foundever®

The CX complexity guide

3 complex issues every CX leader is facing

Create connection. Value conversation.

Customer experience leaders are spending more on technology than they were a year ago, but almost none of them feel more in control.

This is the stark contradiction in customer experience right now. While 91% of customer service leaders are under mounting pressure to implement AI, many are still working out what to build around it first.[1] And while leaders don't lack the tools, they lack a clear read on which tool to deploy first and what to build around it.

So, to get to the bottom of how to navigate these challenges, we analyzed survey results from 221 senior CX decision-makers across eight industries to find out what's keeping them up at night, and identified what the leaders furthest ahead are doing differently.

The same challenges kept cropping up in their answers, no matter the industry. What changed was how sharp each one cut, and what a leader in insurance was doing about it versus a leader in telcoms. Eight industries, one shared set of pressures and different playbooks for navigating them.

This guide breaks down the three most noted tension points every CX leader is facing, industry by industry, along with the compliance thread that runs underneath every decision.

221
CX leaders surveyed

8
Industries covered

3
Shared tension points

1. Gartner, "Gartner survey finds 91% of customer service leaders under pressure to implement AI in 2026," gartner.com.

Contents

Three key complex challenges every CX leader is navigating

How leaders get through them looks different industry by industry

01 The AI reality gap

AI and automation rank as a top two CX investment priority in all eight industries covered in this guide. Yet “lack of AI and technology capability” is the single most-cited pain point CX leaders name with their current partners (43%). AI ambition and AI delivery have never been further apart.

→ Present in all 8 industries

02 Cost-to-serve under pressure

Cost-to-serve reduction appears in the top three business challenges in all eight industries surveyed, with citation rates ranging from 41% to 77%. Leaders want more than a lower price tag. What they’re after is efficiency that doesn’t cost them quality. That combination is both the challenge and the opportunity.

→ Cited by 41–77% per industry

03 Agent quality and attrition

“High agent attrition leading to inconsistent service” is a top four pain point with current partners in every industry in this guide (24–50%). It resurfaces in provider selection too, since agent retention ranks among the higher-importance capabilities buyers look for.

→ Top 4 pain point in all 8 industries

Compliance is the constant

Every industry in this guide names a dominant regulatory pressure. Rather than standing on its own, compliance runs underneath every AI, cost and workforce decision.

Industry 01

Banking and financial services

Banking and financial services leaders treat data security as a point of entry, then spend their energy on AI integration and cost pressure. Meanwhile, an attrition problem is still missing from most vendor evaluations.

% of banking and financial services leaders who name this as their biggest tension point

65%
AI integration

60%
Cost pressure

45%
Attrition

Integration outpaces ambition

Nearly two in three leaders say fitting AI into daily workflows is their biggest challenge, but not for lack of wanting it. Leadership is already sold, but the contact center is still catching up.

Agentic AI, deployed well, delivers a 10% to 15% efficiency gain in handle time and resolution. One global financial services group even deployed AI voice agents and hit 74% containment inside a highly regulated environment.

Insight

The pattern holds outside this survey too. Banks admit more than any other industry that they haven't tested their own AI safeguards, and just 18% feel confident in an outside audit.[2]

Margins are the live test

Six in ten leaders are squeezed by neobank competition, told to cut costs without giving regulators a reason to worry. That pressure gets solved by a better-structured team (not a smaller one) routing routine transactions to lower-cost capacity while keeping compliance-sensitive conversations with senior agents.

That structure (not headcount cuts) is what brings down cost per contact. For a leading fintech that transferred contact center operations to nearshore European locations and deployed a "shadow" operation that ensured contingency and risk mitigation, the result was a 30% reduction in operational costs over 2.5 years.

The complaint that never makes the strategy deck

Attrition is the single biggest complaint across banking and financial services, yet it barely registers as a broader business risk. Most vendor evaluations still don't screen for it.

Agent attrition is often the result of a lack of agent coaching, support and insights, which all impact overall CSAT and business outcomes. For example, after a mobile payments provider implemented post-call surveys and analyzed customer feedback, they were able to identify root issues, prioritize agent coaching and support, and ended up achieving a 26-point increase in CSAT and a 75% drop in agent attrition.

Compliance stopped being someone else's problem

KYC and financial crime detection isn't just a compliance checkbox anymore. Leaders rank it a top priority and more than just a risk issue. It's now landed squarely as a CX problem.

Compliance-trained teams handle KYC identity verification, AML monitoring and fraud screening as an extension of your compliance function, with automation supporting the work rather than leading it. For a U.K. bank, this kind of intelligent automation for back-office work saved 800,000 FTE hours and accurately handled 30,000 transactions a day.

2. Grant Thornton: "Banking insights: 2026 AI impact survey report," grantthornton.com.

The takeaway

The opening for leaders is to turn AI and cost discipline into a retention strategy. It should be sharp enough to catch what vendor evaluations still miss, building CX into a growth engine instead of just a cost center.

What to look for in a partner

- Deploys agentic AI without sacrificing containment or accuracy in regulated environments
- Cuts cost through smarter structure and not headcount
- Brings trained compliance headcount first, automation supports the work, it doesn't lead the pitch
- Uses agent coaching and AI-driven insights to drive CSAT and cut attrition
- Treats collections as revenue recovery, handling at-risk accounts early with skill and empathy to keep customers rather than write them off

Industry 02

Insurance

Claims volume and renewal season are forcing insurance leaders to solve AI and cost at the same time, while attrition, their biggest complaint about current providers, barely shows up in how they pick the next one.

% of insurance leaders who name this as their biggest tension point

77% AI integration

77% Cost pressure

50% Attrition

AI integration is just as urgent as cost

AI and cost aren't competing for attention across the sector — they're tied for it. Seventy-seven percent name each one as their top challenge, which means there's no picking one to solve first.

For a top 10 U.S. insurer, AI-powered training simulations, role-play scenarios with real-time feedback, cut AHT by 28% in the first week and got agents to full proficiency two weeks ahead of a control group, without sacrificing quality or compliance scores.

Cost-to-serve is running neck and neck with AI

That same 77% is fighting cost-to-serve pressure too, and unlike most industries, insurance leaders back it with serious weight: AI is their #2 highest-rated criterion out of 13 when picking a partner.

The fastest wins often come from embedding AI directly into how existing agents already work. For a specialty insurer, AI tools handling in-call dictation, automatic case summaries and real-time policy guidance cut average handle time 15% in 30 days, with zero drop in CSAT.

Readiness doesn't wait for a disaster declaration

State licensing requirements shape every delivery decision, but the test isn't the paperwork. It's what happens the moment a hurricane, wildfire or major storm hits and claims volume spikes overnight.

Rapid, licensed workforce activation during catastrophic events keeps policyholders reaching a knowledgeable agent when they need one most. One property insurer cut CAT surge costs by 40% with a model built to activate within 24 hours.

The blind spot nobody's checking for

Half of insurance leaders point to attrition as their biggest complaint about their current provider, yet almost nobody flags it as a business risk, just 5%. It's a symptom of a bigger problem: roughly half the insurance workforce is set to retire within 15 years, and the industry still ranks retention 9th out of 13 when choosing who to hire next.

For a U.S. insurance company, structured hiring and onboarding cut turnover by 30% and time-to-hire by 3x, the kind of fast, repeatable pipeline insurers will need as retirements accelerate.

The takeaway

Insurance leaders already put budget and buying criteria behind AI, unlike industries where investment outpaces evaluation. What's still missing is treating retention as a buying criterion instead of an afterthought.

What to look for in a partner

- Proves AI value within days or weeks
- Ties automation specifically to claims and policy servicing complexity
- Activates licensed, catastrophe-ready capacity within 24 hours
- Builds a hiring pipeline fast enough for the retirement wave already underway
- Catches missed premium payments early, with a clear path to reinstate, keeping policies on the books and saving policyholders money

Industry 03

Healthcare

Healthcare CX clears HIPAA as table stakes, then contends with a cost squeeze that won't let up and a patient loyalty question that keeps getting deferred.

Cost is healthcare's biggest headache

Three in four leaders identify cost as their top challenge — and hospital costs climbed 7.5% in a single year, more than double the rate of general price increases.[3] With a squeeze like that, pricing tied to genuine results becomes the whole strategy.

Flexible, outcome-based pricing, built around human agents augmented by AI, decreases cost-per-contact by 15% to 25%.

AI is tackling that same cost problem

Healthcare is putting true budget behind AI: half call it a top-three investment, and that enthusiasm shows up in how they pick a partner too. The logic is simple: let AI handle scheduling and paperwork, freeing people for the conversations that truly need one.

Agentic AI for scheduling and routine checks delivers a 10% to 15% efficiency gain in handle time and resolution, the payoff of letting AI run the process end-to-end rather than just assist the person doing it.

Keeping patients is a growth issue, not a staffing one

Four in ten leaders worry about losing patients over time, a different worry entirely from losing staff. A patient who stays is worth more than one you have to win back, making this a growth question as much as a service one. Yet pricing flexibility ranks near the bottom of what buyers screen for, even though cost is everyone's loudest complaint. Adaptive training on compliance, anti-fraud and patient care topics is what keeps that consistency intact as staff turns over.

For a leading global healthcare brand, analytics-driven coaching on empathy, ownership and hold etiquette drove a 13-point NPS jump (from 67 to 80) in a single year, through 15,000 targeted coaching interactions in just 60 days.

% of healthcare leaders who name this as their biggest tension point

74%
Cost pressure

38%
AI integration

41%
Patient loyalty

3. American Hospital Association, "Costs of caring 2026," aha.org.

The takeaway

Healthcare leaders have already solved compliance and tied their success to proven outcomes. The next move is turning that same discipline toward patient loyalty, pricing flexible enough to fund the consistency that keeps patients from walking away.

What to look for in a partner

- Publishes cost per contact, FCR and patient retention side by side rather than as three line items competing for the same budget
- Holds AI to the same compliance bar as its people, HIPAA built in
- Builds adaptive training for compliance, anti-fraud and patient care topics, tied to measurable proficiency and retention gains
- Works seamlessly inside your existing EHR and scheduling systems
- Reaches patients early on outstanding balances, with payment plans and financial-assistance checks, protecting revenue and the relationship at once

Industry 04

Retail and CPG

Retail CX faces a steep demand curve, and it's exposing an AI investment that hasn't caught up to its own ambition.

AI expectations aren't being met, and it shows

Retail has the highest AI-dissatisfaction rate of any industry in this guide. Over half of survey respondents say integrating AI into CX is a top challenge, and 57% call their current provider's AI capability the #1 thing wrong with it. Investment keeps climbing anyway: 71% are already backing agentic AI for order tracking and returns. Ambition and delivery haven't met yet, and unlike some industries, retail leaders are open to an outside perspective on how to mend that disconnect. Closing it starts with AI that finishes the job instead of just starting it.

AI chatbots handle order status, returns initiation and loyalty queries end to end, with quick escalation to agents for complex cases. For a major U.S. retailer, this cut live chat interactions by 30% monthly.

Cost-to-serve meets a demand curve no other industry faces

Cost-to-serve tops retail's list of pressures at 71%. But what truly sets retail apart is peak season: scaling for it is the #1 investment priority and the highest-rated criterion of all 14 when picking a partner, a demand swing no other industry in this guide has to plan around.

Workforce optimization, automation and analytics work together to lower total cost of ownership, reducing handle time and deflecting contacts through self-service without sacrificing quality, exactly the kind of flexibility peak season demands. For a major U.S. retailer, this approach reduced overall cost-to-serve by $10M annually.

One gap that retail already closed

Nearly half of retail leaders call agent recruitment and retention a challenge, and they don't bury the concern. It's already the #3 highest-rated criterion when picking a partner. That instinct lines up with a broader correction already underway: researchers predict half of companies that cut customer service staff in the name of AI will end up rehiring for similar roles by 2027.[4]

Structured hiring and continuous brand-voice coaching keep agent quality consistent through peak cycles, delivering reduced attrition and increased retention, matching what retail buyers already screen hardest for.

% of retail and CPG leaders who name this as their biggest tension point

61%
AI expectations

71%
Cost pressure

46%
Agent quality

4. Gartner, "Gartner predicts half of companies that cut customer service staff due to AI will rehire by 2027," gartner.com.

The takeaway

Retail's AI dissatisfaction stands out, but it isn't retail's defining problem. Peak-season scalability is. The leaders pulling ahead are the ones who can scale 3 to 5x without a quality drop, regardless of how much they're spending on AI.

What to look for in a partner

- Tracks order and returns deflection, peak-season CSAT and cost-to-serve as one connected scoreboard
- Scales 3 to 5x for peak season without a quality drop, proven at enterprise scale
- Screens for agent retention as carefully as retail buyers already do
- Extends Trust and Safety and FinCrime expertise, account takeovers, fake reviews, phishing and AI-driven social engineering, built for marketplace platforms and user-generated content
- Turns post-peak payment issues, 'Buy now, pay later' late payments, holiday returns, into recovered revenue with the same team that scaled for peak
- De-risks the AI build-vs-buy decision, delivering speed and expertise without runaway costs or platform lock-in

Industry 05

Travel and hospitality

Payment and refund compliance are already the price of entry in travel CX, and so is being ready for the moment a flight gets cancelled at scale. The serious fight is over labor costs, where loyalty investment goes and an attrition problem nobody's screening for yet.

Labor costs are breaking the build-it-yourself math

Seventy-four percent cite rising labor costs, making the in-house CX model increasingly hard to sustain, the single most-cited challenge in travel by a wide margin. The old math made sense when a brand's own trained staff were the differentiator: they were the ones who built the loyalty relationship over time. That's what's breaking now. Keeping that expertise in-house has become the expensive part.

→ The fix isn't fewer people, it's the same tier-trained, loyalty-fluent expertise delivered through a partner's cost structure instead of your own headcount.

Loyalty is the lens everything else gets filtered through

Forty-two percent are wrestling with how to bring AI in without breaking the guest experience, right alongside cost and consistency. But the clearest signal is where the investment really goes: 47% name loyalty program quality and member retention their top-3 priority, ahead of even seasonal surge capacity.

→ A custom training program built around the specialized booking and reservation tools agents actually use raises both readiness and retention. For a travel booking platform, this kind of program delivered 86% agent retention over 180 days, a 70% training graduation rate and an NPS in the top tier among the client's partners.

Insight

Travel carries the highest payment dispute values of any industry, averaging $120 a case and closer to $450 once fees and staff time are counted.[5] Most start as confusion over a refund, not fraud. Resolving the refund question before the guest calls their bank protects the revenue and the relationship.

The complaint travel keeps missing

Agent attrition is travel's second-biggest vendor complaint, just behind AI, yet agent retention ranks near the bottom, 8th of 13, in how buyers pick a partner. That same experience is what determines whether a disrupted flight day gets handled well or falls apart.

→ Smart hiring, AI-driven training and ongoing coaching get agents competent faster and keep them once they're there. For a digital travel brand, this increased multilingual agent retention by over 80% while delivering an NPS of +60.

% of travel and hospitality leaders who name this as their biggest tension point

74%
Labor costs

42%
AI & loyalty

37%
Attrition

5. Mastercard, "What's the true cost of a chargeback for businesses?" mastercard.com.

The takeaway

Travel leaders have connected loyalty to CX investment. They haven't yet connected attrition to vendor selection, even though it's already their second-biggest complaint. Closing that distance turns CX from a cost pressure absorbing labor increases into the growth engine loyalty programs were always meant to be.

What to look for in a partner

- Keeps a surge-ready bench for IROPS moments, cancellations, rebooking and disruption recovery, not just steady-state volume
- Treats loyalty interactions as retention moments, with agents trained and certified on tier management specifically
- Views multilingual agent retention as a core screening criterion
- Extends Trust and Safety and DOT/PCI-DSS compliance expertise across its workflows
- Resolves refund confusion before it becomes a bank dispute, protecting both revenue and the guest relationship

Industry 06

Telecoms

A network outage doesn't wait for a good time to happen, and neither does the subscriber deciding whether to switch carriers because of it. Cost and AI pressures hit telcoms CX together, churn never fully lets up and an attrition problem hides in plain sight.

% of telecoms leaders who name this as their biggest tension point

54% Cost & AI

38% Churn

46% Attrition

Cost and AI pressure arrived on the same day

Cost and AI are tied exactly at 54% for telcoms's top challenge. Neither is ahead of the other, and neither can wait for the other.

Agents certified on carrier systems handle Tier 2/3 escalations and advanced troubleshooting, backed by intelligent copilots instead of generic scripts, can boost productivity and reduce After Call Work (ACW) by 34%, which ultimately can streamline costs and free up agents for more complicated tasks.

Customer churn has its own gravity

Over a third call it a top challenge in a market so saturated and price-driven that leaders rate it 3.5 out of 5 in complexity, a problem in its own right, not just fallout from cost and AI pressure.

Keeping telco customers satisfied means meeting them where they are at. One telcoms brand did this through multilingual service, data-driven personalized offers and seamless transitions between communication channels. The result was +500K customers engaged, saved, or retained and 72% revenue retention.

The starkest blind spot in this whole guide

Nearly half of telcoms leaders name agent attrition as their #1 complaint, yet only 15% see it as a genuine business risk, and it ranks dead last, 11th of 13, in what buyers screen for in a new partner. No other industry in this guide has a wider gap between complaint and screening criterion.

The same telecom mentioned above saw a 36% reduction in agent attrition and 80% CSAT after implementing a data-driven outreach program and an agent empowerment strategy that included a four-day work week and quality-based bonus scheme.

Outage-ready surge operations

Well over half of the respondents mention CPNI (CustomerProprietary Network Information data privacy), telecom's own uniquely named data privacy framework, as their top regulatory pressure. But the true test is what happens when a network event hits and call volume spikes all at once.

Rapid activation of trained technical agents during network events, with proactive outbound workflows and intelligent routing, keeps SOC-backed, CPNI-compliant operations ready before queues spike.

The takeaway

Telcoms leaders have connected cost and AI investment tightly, and they're ahead on churn prediction. But they need to treat attrition as a screening question instead of a permanent complaint, the same discipline that turns outage response from a fire drill into a genuine competitive edge.

What to look for in a partner

- Certifies agents specifically on carrier systems, backed by intelligent copilots instead of generic scripts
- Personalizes retention outreach using customer journey mapping and historical data
- Backs agent retention with structural changes, flexible schedules, quality-based incentives
- Activates surge-ready, CPNI-compliant operations the moment a network event hits

Industry 07

Media, entertainment and gaming

% of media, entertainment and gaming leaders who name this as their biggest tension point

65% AI vs. trust

53% Churn

29% Attrition (T&S)

41% Cost-to-serve

Media and gaming's AI ambition, churn problem and Trust and Safety strain all trace back to the same tension: efficiency at the cost of the trust platforms depend on.

AI is winning the investment argument and losing the trust one

The media and gaming industry has the highest AI-challenge rate of any industry here: 65% are fighting to integrate AI without breaking the platform experience. Cost pressure runs close behind at 41%, and neither leaves room to trade away what keeps subscribers and players around. What leaders need is AI integration that is trustworthy, fun and engaging, that also cuts costs.

One example of this is a global TV channel that needed to relieve contact center agents and go beyond customer engagement. The result was a chatbot that supported agents on common requests, had a 70% handling rate, a 95% bot understanding and was a fun experience, as the bot had a special persona.

Churn splits into two different problems

Churn splits into two problems here. Over half call it a top challenge broadly, but 29% point to something more specific: involuntary churn from billing failures and expired promos is large case (Failed payments and expired cards cause 20% to 40% of all subscription cancellations). This is exactly why billing dispute resolution is this industry's #1 investment priority at 47%, with 35% betting on predictive churn modeling to catch it earlier.

Involuntary churn is a payments problem, not a loyalty problem. Structured follow-up on failed payments, card updates and a real conversation recover subscribers who never chose to go.

Insight

Failed payments and expired cards cause 20% to 40% of all subscription cancellations.[6] Structured follow-up on failed payments, card updates and a real conversation recover subscribers who never chose to go.

The attrition problem hiding inside content moderation

The pain here isn't spread evenly. Attrition concentrated in content moderation and Trust and Safety roles is a top-2 complaint (29%), even though broader retention barely registers elsewhere (12%), a sign it's the people absorbing the platform's hardest moments who are truly struggling. Trust and safety already ranks the second-highest selection criterion in this entire survey (4.06 out of 5).

These roles carry a documented psychological toll that most support functions don't, and the industry hasn't caught up with the structured support that demands. Research shows a structured employee wellbeing program can drive a 30% reduction in attrition and an 11.6x ROI; applied specifically to the realities of moderation work, that same kind of support is what this role needs most.[7]

Cost-to-serve pressure hasn't gone anywhere

Forty-one percent cite pressure to reduce cost-to-serve without sacrificing subscriber or player experience, the same tension playing out across this entire guide, just with even less room here to compromise on what keeps someone paying to watch or play.

The fix isn't spending less, it's spending on the right things, staffing and pricing models built around what actually keeps someone subscribed, rather than what's cheapest to run.

6. Recurly, "Reduce involuntary and voluntary customer churn," recurly.com.

7. McKinsey, "Thriving workplaces: How employers can improve productivity and change lives," mckinsey.com.

The takeaway

Media and gaming's central challenge is proving both AI and trust can grow together. The leaders pulling ahead treat churn prevention, billing clarity and moderation consistency as one connected system. The next differentiator is protecting the people doing the hardest, most trust-critical work.

What to look for in a partner

- Deploys AI with platform trust built in as a design constraint
- Catches involuntary churn, billing failures and promo expirations, ahead of the cancellation
- Delivers content moderation and platform integrity as a specialized service
- Builds structured support and coaching specifically around content moderation roles, where this industry's attrition concentrates
- Recovers subscribers lost to failed payments and expired cards through structured follow-up and card updates, catching churn that was never a loyalty problem to begin with

Industry 08

Tech and manufacturing

When a product breaks, the support call is the product experience for a tech or manufacturing buyer, there's no marketing polish standing between them and how well the fix goes. Escalations, cost pressure and a security bar most support teams weren't built for are all colliding at once.

% of tech and manufacturing leaders who name this as their biggest tension point

68%
Escalations

39%
AI capability gap

61%
Cost vs. resolution quality

Escalations are both the top complaint and the loudest challenge

Escalations are the loudest complaint in tech and manufacturing. Sixty-eight percent call them their top challenge, and they're a top vendor complaint too. Cost pressure trails close behind at 61%, with zero appetite for solving one by sacrificing the other.

Certified technical agents with sector-specific product depth resolve issues at first contact, reducing the escalations eating up engineering and product-team time. One example is from a global tech company that rolled out a centralized knowledge platform, giving agents reliable info and reducing reliance on experts. The result was a 20% resolution rate and 12% AHT reduction.

The AI bet is already placed, before the need was even proven

Here's the strange part: 78% are already investing in generative AI for agent assist, but AI integration only ranks 4th among what leaders call urgent business challenges, just 37%. The bet is running ahead of the need, and 39% still cite AI capability gaps as a top complaint about their current provider, tied with escalations as the industry's biggest pain point.

AI-powered agent assist that surfaces the right troubleshooting steps in real time to bridge AI investment and AI-driven outcomes. For a global consumer electronics brand, blending AI with human technical support hit 90% CSAT and 80% FCR while generating $5M in annual savings, with every target reached within 10 weeks of launch.

Support teams now need IT-grade compliance credentials

Fifty-nine percent of leaders name SOC 2 Type II their top compliance framework, closely tied with ISO 27001 at 56%, security credentials that used to live entirely with IT rather than customer support.

Security attestations and compliance credentials should be embedded in the operating model from day one.

Cost-to-serve pressure holds, without a quality trade-off

Over half cite pressure to reduce cost-to-serve without sacrificing resolution quality, and when the product itself is complex machinery or technology, a rushed fix usually means the customer's back on the phone again (at more cost than doing it right the first time).

The fix is routing the right issue to the right expertise the first time, so cost comes down through fewer wasted touches, not rushed complexity.

The takeaway

Tech and manufacturing has already placed its AI bet, at 78%, well ahead of the 37% who call AI integration urgent. What's still unproven is whether that investment reduces the escalations driving both the industry's top challenge and its top vendor complaint. The leaders who prove it first turn technical support from a cost center into the product experience it already secretly is.

What to look for in a partner

- Certifies agents on your specific product and systems
- Treats AI investment as a credibility multiplier for technical staff's own expertise
- Builds SOC 2 and ISO 27001 credentials directly into ongoing delivery, ready for any audit cycle
- Measures success by escalations avoided
- Pulls B2B invoice payments forward by resolving billing errors and disputes directly, without touching price

The path forward

Foundever® solutions overview

How Foundever addresses the pain points identified in this guide

Proven CX outcomes

15–25% cost per contact

+8–12 pt. CSAT improvement

+10–15% FCR uplift

Improved agent retention

AI-augmented human workforce

Human agents augmented by AI, faster, smarter and more consistent from day one. Precision hiring, accelerated onboarding and an integrated agent-enablement platform for training and real-time coaching.

Agentic AI workforce

Over 30 years of operator expertise applied to designing, deploying and managing agentic AI as a digital worker, tool-agnostic, embedded in your existing tech stack. No vendor lock-in.

Driving continuous CX transformation

01 **Diagnose and plan**
Operational review across channels, mapping friction to outcomes

02 **Transform and adapt**
Solution design and KPI commitments, with embedded teams

03 **Monitor and sustain**
Continuous optimization against live data and financial outcomes

Specialized services across every CX journey

Financial crimes and KYC
Identity verification, AML monitoring, fraud detection, sanctions screening

Collections as-a-service
Early-to-mid-stage collections, payment plans, omnichannel recovery

Managed technology for operations
Tier 2/3 escalation, cloud and systems support, cybersecurity triage

Claims and insurance
Auto, home, life and travel claims, warranty claims, healthcare claims and Revenue Cycle Management

Trust and safety
Content moderation, platform integrity, AI data and safety operations

Sales as-a-service
SDR/BDR prospecting, telesales, upsell and renewal programs

Why choose Foundever

130,000 associates, +45 countries, +60 languages, yet every program is tailored as an extension of the brands we support.

- **Outcome-aligned:** We tie our success to yours, CSAT, cost-per-resolution, deflection rate, revenue
- **Full lifecycle ownership:** From people to AI agents, we design, deploy, operate and optimize no handoffs, no gaps
- **AI-native operating model:** Our investment in AI is long-term and operationally grounded
- **Platform agnostic:** We work within your technology ecosystem, no vendor lock-in, no forced migrations

Founder-led and privately owned, with an agile, entrepreneurial DNA that serves you and your brand differently.

About Foundever®

Foundever® is the next-generation service leader reinventing customer experience (CX). Our 130,000 people working across +45 countries partner with industry-leading brands to deliver integrated CX, digital operations and data solutions.

Each year we power 3.3 billion conversations in +60 languages to help more than 800 of the world's top brands keep their promise in the moments that matter most. We simplify the complex CX landscape with scalable solutions that deliver seamless human experiences and solve real business and industry challenges. Using our people-led, technology-enabled and data-powered approach, we optimize and transform the customer and agent experience — changing the way things are done.

Discover more at **foundever.com** and connect with us on **LinkedIn, Facebook**, **YouTube** and **Instagram**.

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