Customer Experience

CX

Every touchpoint. Every channel. Every interaction — made better.

StratusCxO

FRACTIONAL CIO / CTO

BRIDGEPOINTE

TECHNOLOGY ADVISORY

450+	85k+	2,500+	46+
Customers Worldwide	CCaaS Agents Deployed	Successful Projects	Languages Supported

WHAT IS CUSTOMER EXPERIENCE (CX)?

Customer Experience (CX) focuses on how customers interact with your organization across every touchpoint — calls, chats, emails, web, and in-person — and how technology can make those interactions smoother, faster, and more satisfying. It is the sum of every feeling a customer takes away from doing business with you.

"89% of companies compete primarily on customer experience. The question is no longer whether CX matters — it's whether yours is winning or losing customers every day."

Customer Loyalty

Satisfied customers stay longer, spend more, and refer others.

First-Contact Resolution

Resolve issues faster — fewer escalations, lower costs.

Operational Savings

Reduce handle times and operational overhead at scale.

Data-Driven Insights

Turn every interaction into intelligence that drives decisions.

THE SIX CX CAPABILITIES

Six integrated layers that cover every dimension of customer interaction

01

Contact Center as a Service (CCaaS)

Voice, chat, email, SMS, social, and omnichannel routing — all in one cloud-native platform.

- Omnichannel routing
- Cloud-native architecture
- Voice, chat, SMS, social
- Scalable agent capacity

02

Customer Engagement Platforms

CRM integrations with Salesforce, Dynamics, HubSpot, and others for a unified customer view.

- Salesforce integration
- Dynamics & HubSpot
- Unified customer view
- Journey orchestration

03

AI & Automation

Chatbots, IVR, intelligent call routing, sentiment analysis, and automated QA at scale.

- AI chatbots & IVR
- Intelligent call routing
- Sentiment analysis
- Automated QA scoring

04

Workforce Optimization

Call recording, analytics, quality monitoring, and scheduling to keep your team performing.

- Call recording & analytics
- Quality monitoring
- Agent scheduling
- Performance dashboards

05

Self-Service Solutions

Knowledge bases, customer portals, and automated workflows that let customers help themselves.

- Knowledge base mgmt
- Customer self-service portals
- Automated workflows
- Deflection analytics

06

Security & Compliance

Call recording governance, data retention policies, and PCI/HIPAA compliance built in.

- PCI & HIPAA compliance
- Data retention policies
- Recording governance
- Audit-ready reporting

BRIDGEPOINTE'S CX VALUE-ADD

What separates a technology vendor from a transformation partner

01 **CX Strategy Aligned to Business Goals**

Bridgepointe starts with your objectives — sales growth, service improvement, retention — and maps technology decisions to those outcomes. No strategy built around vendor capabilities.

02 **Vendor Selection & Contract Negotiation**

Objective evaluation across Genesys, NICE, Five9, Talkdesk, and others. Bridgepointe's relationships and market intelligence consistently deliver better terms than direct negotiation.

03 **Implementation & Legacy Migration**

Structured migration from legacy contact centers with minimal operational disruption. Bridgepointe's team manages the full implementation lifecycle — from design to go-live.

04 **Ongoing Lifecycle Management**

Performance monitoring, cost optimization, and proactive contract management — so your CX platform keeps pace with your business without constant internal intervention.

05 **Single Point of Accountability**

One partner accountable across every vendor and platform. No finger-pointing between providers, no gaps in ownership. Bridgepointe owns the outcome.

EXPERIENCE MATTERS

Born from decades of experience supporting the world's most admired brands

> *We understand the importance of a clear strategy that ties CX to topline business objectives — and we've delivered it across 450+ customers, 2,500+ projects, and 15+ industry verticals.*

450+ Customers Worldwide	**2,500+** Successful Projects	**85k+** CCaaS Agents Deployed Globally
1,800+ Platform Implementations	**15+** Industry Verticals	**46+** Languages Supported
22.5k BPO Seats Deployed	**6+** Leading Platform Certifications	**55+** Certified BPO Partners

THE CX TECHNOLOGY ECOSYSTEM

We navigate a complex landscape — objectively, on your behalf

CCaaS Platforms	CRM & Engagement	AI & Analytics	Workforce Mgmt	Self-Service & Bots
Genesys	Salesforce	Google CCAI	NICE WFM	Nuance
NICE CXone	Microsoft Dynamics	AWS Connect	Calabrio	LivePerson
Five9	HubSpot	IBM Watson	Playvox	Ada
Talkdesk	Zendesk	Verint	Alvaria	Intercom
Avaya	ServiceNow	CallMiner	Aspect	Drift
Cisco	Freshworks	Medallia	injixo	Kore.ai

Bridgepointe is platform-agnostic — our only agenda is the right fit for your business at the best possible terms.

INDUSTRIES SERVED

Deep experience across 15+ verticals — CX strategy that's sector-informed, not generic



Manufacturing & Logistics

Field service coordination, supplier portals, and delivery status — every friction point is a CX opportunity.



Software, IT & Telecom

Technical support at scale — reduce escalations with AI-assisted triage and knowledge deflection.



Healthcare

Patient access, appointment management, and care navigation — where CX directly impacts health outcomes.



Insurance & Financial Services

High-stakes interactions that demand compliance, empathy, and speed — no margin for CX failure.



Education

Student support, enrollment CX, and alumni engagement across digital and voice channels.



Retail, Food & Beverage

Order management, returns, loyalty — consumers have zero patience for poor CX.



Consumer Products & Services

High-volume contact center needs: efficiency, personalization, and first-contact resolution.



Business Services & Workforce Mgmt

B2B relationships built on service quality — CX is a direct driver of contract renewal.



Hospitality, Media & Entertainment

Brand loyalty lives or dies in the CX. Every interaction is a moment to reinforce or erode it.



Public Sector & Non-Profit

Constituent services and donor engagement — mission-critical communication at constrained budgets.

REIMAGINE WHAT'S POSSIBLE

People. Process. Technology. — the three pillars of best-in-class CX



PEOPLE

Empower the humans behind every interaction

- Agent training, performance coaching, and quality monitoring
- Workforce management to reduce burnout and attrition
- Supervisor dashboards with real-time visibility
- AI-assisted scripting and knowledge at the agent's fingertips
- BPO partnerships across 55+ certified providers worldwide



PROCESS

Design interactions that resolve — not frustrate

- Journey mapping to identify friction and drop-off points
- Escalation path redesign for faster first-contact resolution
- Self-service strategy that deflects without alienating
- Compliance workflows built into every customer interaction
- Governance models that keep CX aligned to business KPIs



TECHNOLOGY

Deploy the right platform — not the loudest one

- Objective evaluation across all major CCaaS platforms
- Legacy contact center migration with minimal disruption
- AI, automation, and analytics integrated from day one
- CRM and back-office integration for a true 360° view
- Ongoing optimization — platforms that evolve as you do

WHAT CLIENTS ACHIEVE

The measurable outcomes of our CX engagement

Customer satisfaction scores improve

Faster resolution, less friction, and more personalized interactions translate directly into CSAT and NPS gains.

Operational costs come down

AI deflection, self-service, and optimized workforce management reduce cost-per-interaction without sacrificing quality.

First-contact resolution increases

Better routing, smarter IVR, and AI-assisted agents mean more issues resolved on the first call — every time.

Agent performance and retention improve

Workforce optimization tools reduce burnout, improve coaching effectiveness, and lower costly agent turnover.

Every interaction becomes insight

Sentiment analysis, call analytics, and QA automation surface trends your team can actually act on.

Compliance risk is systematically managed

PCI, HIPAA, and data retention requirements are built into the platform — not bolted on after an audit.

Every interaction is a chance to win — or lose — a customer.

Our CX team brings the strategy, the relationships, and the operational experience to transform your customer interactions into a genuine competitive advantage.

CX Strategy Assessment

A structured review of your current CX environment, channels, and technology — with an honest gap analysis.

Vendor Evaluation & Selection

Objective scoring across the leading CCaaS and engagement platforms, mapped to your specific requirements.

Ready to Protect Your Deal Value with Customer Experience CX?

Connect with our team before your next major customer initiative for a complimentary ***Customer Experience CX*** Readiness Conversation. We will map your customer journey complexity, pinpoint potential friction points in your service delivery, and outline a practical strategy to elevate your customer experience. ***No fees, no pressure.***

Schedule a Consultation

StratusCxO
FRACTIONAL CIO / CTO SERVICES

Bridgepointe Technologies
TECHNOLOGY ADVISORY & SOLUTIONS

INTEGRATE. SEPARATE. ACCELERATE.

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