

**:talkdesk®**

CX INNOVATORS AWARDS

**Impactful  
customer  
experiences**



Talk about impact. For its fourth year of the [CX Innovators Awards](#), Talkdesk Inc. is thrilled to recognize the exceptional and innovative contributions being made by business leaders to improve customer experience (CX). The 2023 Talkdesk CX Innovators Awards Winners exemplify the power of bringing technology and creativity together to create a positive impact in the lives of their customers. They are shaping the definition of what it means to deliver memorable customer experiences.

Here are their stories.

"Experience. A better way."

# CX

## innovators awards • 23

CX INNOVATORS AWARDS

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CX INNOVATORS AWARDS

# CX Innovator

This award honors customers who have leveraged Talkdesk technology to creatively solve CX or contact center challenges. These award-winners are using their visionary CX to deliver best-in-class experiences.

CX INNOVATOR NORTH AMERICA  
WINNER



# Seamless customer experiences at Patagonia open the conversation to caring for the planet.

Patagonia is “in business to save our home planet” as a designer of outdoor clothing and gear. Its products are all practical, versatile, long-lasting, repairable, and recyclable. Founded in 1973, Patagonia’s mission is underpinned by five values: quality, integrity, not bound by convention, environmentalism, and justice. Since 1985, Patagonia has pledged 1% of sales to preserve and restore the natural environment. Innovation in connecting with customers has been crucial to sharing in the Patagonia mission; by providing seamless, frictionless customer experiences, Patagonia is equipped to nurture human-to-human connections and encourage others to engage in helping create a better planet for all.

## Patagonia CX Vision.

While the CX Department at Patagonia covers everything from returns to do-it-yourself product repair advice, the undercurrent of the team’s work is in supporting and inspiring customers to get on board with the Patagonia mission. Patagonia sees customer experience as an opportunity to create connections and build community while fostering care for the environment. And since people reach out to Patagonia to engage on many levels, such as to inquire about environmental initiatives, every member of the CX team must be enabled to have an authentic conversation about a wide range of topics, while at the same time reducing friction for customers with seamless support. Through frictionless customer experiences, Patagonia encourages people to come for the products and stay for the activism.

## A better way to share an important mission.

Unlike other companies, Patagonia doesn’t outsource its contact centers; the 100+ customer experience representatives in 22 states support operations in Canada, Mexico, and the United States, along with a few smaller teams supporting other regions, are all Patagonia employees. Streamlining CX operations globally with Talkdesk CX Cloud™ has allowed a unified contact center for all Patagonia brand divisions and regions. Patagonia representatives are expected to have a deep understanding of products, be familiar with the environmental policies, and share their personal stories of environmental activism. By leveraging Talkdesk Quality Management™, every representative is well-supported with timely data on customer touchpoints, evaluations of customer interactions, outlines of specific coaching needs, and detailed coaching feedback. Innovation with Talkdesk helps Patagonia reinforce best practices, reward improvement, and elevate the entire customer experience.

At the core of its contact center transformation is the foundation of connectivity. Since transitioning to Talkdesk, Patagonia has harnessed Talkdesk CX Cloud™, Customer Experience Analytics, Talkdesk Quality Management™, and Talkdesk for Salesforce to ensure all customers can reliably reach a Patagonia customer service representative. This transformation has vastly improved the overall customer experience, laying a foundation for more meaningful conversations.

### Impact

- Reduced call times by 1-2 minutes.
- Ensured a 100% uptime SLA.
- Significantly decreased number of missed calls.



**“Our representatives do more than just solve problems for our customers. They are environmental advocates. They’re knowledgeable about our environmental policies and the issues that Patagonia supports. Our agents are empowered to share and inspire our customers to also get on board with our mission.”**

— MARI STONER, CUSTOMER EXPERIENCE TEAM MANAGER, PATAGONIA



CX INNOVATOR NORTH AMERICA  
HONORABLE MENTION



## Defining a powerful CX vision while expanding into B2C.

Serta Simmons Bedding is a household name, recognized as one of the world’s leading bedding manufacturers. Whether interacting with B2B or B2C partners, Serta Simmons Bedding is invested in providing an unparalleled customer experience. Demonstrating innovative thinking and the ability to adapt, the company expanded its operations beyond B2B to also include retail consumers in the last six years, introducing an online shopping experience into the mix. Unifying all of CX under a centralized leadership team was an enormous transformation that set Serta Simmons Bedding on the path to CX success.

### Serta Simmons Bedding’s CX Vision.

How Serta Simmons Bedding interacts with customers has changed dramatically in recent years. Around 2017, the company was strictly a retail B2B organization, working directly with retailers like Costco. The introduction of a direct consumer division and online sales changed everything. Now, Serta Simmons Bedding is interacting with the end consumer—the people who actually sleep on their mattresses, who they call ‘sleepers’—and thinking differently about the customer experience. The company is focused on making it easier for customers to engage with it while providing outstanding service. Every customer interaction, whether B2B or B2C, must be effortless, personalized, and consistent; unified across channels and divisions.

### A better way to clarify the customer experience.

To fulfill the vision of a unified CX team, Serta Simmons Bedding sought a centralized contact center solution—and knew that the new solution provider needed to be a good partner. Talkdesk, already in use at an existing contact center for its direct-to-consumer team, was a no-brainer and the perfect partner to unify operations.

With Talkdesk, Serta Simmons Bedding is equipped with proactive service, flexible and detailed reporting, integrations with other platforms, and an account representative who ensures the team gets the most out of the system. Untangling from the multiple operating contact center solutions, CRM platforms, and customer service applications across divisions required creative thinking and a slow-and-steady implementation approach that ensured Serta Simmons Bedding realized the full value of each component, which now includes Talkdesk CX Cloud™, Customer Experience

Analytics, Talkdesk Workforce Management™, Talkdesk Guardian™, Talkdesk Explore™, and Talkdesk Conversations Mobile App™. Now, CX departments can support each other cross-functionally and deliver a consistent customer experience even as the company expands into new markets.

### Impact

- Enhanced agents’ day-to-day with simplified workflows.
- Delivered real-time information access.
- Improved performance metrics.



**“When we say, ‘effortless’, it means effortless for the caller and effortless for the user. We can’t make it an effortless experience if behind the scenes, we’re searching like crazy to find information to answer a question. Our transformation has really been about improving the user experience as well as the customer experience.”**

— RITA MICHAUD, DIRECTOR, CX ENTERPRISE PROJECT MANAGEMENT, SERTA SIMMONS BEDDING

CX INNOVATOR EMEA  
WINNER



## Providing straightforward, accessible support to over 3 million clients worldwide.

Pogust Goodhead is a leading international law firm headquartered in London, England. Its vision is to provide straightforward legal support that helps alleviate the challenges of complex legal processes—and the company knows it must be easily accessible to its clients to fulfill that vision. Serving 3+ million clients globally, Pogust Goodhead aimed to integrate its diverse channels into a unified platform for efficient, accessible, and AI-enhanced support.

### Pogust Goodhead's CX Vision.

Contact centers in Brazil and support teams in London and Europe provide clients with updates about their claims, follow up on documentation requests, facilitate change requests to their database profiles, and generally provide a consistent presence for people along their challenging litigation journeys. Pogust Goodhead envisioned integrating its communication channels into one platform to provide faster, more accessible support and services to a diverse and ever-expanding client base while streamlining communication across systems for email, internal performance management, and digital self-service.

### A better way to remove barriers to fair and considerate service.

With Talkdesk, there is a solution for every aspect of the Pogust Goodhead communication roadmap. By combining Talkdesk with in-house technical resources, the company can quickly adapt and respond to caseload requirements. Digital self-service options enable clients to take action on their own, allowing Pogust Goodhead to keep pace with industry innovations while meeting customers where they are at today. With Talkdesk, Pogust Goodhead now provides numerous options for connecting with clients, including SMS communication and web-based forms. With client information added directly to their CRM record with Talkdesk for Salesforce, agents can come to each conversation with a richer context.

Today, Pogust Goodhead connects with millions of clients across different technological abilities and educational backgrounds to ensure that their information flows efficiently and effectively to its case management systems.

By bringing these systems together, class-action lawsuits, which have financial and political impacts globally, are coming to the table faster. Streamlined communication tools, including Talkdesk Dialer™, Talkdesk Studio™, and Answering Machine Detection, are not only providing more accessible experiences to clients but are also improving how Pogust Goodhead teams do their work and deliver results globally.

### Impact

- Reduced workforce costs by \$750,000 annually.
- Improved client sentiment.
- Gained efficiencies at the organizational level.



**“We’re now moving towards bringing AI and live chat into the work we’re doing with our clients. From that point of view, we’re ensuring that we’re delivering a full omnichannel platform that covers all of our client needs. That’s the goal, it’s where we want to be.”**

— HARRY FOX, HEAD OF OPERATIONS, POGUST GOODHEAD



CX INNOVATOR EMEA  
HONORABLE MENTION



## With a diverse range of services and locales, Quadiant is united in its CX vision.

Quadiant is a global leader in business communication software, parcel locker solutions, and mailing systems. From Brazil to Ireland, Japan to Germany, and 22 other subsidiaries, Quadiant contact centers support individuals and corporate customers across numerous industries. By centralizing its contact center training and expertise, Quadiant offers customers a one-stop shop for their queries. Customers only need to know one number, and with a globe-spanning presence, Quadiant is easy to find.

### Quadiant's CX Vision.

The cloud-based software customer and the parcel locker customer may be turning to Quadiant for different things but, ultimately, share in their need for support. Quadiant's CX vision is to remove friction and ensure consistency across channels so any customer across its many offerings can take action promptly and efficiently.

### A better way to help customers get things done.

Quadiant identified a need for improving efficiency during routine transactions—40% of calls were related to simple walk-through processes—and when workers shifted to working from home in 2020, the company faced the challenge of maintaining agent training and quality management. Keen to build a more robust quality management pipeline, Quadiant turned to Talkdesk. With Talkdesk Virtual Agent™ and Talkdesk Quality Management™, customers are now receiving consistent, streamlined support, with increased easy-to-navigate self-service options.

Talkdesk Virtual Agent™ is integrated into Quadiant's custom web platform API and Salesforce CRM, arming agents to immediately identify call context and create a customized experience based on automatically delivered customer data, such as account numbers. Rote tasks, including modifying delivery notifications, payments, or reporting a locker door jam, are managed in an easy-to-use self-service format that increases customer efficiency and reallocates time for agents to focus on other tasks and conversations with customers.

Conversational AI has been a boon for helping customers complete tasks with frictionless self-service options. And since there's no limit to call volume for voice bots, seasonal challenges are now non-issues. As a result of bots handling increased call volume, Quadiant saves on recruitment and training costs otherwise spent on temporary agent resources.

### Impact

- Doubled self-service capabilities.
- Improved CSAT by 4-10%.
- Increased containment rate from 33% to 60%.



**"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, QUADIANT



CX INNOVATORS AWARDS

# CX Ecosystem Leader

The CX Ecosystem Leader Award celebrates customers who successfully deployed Talkdesk with the support of a partner or a partner solution.

CX ECOSYSTEM LEADER AWARD  
WINNER



## For BCLC, elevated customer experiences are a win-win for the greater good.

The British Columbia Lottery Corporation (BCLC) is a “whole lot more than lotto.” The BCLC uses the money generated by lottery, casinos, and sports betting to help fund the province of British Columbia’s healthcare, education, and community programs. Impactful technology helps facilitate this—and the organization strives to connect with customers on their terms. The BCLC contact center touchpoint drives efforts in delivering seamless, accessible experiences that make it easier for customers to choose BCLC for their gambling products every time.

### BCLC’s CX Vision.

Digitally driven consumer behavior has changed the way the BCLC serves the best interests of its players and communities. As technology evolves, meeting customers where they are is paramount to delivering an exceptional experience. Supporting customers on their terms is essential to BCLC’s CX vision. To achieve this, BCLC harnessed automation and better data to build more intelligent routing capabilities and anticipate customer needs. Ecosystem partnerships within Talkdesk have allowed BCLC to integrate its tech stack and progress its ultimate CX vision.

### A better way to meet customers where they are.

Seamless backend integration with BCLC’s ecosystem partners allows the organization to automate data lookup, ensure accuracy and efficiency, and fine-tune its customer interactions. Since partnering with Talkdesk, BCLC has realized exceptional uptime metrics and significantly improved workflows and agent experiences. BCLC has also experienced reduced handle times, more efficient operations, and improved NPS scores. The business impact of integrating Salesforce and AWS Polly via Talkdesk AppConnect has contributed to smarter routing capabilities, the ability to anticipate customer needs, and better resource optimization for staff. BCLC is holistically making gains in the quality of support at its contact center and making it even easier for customers to see BCLC as an organization worth advocating for.

### Impact

- Increased positive customer experience scores by 10 points.
- Generated notable improvement metrics for average call time (210.7 seconds), average hold time (24.7 seconds), and call abandonment rate (12.4%).
- Improved support for online gaming channels.



**“From our customers’ perspective, the ease of doing business with BCLC has significantly improved. The effort needed to reach us and access support has been drastically reduced.”**

— MARTIN LAMPMAN, DIRECTOR OF CUSTOMER CARE OPERATIONS, BCLC

CX INNOVATORS AWARDS

# AI Innovator

Winners in this category adopted AI technology to enhance their contact centers and improve the experience of both customers and agents alike.

AI INNOVATOR  
WINNER



## Best-in-class technology solutions and support extends to CAI's service desk.

CAI is a global business and technical professional services firm known for championing neurodiversity in the workplace. CAI provides managed technical services, staff augmentation, and everything in between to meet its customers where they're at—and work to get them where they want to be. The CAI service desk supports 500,000+ global end users with proactive, future-forward pathways for resolving challenges and delivering care. Seeing AI as a crucial part of the technological future, CAI strives to demonstrate aptitude, enthusiasm, and innovation in AI solutions to best serve its customers.

### CAI's CX Vision.

For CAI, the CX vision is all about leading by example. CAI creates innovative ways for its customers to access support, and in turn, provides innovative support solutions to numerous global end users. By providing more options for receiving support, including web forms and chatbots, and guiding customers to resolutions quickly and at any time needed, CAI is best equipped to demonstrate innovation, efficiency, and seamless end-to-end care. Leading by example is how CAI goes above and beyond for customers to earn their trust as a technical partner.

### A better way to lead by example.

As innovators in the technological space, CAI saw AI as an opportunity to take its service desk to the next level of proactivity, where customer needs could be anticipated, addressed, and resolved quickly without adding additional agent workload. CAI had a legacy service desk solution with limited functionality, which prompted the company to partner with Talkdesk to create a best-in-class experience that harnessed the latest AI capabilities.

With Talkdesk Workforce Management™, CAI gets workforce data by the hour to make real-time resource allocation decisions. Customer Experience Analytics has become a game-changer for flagging customer intent across all communication channels, which allows managers to set up alerts to notify agents if intents come up repeatedly quickly, suggesting a common issue such as an outage. With Talkdesk Agent Assist™, CAI is realizing considerable benefit, as agents now create summaries of their calls with ChatGPT. The overall results in key performance indicators

(first-level resolution, abandon rate, and average speed to answer) are now merely table stakes. AI initiatives with Talkdesk enable CAI to get ahead of potential challenges and harness the data to continually improve its service desk experience and secure its role as an innovative industry leader.

### Impact

- Reduced escalation rates.
- Decreased time spent on post-call documentation by 8 minutes or more.
- Rapidly improved KPIs, including first-level resolution, abandon rate, and average speed to answer.



**“CAI has an automation-first mindset. It’s what differentiates our business and drives our innovation. We’re always looking to understand what we can do differently, better, and faster to meet our customers where they are.”**

— TOM GROSSO, EXECUTIVE DIRECTOR, SERVICE DESK, CAI



AI INNOVATOR  
HONORABLE MENTION



## With streamlined customer care, there are more reasons to love moving.

As the largest independent moving company in the United States, JK Moving Services interfaces with families, businesses, and individuals across the country to ensure service excellence, including on-time pickup and on-time delivery. The JK Moving Services contact center is critical to upholding standards of customer care. By allowing customers to access the support they need when they need it, whether to book a move or resolve an issue, JK Moving Services is positioned to help make moving easy. With the recent launch of several AI tools, JK Moving Services now has the technology to stay connected to those customers for life.

### JK Moving Services' CX Vision.

Moving involves physical, emotional, and logistical challenges that can make it feel onerous. People rely on professional movers like JK Moving Services to help ease the stress, which is why the company's CX vision is to redefine the moving experience through services that emphasize care and respect for customers. By upholding service excellence, JK Moving Services exemplifies respect for the circumstances of each move and defines success as empowering customers with a new perspective on the ease of moving. There's nowhere customers can't go with JK Moving Services.

### A better way to grow without leaving customers behind.

Rapid business growth created a challenge for JK Moving Services: with more revenue came more customers needing support for their moving services. The increase in the number of agents and growing call volumes drove JK Moving Services to rethink its approach to scheduling. The central challenge was to continue to manage calls while upholding core values of care and respect for the customer and the bottom line. To ensure a customer experience that aligned with its company values, JK Moving Services sought to optimize its contact center workforce with intelligent, adaptable technology.

In 2023, JK Moving Services strategically implemented Talkdesk's AI tools, Talkdesk Workforce Management™, Talkdesk Agent Assist™, and Talkdesk Virtual Agent™, to enhance customer care and further streamline operations. With Talkdesk Workforce

Management™, JK Moving Services can automatically assign agents based on AI-generated call spike predictions and route calls to anyone with a Talkdesk license—including the outside sales team and external numbers—to help its inside sales team during volume spikes. Since implementing AI tools with Talkdesk, JK Moving Services has increased calls by 37% and agent headcount by only 11%. Talkdesk allows JK Moving Services to take on higher call volume while refining productivity for its sales team and providing customers with the 24/7 support they need to move with ease.

### Impact

- Increased calls by 37%.
- Reduced call abandonment rate by 7%.
- Decreased supervisor escalations by 30%.



**"Our core values are all about the customer—care and respect for the customer. We now have tools to let us know that our service is aligned with these values."**

— KEN COHEN, SVP, BUSINESS DEVELOPMENT AND CONSUMER SALES, JK MOVING SERVICES

CX INNOVATORS AWARDS

# CX Digital Transformation

This category acknowledges the achievements of customers who embraced digital transformation as a strategic differentiator.



## By providing respectful support, Home Trust Company is helping more Canadians make home ownership a reality.

Home Trust Company is a financial institution specializing in mortgage lending while also offering customers options for credit cards, deposits, savings accounts, and GICs. For many Canadians, Home Trust Company represents hope, acceptance, and a way forward for seeing their dreams of home ownership come true. Home Trust Company takes helping its customers achieve their goals seriously and appreciates that money conversations are personal. Technology is crucial in ensuring customers' confidence in Home Trust Company's ability to serve them in these critical areas of their lives.

### Home Trust Company's CX Vision.

Customer care at Home Trust Company involves listening, reviewing all facts, and offering prudent lending solutions tailored to individual financial situations. At the Home Trust Company contact center, agents hear customer stories and respond with quick, thoughtful support. Through these connections, Home Trust Company is helping Canadians purchase homes and prosper.

### A better way to address diverse challenges, all from one platform.

Before implementing Talkdesk, Home Trust Company's telephony system was on-premise and operated separately from its quality management system. There was a clear need to update the legacy solution, as dropped and static calls were frequent, and the legacy systems lacked integrated reporting to show performance indicators at a glance. Additionally, Home Trust Company did not have complete oversight of its IVR and relied on a third party to make necessary adjustments, which was time-consuming and costly. Inefficient call center operations and negative customer feedback due to static phone experiences prompted Home Trust Company to find a 'one-stop-shop' solution to integrate call center operations in one place.

With Home Trust Company's transition to Talkdesk, which included Talkdesk CX Cloud™, Talkdesk Workforce Management™, Talkdesk Quality Management™, and AI, the company has experienced a 22% increase in first-call resolutions and a reduction in over 500 dropped calls per month. Agents are having more productive conversations with customers, and Talkdesk has empowered Home Trust Company with full control of its telephony platform, to easily identify service level shortages, adjust schedules to enhance customer experience, and communicate with customers through the IVR and offer a virtual hold, so they don't have to physically wait on the line for an agent. Everyone wants to be heard, and Home Trust Company customers are no different. With a centralized contact center, Home Trust Company is better equipped with the time and resources to ensure customers have their stories heard and their financial needs met.

### Impact

- Increased customer satisfaction by 13%.
- Experienced a 500% reduction in dropped calls per month.
- Generated a 22% increase in first-call resolutions.





## With a powerful vision, WaFd Bank is pioneering the next frontier of digitally-driven banking.

Founded in Washington state in 1917, WaFd Bank is a retail and commercial bank operating more than 200 branches with \$20 billion in assets. Although designated as a regional bank, WaFd Bank aims to be available to its customers like a next-door neighbor: reliable, steadfast, and authentic. As technology continues to drive change in CX delivery, WaFd Bank recognizes that there's a balance to strike in adopting new solutions, ensuring no customers get left behind. By combining the AWS suite of tools, such as Amazon Lex, with the robust functionalities of Talkdesk solutions, WaFd Bank is bridging the gap between bankers and clients while continuing to innovate toward a powerful vision for 2025.

### WaFd Bank's CX Vision.

WaFd Bank is working to achieve a vision by 2025 of becoming a highly profitable, digital-first bank that leverages data to anticipate financial needs and empower clients with frictionless experiences across all interactions and devices. Moving towards the goal of delivering digital-first support, WaFd Bank is transforming CX at its call center with digitally modern infrastructure that allows customers to engage with WaFd Bank on their terms, with seamless self-service conveniences, fraud safeguards, and anticipatory data to help them complete phone banking tasks faster.

### A better way to deliver digital-first customer experiences.

In January 2022, WaFd Bank selected Talkdesk as its partner in innovation. WaFd Bank now relies on Talkdesk technology for a wide range of services and features, powering everything from fraud prevention to omnichannel engagement options and workforce management. Conversational AI, delivered by an Amazon Lex integration with Talkdesk, has transformed how many customers engage with WaFd Bank's phone banking services. By providing convenient, frictionless experiences, WaFd Bank has reduced costs as more customers leverage self-service options and transition customers to lower-cost, higher-efficiency channels such as chatbots, offsetting call volumes by 25% and generating cost savings of approximately \$1M annually. Bringing WaFd Bank's contact center into alignment with the vision of becoming a digital-first institution has created a customer-centric future with frictionless services and more options to meet WaFd Bank customers where they are.

### Impact

- Saved \$1M annually by offsetting call volume by 25%.
- Increased NPS from 12 to over 50.
- Minimized call agent volume by 30% with conversational AI.



**“WaFd Bank is creating a digital-first banking experience with advanced capabilities like AI and voice authentication to address key friction points in the customer journey and offer simple-to-use options for service and support across any channel or device. Offering this type of technology to our clients improves the client experience by removing the frustration often associated with the login processes, including addressing the challenge with lost or stolen credentials. This is an exciting time to work at WaFd Bank!”**

— DEBRA VIAR, CLIENT CARE CENTER MANAGER, AVP, WAFD BANK



CX INNOVATORS AWARDS

# CX Rookie of the Year

The CX Rookie of the Year Award recognizes the achievements of customers who implemented Talkdesk technology in the previous 12 months and celebrates visionary CX, rapid deployment, and quick return on investment.

CX ROOKIE OF THE YEAR  
WINNER



## As WWIIS scales, its best-in-class customer care scales with it.

Worldwide Internet Insurance Services (WWIIS) is an award-winning multi-brand, multi-product insurance intermediary. Its contact center is an integral part of its CX vision, serving as a crucial touchpoint where agents consistently deliver on the promise of exceptional customer experiences. Through innovation, technology, and a dedicated team, WWIIS aims to meet and exceed customer expectations at every interaction.

### WWIIS' CX Vision.

WWIIS envisions a customer experience centered on excellence, innovation, and customer-centricity. Its CX vision revolves around delivering exceptional value to customers by understanding their needs, anticipating their expectations, and exceeding them at every touchpoint. To support this vision, the WWIIS contact center plays a pivotal role, where data analytics and advanced technology help enable seamless and efficient customer interactions.

### A better way to future-proof customer care.

WWIIS' contact center faced rapid business growth, highlighting issues with its existing system. In the search for a new solution, WWIIS prioritized integration capabilities and future-proofing its contact center operations. As customer communication preferences continued to evolve, WWIIS needed a solution that could adapt and remain relevant over the long term.

Enter Talkdesk CX Cloud™, which delivers call routing, IVR, real-time analytics, and omnichannel support. After implementing Talkdesk CX Cloud™, WWIIS integrated Talkdesk with its CRM system to allow data synchronization, screen pops, and automated workflows to provide agents with a 360-degree view of customer interactions and details. The transition proved beneficial almost immediately. WWIIS has enhanced its CX with reduced wait times, improved resolution accuracy, and proactive issue prevention.

Implementing AI-driven tools, such as chatbots and virtual assistants, allows WWIIS to provide a seamless omnichannel support system, giving customers the flexibility to choose their preferred communication method. Integrating Talkdesk with WWIIS' CRM system empowers agents with real-time customer information, leading to more personalized conversations and higher customer and agent satisfaction.

### Impact

- Reduced wait times.
- Improved issue resolution accuracy.
- Saved 407 hours annually with call routing.

CX ROOKIE OF THE YEAR  
HONORABLE MENTION



## Providing straightforward, accessible support to over 3 million clients worldwide.

Pogust Goodhead is a leading international law firm headquartered in London, England. Its vision is to provide straightforward legal support that helps alleviate the challenges of complex legal processes—and the company knows it must be easily accessible to its clients to fulfill that vision. Serving 3+ million clients globally, Pogust Goodhead aimed to integrate its diverse channels into a unified platform for efficient, accessible, and AI-enhanced support.

### Pogust Goodhead's CX Vision.

Contact centers in Brazil and support teams in London and Europe provide clients with updates about their claims, follow up on documentation requests, facilitate change requests to their database profiles, and generally provide a consistent presence for people along their challenging litigation journeys. Pogust Goodhead envisioned integrating its communication channels into one platform to provide faster, more accessible support and services to a diverse and ever-expanding client base while streamlining communication across systems for email, internal performance management, and digital self-service.

### A better way to remove barriers to fair and considerate service.

With Talkdesk, there is a solution for every aspect of the Pogust Goodhead communication roadmap. By combining Talkdesk with in-house technical resources, the company can quickly adapt and respond to caseload requirements. Digital self-service options enable clients to take action on their own, allowing Pogust Goodhead to keep pace with industry innovations while meeting customers where they are at today. With Talkdesk, Pogust Goodhead now provides numerous options for connecting with clients, including SMS communication and web-based forms. With client information added directly to their CRM record with Talkdesk for Salesforce, agents can come to each conversation with a richer context.

Today, Pogust Goodhead connects with millions of clients across different technological abilities and educational backgrounds to ensure that their information flows efficiently and effectively to its case management systems.

By bringing these systems together, class-action lawsuits, which have financial and political impacts globally, are coming to the table faster. Streamlined communication tools, including Talkdesk Dialer™, Talkdesk Studio™, and Answering Machine Detection, are not only providing more accessible experiences to clients but are also improving how Pogust Goodhead teams do their work and deliver results globally.

### Impact

- Reduced workforce costs by \$750,000 annually.
- Improved client sentiment.
- Gained efficiencies at the organizational level.



**“The mission at Pogust Goodhead is to ensure we are holding large corporations to account by supporting individuals in that fight. In order to support those individuals from a CX point of view, we have to ensure that we are completely accessible to those people.”**

— HARRY FOX, HEAD OF OPERATIONS, POGUST GOODHEAD

CX INNOVATORS AWARDS

# CX Business Impact

This category celebrates customers using optimized CX to improve business impact. Winners of this award demonstrated a clear CX vision, articulated improvements, and provided evidence of results.



CX BUSINESS IMPACT  
WINNER



## With a direct-to-consumer model, LegalShield is disrupting the legal services industry.

For over fifty years, LegalShield has provided affordable legal services to millions of people, including individuals, families, and small businesses. Since its establishment in 1972, LegalShield’s model has been direct-to-consumer on a subscription basis, offering legal plans and identity theft protection at an affordable price. Over 4.5 million individuals and 140,000 businesses have felt the impact of empowerment from LegalShield’s offerings. Today, the company serves over 1.7 million members and 140,000 businesses across the U.S. and Canada.

### LegalShield’s CX Vision.

At LegalShield, going above and beyond for its members is more than providing affordability or democratizing legal service availability. It’s about talking to members and helping them understand the legal services they can access. It’s about breaking down barriers and providing information so they can enter legal discussions with open eyes and receive outstanding value. Going above and beyond is the cornerstone of LegalShield’s CX vision, and it’s how the company differentiates itself from the competition.

### A better way to help members leverage value from legal services.

The legal system is complex, and LegalShield recognized that great CX is necessary when providing members with clear information to get the most value out of their legal services. Customer service has always been a differentiator for LegalShield. To retain its competitive edge, LegalShield sought to uphold its reputation for innovative CX strategy by further refining its call center operations.

By leaning into optimizing the customer experience with Talkdesk, LegalShield has undergone a massive transformation across its entire customer engagement ecosystem. Implementing an intelligent, forward-thinking contact center solution from Talkdesk, including Talkdesk CX Cloud™, Customer Experience Analytics, Proactive Outbound Engagement, and Talkdesk Quality Management™, helped LegalShield make significant gains in customer satisfaction and experience. To continue building out its omnichannel capabilities, LegalShield then implemented

Talkdesk Digital Engagement™ through integrations with Talkdesk AppConnect™ solutions, Sentiment.io OmniChannel, and Calabrio Workforce Management. Since undertaking its digital transformation, LegalShield has seen increased efficiencies, streamlined communications, and measured improvements through all customer channels backed by data-driven insights.

### Impact

- Decreased call volume rates by 10%.
- Reduced call abandonment rates by 3.5%.
- Improved service level stats by 4%.



**“We are redefining the customer service and customer engagement experience in the legal industry. At LegalShield, we lead by example and are leveraging our own example to educate and train the law and provider firms on how they should engage customers and improve the customer experience.”**

— PAT PATTERSON, CHIEF INFORMATION OFFICER, LEGALSHIELD



## For BCLC, elevated customer experiences are a win-win for the greater good.

The British Columbia Lottery Corporation (BCLC) is a “whole lot more than lotto.” The BCLC uses the money generated by lottery, casinos, and sports betting to help fund the province of British Columbia’s healthcare, education, and community programs. Impactful technology helps facilitate this—and the organization strives to connect with customers on their terms. The BCLC contact center touchpoint drives efforts in delivering seamless, accessible experiences that make it easier for customers to choose BCLC for their gambling products every time.

### BCLC’s CX Vision.

Digitally driven consumer behavior has changed the way the BCLC serves the best interests of its players and communities. As technology evolves, meeting customers where they are is paramount to delivering an exceptional experience. Supporting customers on their terms is essential to BCLC’s CX vision. To achieve this, BCLC harnessed automation and better data to build more intelligent routing capabilities and anticipate customer needs. Ecosystem partnerships within Talkdesk have allowed BCLC to integrate its tech stack and progress its ultimate CX vision.

### A better way to meet customers where they are.

Seamless backend integration with BCLC’s ecosystem partners allows the organization to automate data lookup, ensure accuracy and efficiency, and fine-tune its customer interactions. Since partnering with Talkdesk, BCLC has realized exceptional uptime metrics and significantly improved workflows and agent experiences. BCLC has also experienced reduced handle times, more efficient operations, and improved NPS scores. The business impact of integrating Salesforce and AWS Polly via Talkdesk AppConnect has contributed to smarter routing capabilities, the ability to anticipate customer needs, and better resource optimization for staff. BCLC is holistically making gains in the quality of support at its contact center and making it even easier for customers to see BCLC as an organization worth advocating for.

### Impact

- Increased positive customer experience scores by 10 points.
- Generated notable improvement metrics for average call time (210.7 seconds), average hold time (24.7 seconds), and call abandonment rate (12.4%).
- Improved support for online gaming channels.



**“We now have the marriage of an improved customer experience and a simplified agent experience, meaning concerns are resolved faster, relationships are improved, and in an instance where we encounter a challenge, our agents have the tools and capabilities needed to quickly problem solve.”**

— MARTIN LAMPMAN, DIRECTOR OF CUSTOMER CARE OPERATIONS, BCLC

CX INNOVATORS AWARDS

# CX Revenue Leader

The CX Revenue Leader award recognizes customers driving enterprise growth and profitability through the customer experience.



CX REVENUE LEADER  
WINNER



## For RNDC, contact centers are key to maintaining quality service and care across 39 states.

With roots extending back to Prohibition, The Republic National Distributing Company (RNDC) distributes wholesale wine and spirits across the United States—connecting with leaders in liquor stores, bars, and restaurants from coast to coast. Alcohol distribution laws and regulations are state-driven, and RNDC operates with a team of 14,000 associates spanning 39 states. With such expansive numbers, there’s a lot of room for missed connections. That’s why RNDC launched “1RNDC,” a strategic plan for centralizing and standardizing inside sales and customer care across the company.

### RNDC’s CX Vision.

While every state may have different ways of regulating alcohol distribution, the quality of service and process-oriented care from the RNDC contact centers is consistent across the country. By unifying and consolidating its inside sales and customer care technologies, including Salesforce CRM and Talkdesk technology, RNDC is paving the way for building better customer relationships.

### A better way to provide a consistent customer experience.

As RNDC has grown, the complexities of expansion into different parts of the country have required the establishment of state-specific sales, customer care, and operations. With locations in 39 states, RNDC was challenged to maintain cohesive processes, particularly within customer care and sales. Its inside sales teams operated on disparate technologies and reporting structures. The technology needed to be revised to achieve a new vision for centralized and standardized inside sales and customer care.

RNDC turned to Talkdesk to assist in centralizing its efforts across contact centers and, to ultimately bring the customer care and inside sales departments together on centralized platforms for CRM and telephony. With Talkdesk for Salesforce, RNDC can now deliver a consistent care experience from centralized contact centers, no matter where they are calling from. Calls can be directed to specialized customer care representatives with skills-based routing and ring groups, which is helping to foster relationships with customers in ways RNDC couldn’t do before implementing Talkdesk. RNDC is also seeing increases in service levels—which its previous solution couldn’t measure.

Today, RNDC is also leveraging data to understand how many customers are calling, when they’re calling, and how best to respond to those calls. By uniting teams under one nationally-driven suite of technologies and processes, the RNDC contact center is a living example of its commitment to a vision of unified customer care and inside sales across the company—and customers are feeling the positive impact of having a simplified set of phone numbers to dial to access its teams.

### Impact

- Estimated to reach a \$150M reduction in annual expenses.
- Reductions in staffing overages.
- Efficiency gains with click-to-call options.



**“Now we know exactly how many customers are calling, when they’re calling, and what they need. This has been a major improvement in our customer experience overall.”**

— GARY MATALUCCI, VICE PRESIDENT OF INSIDE SALES, REPUBLIC NATIONAL DISTRIBUTING COMPANY



CX REVENUE LEADER  
HONORABLE MENTION



## With best-in-class support, Motorola Solutions customers can design their own experience.

Motorola Solutions has long been considered a trailblazer in global safety, from communications on the Apollo missions to improving next-generation 9-1-1 emergency calls. In building and connecting technologies to help protect people, property, and places, Motorola Solutions is an ever-expanding organization, continually growing to increase innovation and deliver leading-edge solutions and support. Today, the company has seven brands within its customer experience, all integrated into the Motorola Solutions ethos.

### Motorola Solutions' CX Vision.

As a global leader in public safety and enterprise security, Motorola Solutions is responsible for providing best-in-class support to its customers. It's not just Motorola Solutions customers who feel the impact: behind local police departments, government agencies, energy and utility companies, and more, in many cases, there is Motorola Solutions infrastructure helping to make communities safer and businesses more productive and secure. Technical support agents at Motorola Solutions must keep pace with customer needs by continually innovating to provide integrated technology that leads to the edge of what's possible in public safety and security

### A better way to shift towards digital-first customer care.

With a focus on innovation, Motorola Solutions' goal is rapid growth and expansion of its workforce and customer base to deliver world-changing solutions. But with growth comes more phone calls, and its legacy contact center system struggled to keep up. Ultimately, Motorola Solutions aimed to drive customers toward digital self-service options to solve their challenges, and they needed a proactive solution to help foster that transition.

To create a customer experience solution that matched its innovative reputation, Motorola Solutions partnered with Talkdesk. Using Talkdesk for Salesforce, the company has increased agent productivity with basic automation and integrations added to agent workflows. New reporting and data visualization capabilities enable Motorola Solutions to reduce the Average Handle Times (AHT) and Average Speed to Answer (ASA), offering agents more time to complete tasks with AI assistance, like ticket deflection and knowledge base support. Behind the scenes, Talkdesk

live dashboards allow for automatic case creation that syncs to Salesforce CRM, freeing up time for agents to create knowledge center articles. With Talkdesk, Motorola Solutions elevates its customer experience by delivering more options for customers to resolve their challenges and the opportunity to design their own experience.

### Impact

- Improved first-call resolutions.
- Enhanced phone support with direct call routing with certification, PIN verification, and automated case creation.
- Reduced Average Handle Times (AHT) and Average Speed to Answer (ASA).



**"Our customers have a streamlined experience when contacting us by phone, they are made aware of the expected wait time, encouraged to visit our support community while being routed to the correct support rep every time."**

— **RAYMOND STEVENSON**, SENIOR MANAGER, CX BUSINESS OPERATIONS, MOTOROLA SOLUTIONS





# Get it right at first contact: Talkdesk AI delivers.

Ready to transform customer experiences, dramatically reduce costs, and supercharge operational efficiencies with AI-powered cloud contact center solutions from Talkdesk?

LET'S TALK

Hear from our winners: watch the on demand [CX Innovators Masterclass](#).

Want to be among the CX innovators making a better experience for their customers? [Contact us](#) for a demo to find out how Talkdesk can help you become a CX innovator.



CX INNOVATORS AWARDS

# Thank you to our judges.

Submissions to the Talkdesk CX Innovators Awards are judged by a panel of leading customer experience experts. Winners and Honorable Mentions are awarded based on total points (scores may be tied resulting in multiple Winners and/or Honorable Mentions in some categories).

## The CX Innovators Awards 2023 Judging Panel:



**Jay Nathan**

EVP & CCO, Higher Logic Vanilla



**Nate Brown**

Co-Founder, CX Accelerator



**Jim Tincher**

CEO, Heart of the Customer



