, from booking inquiries to post-stay support.



### Barceló's CX vision.

Barceló views every guest interaction as an opportunity to build meaningful relationships that foster lasting loyalty and growth.

### A better way to turn service conversations into growth.

Agents struggled with disconnected systems that prevented them from accessing guest histories or building on previous conversations. Agents couldn't deliver the consistent, personalized service they wanted to provide. The company risked losing guests' trust. Barceló needed unified operations that could help agents maintain genuine connections during peak travel seasons.

Barceló deployed Talkdesk CX Cloud® with Salesforce integration, giving agents a complete view of each guest relationship. Agents use AI-powered analytics, sentiment detection, and real-time coaching to understand preferences and strengthen connections.

Now agents build relationships instead of navigating systems, delivering what Barceló calls "Augmented Hospitality" with personalized care informed by complete guest history, preferences, and real-time sentiment. Barceló strengthened guest loyalty while scaling to peak travel demand, proving trust drives sustainable growth.

### Impact

- Increased NPS by 15 points and First Contact Resolution by 18%.
- Boosted upselling campaign conversions by 8%.
- Scaled to peak demand without proportional cost increases.

•••

**"We transformed our contact centers into strategic growth engines. NPS climbed 15 points and First Contact Resolution improved by 18%. Our agents have shifted from system operators to experience orchestrators, turning service conversations into revenue opportunities."**

JOSE ANTONIO NAVARRO REY, GLOBAL HEAD OF CONTACT CENTER,  
BARCELÓ HOTEL GROUP

GROWTH LEADER  
WINNER



## Building enterprise loyalty through consistent premium service.

Carey International Group provides chauffeured transportation services for executives, corporations, and high-profile events across the Americas. The company's contact centers coordinate reservations, dispatch, and real-time support for clients who demand flawless execution.

### Carey International's CX vision.

Carey understands that premium service means treating every client with the same care and precision, regardless of location.

#### A better way to deliver premium service on a global scale.

Agents struggled with legacy telephony that prevented them from tracking operations across the U.S., Jamaica, and Mexico teams. The company couldn't see interaction patterns or ensure quality consistency. Multinational clients expected seamless coordination, but Carey couldn't scale support to meet their needs. When the system began failing during peak demand, Carey chose transformation.

Carey deployed Talkdesk CX Cloud®, Talkdesk Copilot™, Talkdesk Interaction & Quality Analytics™, and Talkdesk Workforce Management™ to unify global teams. Agents work from a single platform with automated quality assurance, live listening, and advanced analytics. The company expanded its Spanish-speaking capabilities and maintained consistent service standards across all regions.

Now agents deliver fast, accurate service to enterprise clients, equipped with AI-powered knowledge and real-time coaching from supervisors—major league clients including the NFL, NBA, and PGA trust Carey for flawless high-profile event coordination. The company secured long-term contracts and maintained premium pricing by providing care and consistency, which built loyalty.

### Impact

- 24/7/365 operations across three locations (US, Jamaica, and Mexico).
- Improved service supported long-term contracts with the NFL, NBA, and PGA.
- Expanded Spanish-language capabilities across all regions.

• • •

**"One of the value propositions of Carey to our customers is that our systems, including Talkdesk, are extremely reliable. They're gonna have excellent service, they're gonna have a knowledgeable driver and great car, all the way up to multimillion dollar events like SuperBowl. And that's why we chose Talkdesk."**

CHARLIE MAJANE, CHIEF TECHNICAL OFFICER, CAREY INTERNATIONAL GROUP

GROWTH LEADER  
HONORABLE MENTION



## Centralized support that delivers more personal care than on-site teams.

Zion Call Management operates a centralized contact center serving self-storage facilities across multiple states. The company provides customer service, payment processing, and facility-specific support while allowing each location to maintain its unique brand identity.



### Zion Call Management's CX vision.

Zion Call Management knows customers deserve consistent, personal care around the clock, not just during business hours.

### A better way to support self-storage customers.

Self-storage facilities handled customer calls through on-site managers who worked limited hours, creating inconsistent service. Agents at centralized contact centers struggled to support multiple facilities without location-specific knowledge. Customers waited too long, operators couldn't scale, and the industry doubted whether centralized teams could maintain the personal touch local managers provided.

Zion deployed Talkdesk CX Cloud®, Talkdesk Interaction & Quality Analytics™, Talkdesk Digital Engagement™, and Talkdesk Workforce Management™ for flexible routing and facility-specific knowledge. The company automated intelligent payments and proactive callbacks, freeing thousands of agent hours monthly.

Now agents respond to customers in under 30 seconds, down from over two minutes. Agents handle complex issues with facility-specific knowledge while customers use 24/7 self-service for routine requests. Zion proved centralized teams deliver more personal service than on-site staff, enabling clients to scale confidently in a traditionally low-tech sector.

### Impact

- Reduced response times from two minutes to 30 seconds.
- Expanded quality monitoring 10x through AI automation.
- Freed thousands of agent hours monthly.

•••

**“The ability to grade a much larger volume of phone calls really helps us, AI looks for specific quality criteria and flags calls for our review when needed. This has dramatically expanded our quality management capabilities.”**

CHRISTIAN THURGOOD, FOUNDER, ZION CALL MANAGEMENT

CX INNOVATORS AWARDS

# Efficiency Leader

Celebrating companies that have successfully increased agent effectiveness and workplace efficiency by leveraging creative CX solutions.

EFFICIENCY LEADER  
WINNER



## Ending seasonal layoffs through intelligent workforce management.

Ninefold operates a pest control network across eight states, serving more than 35,000 customers through independent franchises. The company's contact center team handles service scheduling, technical support, and customer inquiries for dozens of franchise locations.

### Ninefold's CX vision.

Ninefold recognizes that agents deserve stable year-round employment, not seasonal layoffs caused by unpredictable demand.

### A better way to optimize service operations.

Agents faced seasonal layoffs driven by workforce management inefficiencies, while spending hours daily on repetitive manual tasks. Supervisors lacked visibility into customer sentiment and service quality, making it challenging to coach effectively without data. Manual processes consumed over 1,700 hours annually, while the company risked losing experienced agents every off-season.

Ninefold deployed Talkdesk CX Cloud®, Talkdesk Copilot™, Talkdesk Workforce Management™, Talkdesk Interaction Analytics™, and Talkdesk Quality Management™. The company automated scheduling, implemented predictive workforce optimization, and equipped agents with AI assistance.

Equipped with Copilot to handle documentation and surface information instantly, agents now resolve customer issues faster. Supervisors coach teams using sentiment analysis and automated quality monitoring. Ninefold eliminated seasonal layoffs entirely, using predictive scheduling to maintain stable employment year-round.

### Impact

- Saved 1,700+ annual work hours while eliminating seasonal layoffs.
- Increased agent productivity by 30%.
- Achieved 4.7-4.9 customer satisfaction scores with 93% positive sentiment.

•••

**"We're deeply invested in technology and excited about AI's potential. Our goal is an environment where automation supports and enables our agents to create a superior customer experience."**

KELLY KIRKHAM, DIRECTOR, OPERATIONS, NINEFOLD

EFFICIENCY LEADER  
HONORABLE MENTION



## Replacing paper binders with instant intelligence.

Merchants Bank is a community financial institution with 150 years of history serving customers across its region. The contact center team handles inquiries across deposits, lending, digital banking, and fraud prevention.

### Merchants Bank's CX vision.

Merchants Bank believes trust grows from understanding, making the complete customer context the foundation of every conversation.

### A better way to unify customer engagement.

Customers navigated separate phone lines for lending, deposits, and digital banking, forced to know which department they needed before calling. Agents flipped through paper reference binders to answer questions about policies, procedures, and customer information, creating delays and inconsistencies. The contact center operated only during traditional banking hours.

Rather than patch the fragmented system, Merchants Bank deployed Talkdesk Financial Services Experience Cloud™, Talkdesk Copilot™, and Talkdesk Digital Engagement™ to unify phone, chat, SMS, and email. The bank replaced paper binders with AI-powered knowledge management that surfaces instant answers and added co-browsing so agents could guide customers through digital tools in real time.

Agents can now answer 90% of calls within 20 seconds and provide around-the-clock customer support. Real-time coaching and monitoring tools help agents grow from specialists into banking experts who handle any inquiry. The bank captures 50% of all calls through the new platform while maintaining the personal touch customers expect.

### Impact

- Answered 90% of calls within 20 seconds.
- Captured 50% of all calls through the unified platform.
- Eliminated paper-based resources completely.

• • •

**"Customer needs are changing and so we have to have the mindset that we must change with it. What Talkdesk brings to the table is vital to our long term relevance aspirations."**

GREG EVANS, CEO, MERCHANTS BANK

EFFICIENCY LEADER  
HONORABLE MENTION



## Building guest experiences where technology disappears and hospitality shines.

Falkensteiner operates hotels, residences, and campsites across Europe, serving leisure and business travelers in Austria, Germany, Italy, and other markets. The guest engagement teams manage reservations, inquiries, and support across multiple properties and service lines.

### Falkensteiner's CX vision.

Falkensteiner understands guest loyalty flows from frictionless communication, where every interaction feels effortless regardless of channel, property, or time zone.

### A better way to unify guest communications.

Agents navigated fragmented systems that scattered guest conversations across disconnected tools, losing track of calls and drowning in email backlogs. Staff couldn't maintain consistent service standards across properties while switching between platforms. Peak booking periods strained operations and eroded the guest experience agents worked to protect.

The company deployed Talkdesk CX Cloud®, Talkdesk Copilot™, Talkdesk Digital Engagement™, and Talkdesk Workforce Management™ as a unified platform. Falkensteiner connected phone, chat, SMS, and email into a single system while integrating Copilot to streamline email management and automate call documentation. Workforce optimization tools ensure proper staffing across time zones and properties.

With AI assistance, agents now process emails 40% faster and skip manual notetaking entirely after guest interactions. Staff connect guests to the right team member immediately, regardless of channel, delivering immediate resolutions and spending more time on complex requests. Falkensteiner continues to expand bot capabilities and is preparing to deploy Autopilot for routine inquiries, freeing agents to focus on personalized service.

### Impact

- Improved email handling efficiency by 40%.
- Automated call summarization, eliminating manual documentation time.
- Reduced lost calls and accelerated response times across all channels.

•••

**"We improved email handling efficiency by 40% and introduced automated call summarization. The result is improved agent effectiveness, fewer lost calls, faster response times, and enhanced customer satisfaction throughout the guest journey."**

SABRINA REGNER, DIRECTOR OF GUEST ENGAGEMENT & RESERVATIONS MANAGEMENT, FALKENSTEINER

CX INNOVATORS AWARDS

# Optimization Leader

Celebrating companies who have optimized their business  
with decreased OPEX and reduced agent attrition through  
innovative CX solutions.

OPTIMIZATION LEADER  
WINNER



## Making every disruption feel like care, not crisis.

Gant Travel manages corporate travel programs for global enterprises, handling complex itineraries and last-minute changes across multiple time zones. The contact center team supports business travelers in the U.S., Guatemala, and the Philippines around the clock.



### Gant Travel's CX vision.

Gant Travel recognizes that every disruption demands immediate, personalized support from agents who know in advance who travelers are and what they need.

### A better way to support travelers in motion.

Agents navigated between disconnected systems while travelers waited through flight cancellations and weather delays. Manual verification processes consumed valuable minutes during crises when every second mattered. Urgent calls landed in general queues alongside routine requests, leaving business travelers stranded during their most stressful moments.

Rather than continue patching fragmented tools, Gant Travel deployed Talkdesk CX Cloud®, Talkdesk Digital Engagement™, and Talkdesk Workforce Management™ with custom integrations to its proprietary trip circuit program in 2024. The team connected native Salesforce integration to surface real-time itinerary and loyalty details the moment calls arrive. Intelligent routing directs urgent calls to high-priority queues based on traveler status.

Agents now recognize travelers instantly and resolve issues without lengthy verifications, delivering immediate support when disruptions hit. The team sends proactive SMS updates to travelers for flight changes and handles simple requests through text, reducing call volume. Gant Travel streamlined scheduling across three countries, while AI tools like Email Buddy enable multilingual communications that previously required extensive staff time.

### Impact

- Answered 80% of calls within 60 seconds during peak travel crises.
- Eliminated developer dependencies for system updates, reducing costs significantly.
- Improved agent satisfaction and retention through streamlined workflows and better tools.

•••

**"We answer the phone with, 'Thanks for calling Gant Travel. Am I speaking with Alex today? Great—looks like you're traveling to San Francisco next week. How can I help?' That level of familiarity has changed the whole dynamic—it makes a real difference in calming customers during stressful travel moments and resolving their needs quickly."**

JIM CONNER, DIRECTOR OF OPERATIONS, GANT TRAVEL

OPTIMIZATION LEADER  
WINNER



LifeSearch

## Coaching advisors in the moment, not weeks later.

LifeSearch is the UK's largest life insurance broker, connecting clients with the protection coverage they need through expert consultation and personalized service. The company's advisors guide customers through complex product decisions that require thorough fact-finding, compliance checks, and detailed policy discussions.



### LifeSearch's CX vision.

LifeSearch believes advisors deliver their best work when they have instant insight, while compliance stays invisible in the background.

### A better way to ensure quality in every conversation.

Quality managers reviewed calls one by one, limiting evaluations to just one percent of conversations. Feedback took weeks to compile, and by the time advisors received coaching, the moment had passed. Lack of visibility meant managers could not spot compliance issues.

Rather than accept limited visibility, LifeSearch deployed Talkdesk CX Cloud®, Talkdesk Quality Management™, QM Assist™, Talkdesk Copilot™, and Talkdesk Interaction & Quality Analytics™. The team configured automated evaluations to access compliance, fact-finding depth, and the quality of product discussions in every conversation.

Using custom dashboards, managers see real-time performance and shifted coaching from monthly sessions to daily touchpoints. Copilot delivers knowledge cards to advisors during calls, providing the correct information at the right moment. Quality managers coach instead of score, spot issues immediately, and help advisors correct them faster. Advisors who initially questioned the technology now champion it as their skills improve.

### Impact

- Expanded quality evaluation from 1% to 100% of calls through AI-powered automation.
- Shifted coaching frequency from monthly reports to daily real-time feedback.
- Transformed agent sentiment from skepticism to enthusiasm through visible performance improvement.

•••

**"We moved from reviewing just 1% of calls to automatically evaluating 100% with AI. That gave us immediate issue detection and more consistent client consultations. By embedding AI as an empowerment tool rather than surveillance, we've elevated both agent experience and customer trust."**

JONATHAN PRESTON, AI TECHNICAL LEAD, LIFESEARCH

OPTIMIZATION LEADER  
HONORABLE MENTION

# Remedy Meds <sup>{+}</sup>

**Achieved a complete telehealth patient support buildup in only 13 months.**

Remedy Meds operates a multi-brand telehealth company serving more than 100,000 patients across the U.S. The company provides personalized medication support, prescription management, and ongoing care coordination for patients managing chronic conditions.



## Remedy Meds's CX vision.

Remedy Meds believes telehealth patients deserve the same confidence and care as those walking into a doctor's office, creating support that's always available, deeply personal, and built on trust.

## A better way to scale patient support.

Remedy Meds had no contact center but needed to support thousands of patients daily across multiple brands. Email-only support delayed critical medication information and prevented the company from scaling while maintaining regulatory compliance.

Within 13 months, the company built a 200+ agent operation using Talkdesk CX Cloud® and Talkdesk Copilot™. Remedy Meds deployed intelligent routing, wait time transparency, and customized healthcare workflows. Agent training built expertise that immediately established patient trust.

Using Copilot for real-time transcription, suggested responses, and documentation, agents focus on building patient relationships. Patients receive immediate support instead of waiting days. The company scaled from zero calls to over 3,000 daily while reducing attrition, proving that superior support drives retention.

## Impact

- Scaled from zero infrastructure to 200+ agents serving 100,000+ patients in 13 months.
- Handles 3,000+ daily calls with intelligent routing and compliance workflows.
- Reduced agent attrition through AI-assisted documentation and comprehensive training.

•••

**"We transformed patient support from an email-only model into a scalable contact center handling over 3,000 daily calls. Within 13 months, we grew from zero support infrastructure to 200+ agents serving more than 100,000 patients while maintaining quality in a highly regulated industry."**

KOFI FRIMPONG, HEAD OF PATIENT RETENTION, REMEDY MEDS

CX INNOVATORS AWARDS

# AI Visionary

Celebrating business leaders who enthusiastically  
embrace AI and other emerging technologies  
to create world-class customer experiences.

AI VISIONARY  
WINNER



## Making every banking conversation feel like talking to a neighbor.

Emprise Bank is a regional financial institution serving customers across Kansas and Missouri with a community-focused approach to banking. The bank's customer experience team handles everything from account inquiries and transaction support to personalized financial guidance.



### Emprise Bank's CX vision.

Emprise Bank knows community banking thrives on personal relationships built through every conversation, however customers choose to connect.

#### A better way to deliver intelligent, personal banking.

Agents navigated ten disconnected systems that fragmented customer data. Customers had to work through rigid phone trees just to reach a person. People repeated information because agents couldn't understand the complete context. Emprise couldn't deliver the seamless service a community bank promises.

Rather than patch disconnected systems, Emprise Bank consolidated its entire operation onto Talkdesk Financial Services Experience Cloud®, deploying Talkdesk Autopilot™, Talkdesk Copilot™, Talkdesk Digital Engagement™, and Talkdesk Identity™. Conversational AI replaced phone trees, letting customers describe what they need. An AI-powered attendant provides 24/7 support with personalized tutorials. Sentiment analysis and real-time knowledge equip agents to resolve issues faster.

Using conversational AI, customers can describe what they need and receive immediate help anytime. Agents deliver faster resolutions from unified systems showing complete customer context. The bank increased customer satisfaction by 13 points while maintaining 2.5-minute hold times despite higher call volume.

### Impact

- Increased customer satisfaction scores by 13 points (from mid-80s to above 95%).
- Grew survey response rates from 10% to 40%.
- Maintained 2.5-minute hold times despite increased call volume.

• • •

**"Talkdesk unified our systems, so we can better manage support requests and deliver stronger service to our customers."**



ROB MCGREGOR, VP, CUSTOMER EXPERIENCE AND PERFORMANCE, EMPRISE BANK

AI VISIONARY  
HONORABLE MENTION



## Proving AI that empowers agents instead of replacing them.

Career Certified provides professional education and learner support for students pursuing career certifications and skill development. The company's support team assists learners across multiple programs, helping them navigate coursework, resolve technical issues, and stay on track toward their career goals.



### Career Certified's CX vision.

Career Certified believes every student deserves immediate support that moves them toward their goals.

### A better way to scale professional education support.

The company faced a fundamental tension between rapid growth and cost control. Traditional support models couldn't scale efficiently without sacrificing service quality. Career Certified lacked an AI infrastructure, while competitors automated support. The company risked either limiting growth or disappointing students with slow, inconsistent help.

Career Certified deployed Talkdesk CX Cloud®, Talkdesk Copilot™, and Talkdesk Autopilot™ in under twelve months, moving from zero AI to full deployment. The company built the initiative around transparent communication, creating clear career growth paths and positioning AI as an empowerment tool. This approach secured strong agent buy-in and enabled a fully remote, multi-time-zone workforce.

Using Copilot for real-time assistance, agents resolve complex issues faster while Autopilot handles routine inquiries independently. Students receive near-24/7 support, with consistent quality. The company captures feedback that was previously lost, transforming from reactive support into a scalable operation that maintains its commitment to learner success.

### Impact

- Autopilot resolves 38% of chat interactions independently.
- Reduced average handle time by 30 seconds, increased productivity to 82%.
- Grew survey response rates from 2% to over 25% while maintaining 4.5 CSAT.

• • •

**"We beta tested Talkdesk Copilot for 30 days, but we didn't need the full testing period. We saw immediate results with a 30-second reduction in average handle time, largely from automated note taking during after-call work. When you multiply that time savings across our call volume, the ROI is remarkable."**



MIKE MATOUSH, SENIOR VICE PRESIDENT OF EDUCATION AND LEARNER EXPERIENCE, CAREER CERTIFIED'S

CX INNOVATORS AWARDS

# Momentum Leader

Celebrating female business leaders on the cutting-edge  
of customer experience, who push the industry towards innovation.

MOMENTUM LEADER  
WINNER

## Serta Simmons Bedding

### Unifying B2B and B2C support so every customer matters equally.

Serta Simmons Bedding manufactures and distributes mattresses and sleep products across North America. The company supports both retail consumers and dealer partners through its customer experience operation.



#### Serta Simmons's CX vision.

Serta Simmons believes every customer deserves effortless support, whether buying one mattress or supplying hundreds.

#### A better way to unify customer support.

Agents worked across six disconnected platforms, switching systems constantly for B2B and B2C inquiries. Fragmented tools created long wait times, slowed resolution times, and prevented agents from seeing the full customer context. The company couldn't deliver consistent service across channels or scale efficiently.

Rather than continue managing parallel systems, the team consolidated all operations into Talkdesk Retail Experience Cloud™, integrated Salesforce and ServiceNow for complete customer context, and launched intelligent routing with Talkdesk Navigator™, automated email replies, and self-service texting for warranty and returns. Talkdesk Digital Engagement™, Talkdesk Interaction & Quality Analytics™, Talkdesk Copilot™, and Talkdesk for Salesforce™ completed the transformation. A 24/7 chatbot now supports contract drivers, expanding always-on service while freeing agents for complex interactions.

Working from unified workflows instead of jumping between systems, agents cut wait times and increased productivity. Cross-functional discovery sessions put frontline experts at the center of solution design. The company delivers consistent, personalized experiences across every channel to both retail consumers and dealer partners.

#### Impact

- Consolidated six platforms into one unified instance with complete customer context.
- Launched 24/7 chatbot support for contract drivers and self-service channels.
- Increased agent productivity through simplified workflows and intelligent routin.

•••

**"We unified fragmented B2B and B2C support into one modern operation by consolidating six platforms. Our agents now focus on complex, high-value interactions while AI handles routine inquiries. That's strengthened brand loyalty for both retail consumers and dealer partners."**



AMBER SCOTT, VP OF CUSTOMER EXPERIENCE, SERTA  
SIMMONS BEDDING

MOMENTUM LEADER  
HONORABLE MENTION



## Becoming the standard for customer experience in gaming.

British Columbia Lottery Corporation operates gaming and entertainment across Canada's westernmost province, managing lottery, casino, and sports betting experiences for millions of players. The contact center handles 50,000 monthly conversations spanning player support, retail partner inquiries, and responsible gaming assistance.



### BCLC's CX vision.

BCLC believes contact centers should be strategic hubs, not cost centers. By combining technology with human insight, they deliver proactive service that sets new standards in gaming.

### A better way to redefine gaming customer experience.

Agents fought outdated systems that slowed every player interaction and buried valuable insights. Without real-time visibility into player needs or complete conversation history, they couldn't deliver the service players expected. As expectations rose and costs climbed, the contact center needed to transform from expense to asset.

The company deployed Talkdesk CX Cloud™, Talkdesk for Salesforce, Talkdesk Copilot™, and Talkdesk Interaction & Quality Analytics™ in a rapid transformation. Within weeks, BCLC integrated Salesforce and AWS Polly APIs to create what the team calls "intentional use" of AI. The company replaced fragmented tools with intelligent IVR, speech analytics, sentiment analysis, and robotic process automation working together as a unified system.

Agents resolve issues faster by focusing on meaningful interactions rather than navigating systems. Players reach the right person quickly and receive consistent support across every channel. BCLC turned every conversation into actionable intelligence, becoming a model for exceptional gaming experiences at scale.

### Impact

- Reduced average handle time to 210 seconds and hold times to 24 seconds.
- Lowered abandonment rate to 12% while handling 50,000 monthly conversations.
- Increased customer experience scores from mid-80s to above 90.

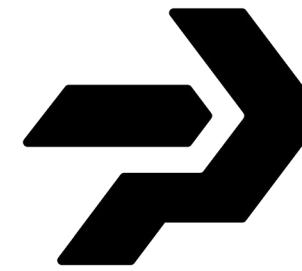
• • •

**"We transformed our contact center from a cost center into a strategic asset by putting intentional AI to work. We eliminated frustrating IVR flows, implemented intelligent routing, and gave agents the tools to focus on meaningful customer interactions. The transformation was so successful that other departments now ask to use our platform."**



KRISTIN GALAN, SENIOR MANAGER, RETAIL REWARDS & INCENTIVES, BCLC

MOMENTUM LEADER  
HONORABLE MENTION



GRUPO  
PURDY

## Turning feedback into action before the moment passes.

Grupo Purdy operates Costa Rica's leading automotive company, selling and servicing vehicles across multiple brands and locations. The customer experience team serves thousands of buyers and service customers throughout the ownership lifecycle.



### Grupo Purdy's CX vision.

Grupo Purdy regards feedback as intelligence that empowers every team member to nurture customer loyalty.

### A better way to understand and act on customer feedback.

Grupo Purdy relied on reactive surveys that delivered insights too late to resolve issues. The company gathered feedback slowly through disconnected channels, leaving advisors and managers without visibility into customer sentiment. When problems surfaced in quarterly reviews, opportunities to strengthen loyalty had already passed.

To solve these issues, the company deployed Talkdesk CX Cloud®, Talkdesk Interaction Analytics™, and Talkdesk Quality Management™ to build a real-time feedback ecosystem. Grupo Purdy expanded collection channels to WhatsApp, the web, and phone, integrated real-time alerts for NPS detractors, and created dashboards that link sentiment to advisor and branch performance. The team embedded CX metrics into OKRs, launched CX Labs for experimentation, and established a Champions Network to drive adoption.

Using Talkdesk solutions, Grupo Purdy turned feedback into a competitive advantage. Now advisors resolve issues the moment customers signal concerns, delivering personalized follow-ups to high-value clients. The team piloted AI tools, including a GPT-based sales assistant and digital behavior heatmaps that streamline journeys and increase conversions.

:talkdesk®

### Impact

- Improved NPS scores by up to 15 points within six months.
- Increased response rates and accelerated resolution times with real-time alerts.
- Strengthened customer advocacy through segmented follow-ups and AI-driven journey optimization.

•••

**"We shifted from reactive surveys to a real-time, insight-driven ecosystem. This drove faster resolutions and measurable gains of up to 15 points in IPN within six months. We've fostered a culture of co-creation and accountability that makes customer experience a competitive advantage."**



DANIELA GOMEZ, INNOVATION MANAGER, GRUPO PURDY

# Our esteemed judges

**Jon Arnold**

Principal, J. Arnold Associates

Jon brings clarity and strategy to the ever-evolving CX landscape, helping organizations make sense of rapid change and chart their path forward.

**Nate Brown**

Co-founder, CX Accelerator

Nate reminds us that the world needs more community, and CX delivers it—building connections between professionals who share knowledge, solve problems, and push the industry forward together.

**Débora Di Piano**

Digital Natives, Acct Exec Team, Microsoft

Débora blends empathy with strategy to spark transformative partnerships, ensuring technology serves genuine human needs.

**Nancy Jamison**

Senior Industry Director, ICT, Frost & Sullivan

Nancy guides CX strategies across contact center, retail, and beyond, helping organizations navigate the intersection of technology, operations, and customer experience.

**Sheila McGee-Smith**

President & Principal Analyst, McGee-Smith Analytics, LLC

Sheila helps enterprises and providers navigate CX, EX, and AI, offering the strategic perspective organizations need to transform successfully.

**Zeus Kerravala**

Founder & Principal Analyst, ZK Research

Zeus brings sharp analysis and big-picture vision to every conversation, connecting technical depth with business strategy.



[www.talkdesk.com](http://www.talkdesk.com)

© 2025 Talkdesk, Inc. All Rights Reserved Worldwide. Unauthorized use, duplication, or modification of this document in whole or in part without the written consent of Talkdesk, Inc. is strictly prohibited.