:talkdesk®

CX INNOVATOR AWARDS

Innovative customer experiences

:talkdesk®

The 2022 [Talkdesk CX Innovator Award](#) Winners are here!
Now in its third year, Talkdesk Inc. hosts the CX Innovator Awards
to recognize the outstanding and innovative contributions being
made to improve the customer experience (CX). These leaders
are leveraging creativity and technology to envision and implement
a new standard of customer experience.

Here are their stories.

You can also watch the on demand [Special Edition Masterclass:](#)
[CX Innovator Awards 2022](#) and hear directly from our winners.

"Experience. A better way."

CX
innovators
awards•22

Table of contents

CX AWARDS

Talkdesk People's Choice

The Talkdesk People's Choice Award is given to customers that exemplify truly innovative CX. Only in its second year, this new award category is adjudicated by the Talkdesk leadership team and features customers who truly embody Talkdesk's commitment to building a better way.

WINNER**

talkdesk

CX innovators awards•2022

PEOPLE'S CHOICE

WINNER
★ ★ ★

Alignment Healthcare

Alignment Health meets the healthcare needs of seniors across the United States—through improved care management and service quality.

Alignment Health is a champion of health and wellness for underserved communities. The company provides innovative, tech-enabled healthcare services for seniors across the United States. Based in Orange County, Alignment Health uses a unique tech stack to bring exceptional customer experiences to Medicare Advantage members and providers.

Alignment Health's CX Vision

Alignment Health is dedicated to providing quality health benefits to all. The company offers members innovative health and wellness experiences with integrity through customer service and a dedication to continuous improvement. The goal: to provide high-quality care without an exorbitant price tag.

A better way to care for the health of underserved communities

Alignment Health wanted to leverage its data to power a concierge-like experience for members and providers alike. Implementing a technology-enabled contact center solution was the key to bringing innovation to Alignment Health's customer experience. The company built a custom contact center solution to combine its proprietary virtual application platform, AVA®, and its high-touch, customized clinical care model. Talkdesk CX Cloud works in sync with AVA® to offer exceptional, tailor-fit customer service experiences by securely filling care coordination gaps and enabling care teams to deliver the right assistance at the right time. The new solution ensures members get the help they need, whenever they need it, with 24/7 access to high-quality care. Alignment Health now has a personalized customer journey, providing agents with historical customer data to offer a higher level of care for callers. Talkdesk Performance Management™ is also enhancing the customer journey with improved agent training, gamification, and better data insight, ensuring Alignment Health's retention of talented agents. The new technology stack has powered more than one million personalized care interactions to date.

Impact

- Increased customer satisfaction.
- Decreased call transfer rates.
- Improved retention of skilled agents.

● ● ●

"Technology has provided a path for us to utilize our interaction data to ensure a tailored experience. Whether that be streamlined and skilled agent routing, preferred language attendants, or oversight awareness, the results equate to a higher level of care and service."

— **ROCKY GONZALEZ**, SR. DIRECTOR CONTACT CENTER TECHNOLOGIES, ALIGNMENT HEALTH

talkdesk

CX
innovators
awards•2022

PEOPLE'S CHOICE

WINNER
★ ★ ★

HunterDouglas

Where legacy is concerned, Hunter Douglas knows strong relationships are key.

For the last 102 years Hunter Douglas has been recognized as a world-leading window cover and architectural product manufacturer, credited with many of the industry's most innovative product breakthroughs. The manufacturer prides itself on its strong relationships with the strategic partners that sell and market Hunter Douglas products. Hunter Douglas created the first and only Retail Alliance Program and is a proud partner to over 100,000 retail customers worldwide.

Hunter Douglas' CX Vision

Happy customers are key to Hunter Douglas' legacy of success. With a goal of becoming the fastest-growing and most-loved business in the industry, Hunter Douglas' teams needed to be equipped with world-class technologies that mitigate inefficiencies and integrate seamlessly into established workflows. The manufacturer wanted to create a consistent customer experience through its contact center system—providing extra support for customers with exceptional up time and call quality. Hunter Douglas had a vision for a contact center that would integrate with any existing and future technologies—setting the business up for long-term success.

A better way to support the dedicated customers of a world-class brand

With Talkdesk, Hunter Douglas has significantly improved the experience of customers and agents alike. The manufacturer can now identify and adjust routing and message changes, increasing the agility and speed of the business' response to changing needs. Where Hunter Douglas was previously transferring nearly 700 misdirected calls per month, the manufacturer is now confident the interactive voice response (IVR) features are getting customers the information they need on the first interaction. With Talkdesk Live™, Hunter Douglas' leadership team now has 360° visibility into the customer support journey, allowing for resolutions to be found faster—for both customers and agents. The manufacturer has seen increased efficiency across all teams. And, most importantly, Hunter Douglas has found a way to increase the voice of the customer measures, allowing the business to respond to and implement key customer feedback quickly.customer data to offer a higher level of care for callers. Talkdesk Performance Management™ is also enhancing the customer journey with improved agent training, gamification, and better data insight, ensuring Alignment Health's retention of talented agents. The new technology stack has powered more than one million personalized care interactions to date.

Impact

- Reduced overall transfers by 20%.
- Decreased administrative debt by 73% after implementing IVR.
- Increased voice of the customer measures by 3.5%.

CX 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.

:talkdesk

CX
innovators
awards•2022

CX INNOVATOR

WINNER
★ ★ ★

WaFd Bank

Meeting clients where they want to bank, WaFd Bank reimagines the customer experience.

Founded in 1917, WaFd Bank is a retail and commercial bank operating more than 200 branches with $20 billion in assets. The financial institution has thrived for so many years by embracing change and innovation—it is currently on course to become a fully digital-first bank by 2025, harnessing the power of data to deliver exceptional experiences for its clients and employees. WaFd Bank is using cutting-edge technology, like AI and voice authentication, to provide a frictionless customer experience that offers service and support options to 'meet clients where they bank'—whether that be online, over the phone, or in person.

WaFd's CX Vision

As a regional bank that acts like a reliable next-door neighbor, WaFd Bank has the expertise to deliver frictionless banking solutions for retail, small business, and commercial clients. The financial institution's goal is to provide a superior customer and user experience using state-of-the-art technology and ease-of-use tools. The WaFd Bank team is continuously evaluating the customer journey and using technology to provide innovative solutions to customer experience challenges. The financial institution is working to build this experience through digital innovations that make its banking services and support easy to use for all customers.

A better way to connect with banking clients

Pike Street Labs, a wholly owned subsidiary of WaFd Bank, is a software engineering company within the financial institution —essentially its own FinTech—focused on innovation. Together, WaFd Bank and Pike Street Labs envisioned a future where clients could connect to its services through whichever avenue felt most comfortable. The duo introduced a myriad of high-tech solutions to create a personalized, frictionless customer experience for its diverse client base. With a custom integration between Talkdesk Financial Service Experience Cloud™ and Amazon Lex, WaFd Bank clients are interacting with AI to verify their identity, access their bank balances, and solve basic support issues. The two products work in tandem, deploying voice biometrics, customer interaction orchestration, voice bots, chatbots, and assisting human agents to complete more complex transactions.

These innovations have made an immediate impact on the customer experience, and as more customers adopt voice authentication, WaFd Bank anticipates call deflection and self-service rates to increase and voicemails to decrease. The new system has the potential to save the financial institution approximately $1 million annually, accounting only for the introduction of voice authentication. The actual savings will be much more significant.

Impact

- Decreased call wait times from 4.5 mins to 28 seconds, an improvement of almost 90%.
- Lessened client wait times to reach a live agent by 88%.
- Improved agent satisfaction with greater efficiencies in workflows.

"We love being out on the leading edge of digital innovation at WaFd Bank. We hope to be a model for the industry by demonstrating how technology can be used to reduce client friction, improve productivity, and ultimately help the bank compete more effectively with our pure-digital rivals."

— **DUSTIN HUBBARD**, CTO, WAFD BANK

:talkdesk

Customer-obsessed global provider maximizes customer interactions.

Alorica, an Outcomes as a Service (OaaS) company, is a trusted global provider of next-gen customer experience solutions. By focusing on outcomes such as engagement, efficiency, continuity, and community, Alorica tailors playbooks to meet clients' strategic needs now and for the future. Having driven seismic industry changes for over two decades, with a focus on OaaS, Alorica powers innovative customer experiences, maximizing opportunities for both brands and the customers who love them.

Alorica's CX Vision

Alorica's brand vision—making lives better, one interaction at a time—drives everything it does. The company delivers exceptional, digitally charged customer experiences at scale. The global team of digital solutionists, technologists, and operators support innovative clients eager to disrupt the status quo.

A better way to keep enterprise customers happy

Alorica chooses to partner with leading technology companies to bring innovation to customer experiences. The partnership with Talkdesk creates a natural synergy, as the companies work jointly to improve the customer journey, helping enterprises around the world delight their customers. Alorica has a comprehensive understanding of its clients' needs and is equipped to quickly provide tailored offerings—including omnichannel and AI solutions—powered by Talkdesk.

Alorica's technical experts design, integrate, and optimize Talkdesk solutions that put people first, giving brands an industry-leading, strategic partner that scales the latest CX solutions through a single interface at a fraction of the traditional cost. Customers that have deployed Talkdesk with Alorica's help have not only maintained their previously high levels of customer satisfaction, but now also have added cost-effective capabilities to continue improving the customer experience. Agents using the Talkdesk platform often receive high NPS scores and have shared anecdotal feedback that the new platform makes their job both faster and easier.

● ● ●

"How we deliver for our clients—The Alorica Way—is embedded in our brand promise: equip passionate people with powerful technology to enhance performance, and the possibilities are limitless. We bring analytics, proven processes, and a laser focus to create long-term customer loyalty."

— **TONI PARSONS**, MARKETING DIRECTOR, ALORICA

● ● ●

"Our brand vision—making lives better, one interaction at a time—drives everything we do. We deliver insanely great, digitally charged CX at scale."

— **TONI PARSONS**, MARKETING DIRECTOR, ALORICA

talkdesk

IOWA

CX
innovators
awards•2022

CX INNOVATOR

HONORABLE MENTION

★

When SMBs needed sales support, the University of Iowa saw an opportunity to bring hands-on experience to business education.

The University of Iowa is bridging higher education and the business world with the Inside Sales Lab at Tippie College of Business. In Spring 2022, the university launched the Inside Sales Lab, an outbound call center that provides sales support to small and medium-sized businesses (SMBs). The lab is staffed by specially trained students who support their clients by analyzing and cleaning prospect data, determining which prospects are optimal customers, and engaging in meaningful sales dialogues.

University of Iowa's CX Vision

The University of Iowa envisioned a program that would extend sales engagement in the business community faster and more efficiently, while offering a customer experience that's on par with today's business world. The Inside Sales Lab offers a new way of thinking about higher education and its role in the business community. The lab presents an opportunity to break down silos by integrating the worlds of research, teaching, and industry.

A better way to teach the basics of customer experience in higher education

The Inside Sales Lab leverages an enterprise-grade customer experience to better engage with the local business community, collect its own data, and advance business achievements for its students. Talkdesk enables the lab to operate as an enterprise organization—with an enterprise-grade customer experience. The lab captures its own data, and Talkdesk offers a supportive platform to power this unique use case. Talkdesk has also supported the lab's efforts to build a sales culture at the University of Iowa, allowing the university to create a functioning use case for the innovative concept. Ultimately, Talkdesk CX Cloud gives the lab the edge it needed—quick implementation, flexibility, and ease of use. Talkdesk is so intuitive, students only need to see the program to understand how to use it.

The Inside Sales Lab no longer needs to concern itself with discussions of theory, because with Talkdesk, the lab has data to justify its innovative educational approach. The University of Iowa is now operating from the sweet spot between theory and innovation—students are better prepared to thrive in their field and the university's cutting-edge reputation in higher education continues to grow.

"In my experience, the status quo usually isn't good enough. We had a theory that research, teaching, and the impact of research on industry should not be kept separate. We've learned that once you hit the sweet spot between innovation and theory, you can go out into the marketplace differently than before."
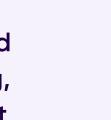
— **CHARLES KEENE**, ASSOCIATE DEAN, UNDERGRADUATE PROGRAMS OFFICE, UNIVERSITY OF IOWA

"Recently, we've been focused on new ways to build bridges between the business world and the world of higher education. We're also continuously bridging the gap between analog and digital. In the midst of these goals, student experience and customer service are central to our success."

— **CHARLES KEENE**, ASSOCIATE DEAN, UNDERGRADUATE PROGRAMS OFFICE, UNIVERSITY OF IOWA

talkdesk

As the world starts to travel again, Indie Campers offers a 5-star customer experience.

Indie Campers—one of Europe's largest campervan rental companies—is growing fast. The company has a fleet of over 850 vehicles and currently operates over 50 locations across Europe, from the United Kingdom to Croatia and everywhere in between. Indie Campers offer a customer journey that accounts for every step, from when a customer first starts dreaming of travel to when they finally return home. To support its fast-paced growth and ensure customers received the best possible treatment, Indie Campers needed a contact center partner invested in a seamless customer experience.

Indie Campers' CX Vision

Indie Campers strives to empower customers with the freedom to travel while providing a 5-star experience before, during, and after their journey. The philosophy at Indie Campers is that customer experience needs to be the focus of every stage of the journey.

A better way to support travelers, from any point in their journey

Indie Campers needed complete visibility into the customer journey—a 360° view that wasn't siloed across different departments or platforms. With its legacy provider, the company was experiencing unsatisfactory quality and dropped or missed calls, limiting its ability to provide a positive customer experience. To bring the Indie Campers' goal of providing stellar customer service to fruition, the company turned to a solution from Talkdesk that included integrations into its key business platforms: Zendesk, Slack, and Pipedrive (CRM). With the right tools, Indie Campers built out custom workflows with notifications to agents when a customer needed support. The entire organization was also given access to the same key customer information, allowing Indie Campers to unify its communication and support strategies, providing a seamless experience regardless of what department

customers connected to. The company is also using Talkdesk Feedback™ to capture, analyze, and act on customer feedback, significantly reducing complaints. Indie Campers is now more proactive in delivering an exceptional customer experience.

Impact

- Reduced customer complaints by 44%.

- Improved call abandonment rates, which are currently less than 1%.

- Increased service levels to 92%, on track to reach a goal of 95%.

:talkdesk

CX
innovators
awards•2022

CX INNOVATOR

WINNER
★ ★ ★

WhiteHat Jr
Live Online Classes for Joyful Learning

Whitehat Jr. exploded on the market with a customer experience strategy that could keep pace.

Established in 2019, Whitehat Jr. teaches kids aged 6-18 the fundamentals of coding in a 1:1 online learning environment. Based in India, the company provides education to students globally, with the goal of teaching students to create, not consume, technology. The business originally began as a basic product experiment, but received incredible market support, setting Whitehat Jr. on a course for rapid growth—scaling to 500 employees in the first three months.

Whitehat Jr.'s CX Vision

Whitehat Jr. enables customers to self-serve through automated solutions. The company believes that when customers are empowered to address their own service concerns, it ultimately improves the customer experience, creating a positive feedback loop.

A better way to support the coders of the future

Growth at an unexpected rate and scale presented a myriad of logistical and support challenges for the Whitehat Jr. team —and customer experience was the first to be addressed. Implementing Talkdesk CX Cloud has enabled Whitehat Jr. to automate a significant portion of its operations, reducing overhead costs and improving customer and agent satisfaction. An integration with Zendesk enables Whitehat Jr. customers to have their issues logged in a ticketed system, ensuring no query goes unanswered. Interactive voice response and studio flows allow the contact center to serve global time zones from its headquarters in India, without missing a call or overloading regional agents. The comprehensive reporting features allow the Whitehat Jr. team to review incidents and better understand how to address friction with the customer experience in real-time. Customers and agents alike are happy with the flexibility and agility the Talkdesk solution offers.

Impact

- Increased NPS score by 75%.
- Reduced operational expenses by 60%.
- Met agent productivity goal of 95%.

● ● ●

"Giving customers the tools to solve issues quickly on their own makes for a happy customer, which is the most important thing for our business."

— **PRATEEK VIDYA**, SVP, GLOBAL EXCELLENCE, WHITEHAT JR.

● ● ●

"Empowering customers has always been our goal, and Talkdesk is vital in doing so."

— **PRATEEK VIDYA**, SVP, GLOBAL EXCELLENCE, WHITEHAT JR.

CX AWARDS

CX Ecosystem

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

talkdesk

Where precious customer interactions are concerned, Alarm.com only partners with the best.

Alarm.com offers industry-leading, all-in-one security solutions for home and business. The company's integrated solutions include always-on monitoring, proactive security, and smart technology. As a partner in security services, Alarm.com prides itself on its world-class customer experience, which is underpinned by a dedication to educating resellers and agents while also delivering exceptional customer support.

Alarm.com's CX Vision

Alarm.com provides top-tier support to its internal teams and resale partners alike. In conjunction with its CORE team, the group overseeing support operations for the company, Alarm.com supports its 6,000+ security partners that service more than 5 million end customers. The company believes happy, healthy, and productive partners and customers are key to exceptional business performance.

A better way to secure phenomenal customer experiences

Alarm.com's legacy contact center provider viewed the company as just another customer, resulting in outages, dropped calls, and lengthy wait times. With Talkdesk, Alarm.com has found a partner invested in delivering world-class customer experiences. Talkdesk CX Cloud enables Alarm.com to decrease agents' After Call Work Time, increase efficiencies, and improve customer satisfaction (CSAT) response rates. Talkdesk integrates directly with Salesforce and Slack, bringing continuity to Alarm.com's business operations and introducing a seamless and unified experience across departments. As Alarm.com has improved agent workflows, the company has observed significant cost savings. Looking ahead, Alarm.com hopes to use Talkdesk Quality Management™ to improve agent training and Talkdesk Agent Assist to reduce the number of calls directed to agents for frequently asked questions.

Impact

- Increased positive CSAT responses by 15%
- Reduced agents' After Call Work Time significantly.
- Secures exceptional CX for more than 6,000 security partners and over 5 million end customers.
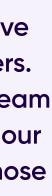
"We strive to provide an unparalleled and innovative service experience for our partners and subscribers. In order to do so, we need tools that enable our team to deliver exceptional experiences and empower our employees to think outside the box and pursue those 'wow' moments.

Talkdesk allows us to further lean into our culture of accountability and be confident in our ability to monitor our overall performance and identify even more areas where we can improve the customer experience."

— **JASON DACOSTA**, VP CUSTOMER OPERATIONS, ALARM.COM

talkdesk

CX innovators awards•2022

CX ECOSYSTEM

HONORABLE MENTION

WaFd Bank

Meeting clients where they want to bank, WaFd Bank reimagines the customer experience.

Founded in 1917, WaFd Bank is a retail and commercial bank operating more than 200 branches with $20 billion in assets. The financial institution has thrived for so many years by embracing change and innovation—it is currently on course to become a fully digital-first bank by 2025, harnessing the power of data to deliver exceptional experiences for its clients and employees. WaFd Bank is using cutting-edge technology, like AI and voice authentication, to provide a frictionless customer experience that offers service and support options to 'meet clients where they bank'—whether that be online, over the phone, or in person.

WaFd's CX Vision

As a regional bank that acts like a reliable next-door neighbor, WaFd Bank has the expertise to deliver frictionless banking solutions for retail, small business, and commercial clients. The financial institution's goal is to provide a superior customer and user experience using state-of-the-art technology and ease-of-use tools. The WaFd Bank team is continuously evaluating the customer journey and using technology to provide innovative solutions to customer experience challenges. The financial institution is working to build this experience through digital innovations that make its banking services and support easy to use for all customers.

A better way to connect with banking clients

Pike Street Labs, a wholly owned subsidiary of WaFd Bank, is a software engineering company within the financial institution—essentially its own FinTech—focused on innovation. Together, WaFd Bank and Pike Street Labs envisioned a future where clients could connect to its services through whichever avenue felt most comfortable. The duo introduced a myriad of high-tech solutions to create a personalized, frictionless customer experience for its diverse client base. With a custom integration between Talkdesk Financial Service Experience Cloud™ and Amazon Lex, WaFd Bank clients are interacting with AI to verify their identity, access their bank balances, and solve basic support issues. The two products work in tandem, deploying voice biometrics, customer interaction orchestration, voice bots, chatbots, and assisting human agents to complete more complex transactions.

These innovations have made an immediate impact on the customer experience, and as more customers adopt voice authentication, WaFd Bank anticipates call deflection and self-service rates to increase and voicemails to decrease. The new system has the potential to save the financial institution approximately $1 million annually, accounting only for the introduction of voice authentication. The actual savings will be much more significant.

Impact

- Decreased call wait times from 4.5 mins to 28 seconds, an improvement of almost 90%.

- Lessened client wait times to reach a live agent by 88%.

- Improved agent satisfaction with greater efficiencies in workflows.

"We love being out on the leading edge of digital innovation at WaFd Bank. We hope to be a model for the industry by demonstrating how technology can be used to reduce client friction, improve productivity, and ultimately help the bank compete more effectively with our pure-digital rivals."

— **DUSTIN HUBBARD**, CTO, WAFD BANK

CX 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.

CX
innovators
awards•2022

AI INNOVATOR

WINNER
★ ★ ★

Carbon Health

Carbon Health leads the healthcare industry with a personalized patient experience.

Carbon Health combines smart technology and modern clinics to deliver a seamless patient experience for virtual or in-person appointments in primary care, urgent care, and mental health care settings. Listed as a Top 100 Healthcare Technology Company of 2022, Carbon Health helps people feel better and stay healthy every single day.

Carbon Health's CX Vision

Carbon Health puts the patient experience at the center of its business. The company uses technology to remove barriers to healthcare access. Carbon Health's customer support software and workflows are essential to the services it provides.

A better way to address barriers to healthcare

Carbon Health struggled under increased demand for healthcare services during the COVID-19 pandemic. Overnight, the company experienced a 500% increase in demand for its services as patients looked for support with COVID-19 tests, vaccines, and travel clearances. The company needed to find a new solution to a broken system quickly, as patients' health and wellness outcomes depended on it.

Partnering with Talkdesk enables Carbon Health to centralize support, freeing up clinic time and improving the overall patient experience. The Carbon Health team provided Talkdesk with automated workflows that mapped to a personalized, efficient patient journey. This proactive approach had Carbon Health live with Talkdesk in only four weeks. The workflows also power a series of self-service options via Talkdesk Virtual Agent™ and AI. The system offers a differentiated, personalized experience to patients without requiring support from a human agent. With the added benefits of Talkdesk CX Cloud, more patients are served, wait times are reduced, and calls are better distributed between the central system and the clinics.
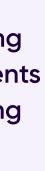
Impact

- Answer rate for Carbon Health clinics can now reach 100%.

- Increased company-wide answer rates by 70%.

- Decreased patient wait times.

- DFrees agents to help more patients per shift than before.

● ● ●

"By intelligently rebuilding our call trees and filtering people to the appropriate call center team, patients now get their questions answered without bogging down the wrong phone lines—improving patient experiences and clinic workloads."

— **CHRIS PROMPOVITCH**, SENIOR PRODUCT MANAGER, CARBON HEALTH

talkdesk

CX innovators awards•2022

AI INNOVATOR

HONORABLE MENTION

WaFd Bank

Meeting clients where they want to bank, WaFd Bank reimagines the customer experience.

Founded in 1917, WaFd Bank is a retail and commercial bank operating more than 200 branches with $20 billion in assets. The financial institution has thrived for so many years by embracing change and innovation—it is currently on course to become a fully digital-first bank by 2025, harnessing the power of data to deliver exceptional experiences for its clients and employees. WaFd Bank is using cutting-edge technology, like AI and voice authentication, to provide a frictionless customer experience that offers service and support options to 'meet clients where they bank'—whether that be online, over the phone, or in person.

WaFd's CX Vision

As a regional bank that acts like a reliable next-door neighbor, WaFd Bank has the expertise to deliver frictionless banking solutions for retail, small business, and commercial clients. The financial institution's goal is to provide a superior customer and user experience using state-of-the-art technology and ease-of-use tools. The WaFd Bank team is continuously evaluating the customer journey and using technology to provide innovative solutions to customer experience challenges. The financial institution is working to build this experience through digital innovations that make its banking services and support easy to use for all customers.

A better way to connect with banking clients

Pike Street Labs, a wholly owned subsidiary of WaFd Bank, is a software engineering company within the financial institution —essentially its own FinTech—focused on innovation. Together, WaFd Bank and Pike Street Labs envisioned a future where clients could connect to its services through whichever avenue felt most comfortable. The duo introduced a myriad of high-tech solutions to create a personalized, frictionless customer experience for its diverse client base. With a custom integration between Talkdesk Financial Service Experience Cloud™ and Amazon Lex, WaFd Bank clients are interacting with AI to verify their identity, access their bank balances, and solve basic support issues. The two products work in tandem, deploying voice biometrics, customer interaction orchestration, voice bots, chatbots, and assisting human agents to complete more complex transactions.

These innovations have made an immediate impact on the customer experience, and as more customers adopt voice authentication, WaFd Bank anticipates call deflection and self-service rates to increase and voicemails to decrease. The new system has the potential to save the financial institution approximately $1 million annually, accounting only for the introduction of voice authentication. The actual savings will be much more significant.

Impact

- Decreased call wait times from 4.5 mins to 28 seconds, an improvement of almost 90%.

- Lessened client wait times to reach a live agent by 88%.

- Improved agent satisfaction with greater efficiencies in workflows.

"We love being out on the leading edge of digital innovation at WaFd Bank. We hope to be a model for the industry by demonstrating how technology can be used to reduce client friction, improve productivity, and ultimately help the bank compete more effectively with our pure-digital rivals."

— **DUSTIN HUBBARD**, CTO, WAFD BANK

talkdesk
CX innovators awards•2022
AI INNOVATOR
HONORABLE MENTION
★

Humach™

With the right expertise and technology, Humach bridges the gap between humans and machines.

Humach provides simple, cost-effective contact center solutions for businesses looking to improve their service quality. Since 1988, Humach has brought clients a collaborative intelligence model that includes customizing, integrating, implementing, and managing contact center technology to create exceptional customer experiences. The company enables its clients to access omnichannel, AI-powered customer support solutions, without needing an in-house AI expert.

Humach's CX Vision

Humach offers clients tailor-fit, technologically advanced, and accessible customer service experiences. The company brings vision and innovation to customer experiences through the inclusion of cutting-edge solutions, such as AI and omnichannel engagement.

A better way to improve customer satisfaction without additional support agents

Humach helped a client increase revenue while delivering consistent brand messaging, without the need for additional headcount. The client, a leading theme park entertainment company, was experiencing a surge in business and looking to unify their brand messaging while increasing revenue. As part of the two-month implementation process, Humach provided a fully functional omnichannel platform with digital agents— leveraging Talkdesk Virtual AgentTM Voice and Chat. The new omnichannel platform handles common customer inquiries, reducing queue times, and improving overall customer experience, while freeing live agents to support complex service cases. And, customers who leverage the virtual agent have their questions answered immediately. Customers report greater satisfaction from interacting with the bot over having to wait any length of time for a live agent.
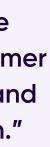
Impact

- Contained 43% of current call volumes with Talkdesk Virtual Agent™.

- Decreased wait times and abandon rates.

- Improved agent satisfaction.

● ● ●

"Our customers are experts in their respective businesses, not AI. They engage Humach because our core objective is to provide exceptional customer experiences through the intersection of humans and machines. It's in our DNA and our name—Hu Mach."

— **BRUCE SHARPE,** CHIEF PRODUCT OFFICER, HUMACH

CX AWARDS

CX Digital Transformation

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

:talkdesk

As the world starts to travel again, Indie Campers offers a 5-star customer experience.

Indie Campers—one of Europe's largest campervan rental companies—is growing fast. The company has a fleet of over 850 vehicles and currently operates over 50 locations across Europe, from the United Kingdom to Croatia and everywhere in between. Indie Campers offer a customer journey that accounts for every step, from when a customer first starts dreaming of travel to when they finally return home. To support its fast-paced growth and ensure customers received the best possible treatment, Indie Campers needed a contact center partner invested in a seamless customer experience.

Indie Campers' CX Vision

Indie Campers strives to empower customers with the freedom to travel while providing a 5-star experience before, during, and after their journey. The philosophy at Indie Campers is that customer experience needs to be the focus of every stage of the journey.

A better way to support travelers, from any point in their journey

Indie Campers needed complete visibility into the customer journey—a 360° view that wasn't siloed across different departments or platforms. With its legacy provider, the company was experiencing unsatisfactory quality and dropped or missed calls, limiting its ability to provide a positive customer experience. To bring the Indie Campers' goal of providing stellar customer service to fruition, the company turned to a solution from Talkdesk that included integrations into its key business platforms: Zendesk, Slack, and Pipedrive (CRM). With the right tools, Indie Campers built out custom workflows with notifications to agents when a customer needed support. The entire organization was also given access to the same key customer information, allowing Indie Campers to unify its communication and support strategies, providing a seamless experience regardless of what department

customers connected to. The company is also using Talkdesk Feedback™ to capture, analyze, and act on customer feedback, significantly reducing complaints. Indie Campers is now more proactive in delivering an exceptional customer experience.

Impact

- Reduced customer complaints by 44%.
- Improved call abandonment rates, which are currently less than 1%.
- Increased service levels to 92%, on track to reach a goal of 95%.

CX
innovators
awards•2022

CX DIGITAL
TRANSFORMATION

WINNER
★ ★ ★

LegalShield™

Providing frictionless support, LegalShield ensures access to justice and security for all.

Founded in 1972, LegalShield strives to make access to justice and security equal for all. Removing financial barriers, LegalShield ensures justice is no longer only available to the highest bidder. The company's mission is to provide liberty, equality, opportunity, and justice to clients in North America—a mission that is rapidly expanding with the help of technology. As one of North America's first companies to offer legal expense plans to consumers, LegalShield is currently protecting and empowering more than 4.5 million individuals and 140,000 businesses across the U.S. and Canada.

LegalShield's CX Vision

LegalShield provides frictionless support to its pre-paid legal services clients, endeavoring to make it easier and faster for clients to get the answers they need. The company's contact center provides clients, associates, and provider law firms with seamless access to answers, as quickly as possible.

A better way to increase first-contact resolutions

LegalShield recently undertook a digital transformation; the company wanted to increase operational efficiency, streamline technology, uncover actionable business insights, and improve both client and agent experience. LegalShield engaged partner Cloud Communications Group to implement Talkdesk CX Cloud, a cloud contact center solution that integrates directly with the company's CRM, enabling basic automations and improving the customer journey. Now, LegalShield agents have instant access to relevant caller data, creating a seamless and personalized customer experience. Talkdesk Interaction Analytics™ improves business insights, and simple interactive voice response (IVR) management allows administrators to quickly modify workflows as business needs change. Intelligent call routing directs customers to the correct agents and the CRM integration ensures agents instantly have all the information needed to respond to queries—increasing first-contact resolutions and bolstering agent confidence.

● ● ●

"Leveraging technology in the contact center is key to our goal of making it easier for everyone to obtain legal counsel on a wide range of personal and business issues."

— PAT PATTERSON, CHIEF INFORMATION OFFICER, LEGALSHIELD

● ● ●

"Our teams have multiple self-service tools available to help us respond faster to changing business conditions while conserving internal technical resources."

— PAT PATTERSON, CHIEF INFORMATION OFFICER, LEGALSHIELD

:talkdesk®

CX
innovators
awards•2022

**CX DIGITAL
TRANSFORMATION**

HONORABLE MENTION

★

glintt

A global pandemic spurs Glintt to a solution that delights both clients and agents.

Global Intelligent Technologies (Glintt) is a leading multinational technology and consultancy company serving clients in the healthcare industry. Based in Portugal, more than 2,500 pharmacies, hospitals and clinics, depend on Glintt to support their essential services, such as patient admissions, prescriptions, and invoicing.

Glintt's CX Vision

Glintt has built its business on the basis of efficient, reliable, and readily accessible customer service. The company supports the health and wellness of its customers by maintaining high service standards to meet the needs of patients, including those who may be experiencing emergencies or poor health outcomes. Glintt's goal is for all customers to leave feeling happy and supported following their interaction with the company.

A better way to provide personalized service in a more timely manner

The COVID-19 pandemic exacerbated Glintt's support services and overwhelmed its legacy contact center. Glintt lacked the necessary business insights to address call volumes and improve agent performance. The company needed to manage wait times, regardless of call volumes. After introducing Talkdesk CX Cloud, Glintt sees the details of its operation in real-time, allowing the company to better manage staffing and balance agent workloads. The cloud platform also enables agents to work from anywhere, effectively addressing Glintt's local and remote workforce. Glintt leverages Talkdesk's AI capabilities to route callers to agents within their region, increasing the chance customers are connected to an agent they know and improving the likelihood of callers feeling understood. With Talkdesk, the company has made significant inroads in addressing three key pain points: caller wait time, number of calls on hold, and conversation time. With Talkdesk's live reporting features, these figures are available to all agents, improving transparency and performance across Glintt's operations.

Impact

- Decreased average wait times by 30 seconds.

- Reduced abandoned calls by 4%, increasing the SLA by 22%.

- Increased agent satisfaction dramatically.

"Our mission as a support team is to be available whenever the customer needs it, respond quickly when the customer requests it and be efficient in resolving the incidents raised. Talkdesk's analysis and support tools, the solutions developed by Talkdesk and Glintt teams have brought our agents and the management team differentiating tools, that allow us to be closer to our customers today, to respond faster, to be more efficient and to increase the levels of quality and satisfaction of our team and our clients"

— **SÉRGIO CRUZ,** SUPPORT SERVICES DIRECTOR, GLINTT

CX 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.

:talkdesk

Carbon Health leads the healthcare industry with a personalized patient experience.

Carbon Health combines smart technology and modern clinics to deliver a seamless patient experience for virtual or in-person appointments in primary care, urgent care, and mental health care settings. Listed as a Top 100 Healthcare Technology Company of 2022, Carbon Health helps people feel better and stay healthy every single day.

Carbon Health's CX Vision

Carbon Health puts the patient experience at the center of its business. The company uses technology to remove barriers to healthcare access. Carbon Health's customer support software and workflows are essential to the services it provides.

A better way to address barriers to healthcare

Carbon Health struggled under increased demand for healthcare services during the COVID-19 pandemic. Overnight, the company experienced a 500% increase in demand for its services as patients looked for support with COVID-19 tests, vaccines, and travel clearances. The company needed to find a new solution to a broken system quickly, as patients' health and wellness outcomes depended on it.

Partnering with Talkdesk enables Carbon Health to centralize support, freeing up clinic time and improving the overall patient experience. The Carbon Health team provided Talkdesk with automated workflows that mapped to a personalized, efficient patient journey. This proactive approach had Carbon Health live with Talkdesk in only four weeks. The workflows also power a series of self-service options via Talkdesk Virtual Agent™ and AI. The system offers a differentiated, personalized experience to patients without requiring support from a human agent. With the added benefits of Talkdesk CX Cloud, more patients are served, wait times are reduced, and calls are better distributed between the central system and the clinics.

Impact

- Answer rate for Carbon Health clinics can now reach 100%.

- Increased company-wide answer rates by 70%.

- Decreased patient wait times.

- DFrees agents to help more patients per shift than before.

"By intelligently rebuilding our call trees and filtering people to the appropriate call center team, patients now get their questions answered without bogging down the wrong phone lines—improving patient experiences and clinic workloads."

— **CHRIS PROMPOVITCH**, SENIOR PRODUCT MANAGER, CARBON HEALTH

talkdesk

Providing frictionless support, LegalShield ensures access to justice and security for all.

Founded in 1972, LegalShield strives to make access to justice and security equal for all. Removing financial barriers, LegalShield ensures justice is no longer only available to the highest bidder. The company's mission is to provide liberty, equality, opportunity, and justice to clients in North America—a mission that is rapidly expanding with the help of technology. As one of North America's first companies to offer legal expense plans to consumers, LegalShield is currently protecting and empowering more than 4.5 million individuals and 140,000 businesses across the U.S. and Canada.

LegalShield's CX Vision

LegalShield provides frictionless support to its pre-paid legal services clients, endeavoring to make it easier and faster for clients to get the answers they need. The company's contact center provides clients, associates, and provider law firms with seamless access to answers, as quickly as possible.

A better way to increase first-contact resolutions

LegalShield recently undertook a digital transformation; the company wanted to increase operational efficiency, streamline technology, uncover actionable business insights, and improve both client and agent experience. LegalShield engaged partner Cloud Communications Group to implement Talkdesk CX Cloud, a cloud contact center solution that integrates directly with the company's CRM, enabling basic automations and improving the customer journey. Now, LegalShield agents have instant access to relevant caller data, creating a seamless and personalized customer experience. Talkdesk Interaction Analytics™ improves business insights, and simple interactive voice response (IVR) management allows administrators to quickly modify workflows as business needs change. Intelligent call routing directs customers to the correct agents and the CRM integration ensures agents instantly have all the information needed to respond to queries—increasing first-contact resolutions and bolstering agent confidence.

"Leveraging technology in the contact center is key to our goal of making it easier for everyone to obtain legal counsel on a wide range of personal and business issues."

— **PAT PATTERSON**, CHIEF INFORMATION OFFICER, LEGALSHIELD

"Our teams have multiple self-service tools available to help us respond faster to changing business conditions while conserving internal technical resources."

— **PAT PATTERSON**, CHIEF INFORMATION OFFICER, LEGALSHIELD

CX 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.

:talkdesk

CX innovators awards•2022
CX BUSINESS IMPACT
WINNER
★ ★ ★

Where precious customer interactions are concerned, Alarm.com only partners with the best.

Alarm.com offers industry-leading, all-in-one security solutions for home and business. The company's integrated solutions include always-on monitoring, proactive security, and smart technology. As a partner in security services, Alarm.com prides itself on its world-class customer experience, which is underpinned by a dedication to educating resellers and agents while also delivering exceptional customer support.

Alarm.com's CX Vision

Alarm.com provides top-tier support to its internal teams and resale partners alike. In conjunction with its CORE team, the group overseeing support operations for the company, Alarm.com supports its 6,000+ security partners that service more than 5 million end customers. The company believes happy, healthy, and productive partners and customers are key to exceptional business performance.

A better way to secure phenomenal customer experiences

Alarm.com's legacy contact center provider viewed the company as just another customer, resulting in outages, dropped calls, and lengthy wait times. With Talkdesk, Alarm.com has found a partner invested in delivering world-class customer experiences. Talkdesk CX Cloud enables Alarm.com to decrease agents' After Call Work Time, increase efficiencies, and improve customer satisfaction (CSAT) response rates. Talkdesk integrates directly with Salesforce and Slack, bringing continuity to Alarm.com's business operations and introducing a seamless and unified experience across departments. As Alarm.com has improved agent workflows, the company has observed significant cost savings. Looking ahead, Alarm.com hopes to use Talkdesk Quality Management™ to improve agent training and Talkdesk Agent Assist to reduce the number of calls directed to agents for frequently asked questions.

Impact

- Increased positive CSAT responses by 15%

- Reduced agents' After Call Work Time significantly.

- Secures exceptional CX for more than 6,000 security partners and over 5 million end customers.

● ● ●

"We strive to provide an unparalleled and innovative service experience for our partners and subscribers. In order to do so, we need tools that enable our team to deliver exceptional experiences and empower our employees to think outside the box and pursue those 'wow' moments.

Talkdesk allows us to further lean into our culture of accountability and be confident in our ability to monitor our overall performance and identify even more areas where we can improve the customer experience."

— **JASON DACOSTA**, VP CUSTOMER OPERATIONS, ALARM.COM

talkdesk

Providing customers with their last best experience.

Gant Travel provides unique solutions for business and corporate travel arrangements. Based in Illinois, the company has been supporting travel since 1934. Gant Travel pairs the best problem solvers and planners with state-of-the-art technology to deliver industry-leading travel solutions to its diverse customer base.

Gant Travel's CX Vision

Gant Travel aspires to be its customer's last best experience. The company strives to improve and enhance its systems and processes to meet customers where they want to be met. Gant Travel achieves this vision with a strict commitment to collaboration across departments, ensuring a seamless customer experience covering all of the business's various touchpoints.

A better way to minimize call wait time and improve caller satisfaction

The company wanted a new way to provide its customers with a highly personalized experience. In collaboration with Talkdesk, the Gant Travel team built persona IDs directly into its Salesforce instance, categorizing customers as Infrequent Travelers, Frequent Travelers, Steady Travelers, Road Warriors, and Travel Admins —a category that accounts for the admin staff who book travel on behalf of the executives they support. Talkdesk for Salesforce™ enables Gant Travel to directly leverage these personas in its contact center interactions. Talkdesk also offers a custom integration to Amadeus GDS, Gant Travel's airline reservation system. This integration is a first for the industry. The fully integrated contact center has directly contributed to improved wait times and highly personalized caller experiences. Gant Travel is also using Speech Analytics for better insight into caller sentiment. The information provided by Speech Analyticsis housed in Salesforce and leveraged for future calls, ensuring agents can appropriately match the energy of callers who might be frustrated or anxious. Ultimately, Talkdesk enables Gant Travel to take

unstructured data and turn it into valuable business insight, such as persona data, staffing projections, and caller trends. Agents are now better prepared to provide exceptional customer experiences before the caller even says 'hello'.

Impact

- Enabled agents to prioritize callers with ring groups, keeping wait times to 1 minute or less
- Improved NPS scores significantly, due to persona-based routing

"Our persona-based routing has improved wait times, as we can now forecast by persona ring group and staff appropriately for those projected volumes, versus having all callers go to a generalized line."

— **JIM CONNER**, DIRECTOR OF OPERATIONS, GANT TRAVEL

CX AWARDS

CX Revenue Leader

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

JK MOVING
SERVICES

CX
innovators
awards•2022
CX REVENUE LEADER
WINNER
★ ★

Removing the sticky parts of the CX journey.

JK Moving is the largest independent moving company in North America. For the last 40 years, JK Moving has supported customers as they move, whether it be local, interstate, or international. In 2021, the company was named Independent Mover of the Year, making it the award's only three-time winner. JK Moving's brand promise is simple: customers will be treated with kindness and respect.

JK Moving's CX Vision

Service excellence is a key pillar of JK Moving's business—and its contact center is the first line of connection for both current customers and potential new ones. Handling leads successfully is a top priority for the company.

A better way to move the dial on company growth goals

JK Moving was looking for a modern technology partner to support its growth goals. The company's legacy contact center solution lacked visibility and flexibility, creating barriers to JK Moving's growth. The system did not provide a holistic overview of the business, which limited informed decision-making. Implementing Talkdesk CX Cloud allowed JK Moving to shed the limitations of its previous contact center. Now, the company has access to real-time reporting, improved answer rates, and AI forecasting to ensure staffing levels are appropriate for any given day. The introduction of Talkdesk Studio™ flows and call recording features have enabled JK Moving to implement a well-rounded agent training program, improving agent performance and customer satisfaction. Customers now have a better experience with faster delivery of resolutions, fewer escalations, and improved interaction quality.

Impact

- Experienced 74% quarter-over-quarter growth after implementing Talkdesk.

- Call answer rate is now 95.3%.

- Reduced supervisor escalations by 30%

● ● ●

"We want to give our customers the equivalent of a full-course meal that leaves them satisfied but wanting more. We want to harness the lifetime value of each customer."

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

● ● ●

"Talkdesk helped us remove all the sticky parts of the CX journey in our legacy system. Customers now have a much smoother, faster experience with our contact center, and issues are resolved at greater scale and pace than ever before."

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

If you're customer-obsessed.

We should talk.

Talkdesk helps organizations around the world create better customer experiences. We offer a better way for organizations to unlock the promise and potential of great customer experience.

Hear from our winners: watch the on demand Special Edition Masterclass: CX Innovator Awards.

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.

:talkdesk®

Experience. A better way.

CX AWARDS

Thank you to all of our judges.

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

The CX Innovator Awards 2022 Judging Panel:

Blair Pleasant

President and Principal Analyst, COMMfusion LLC & BCStrategies

Sheila McGee-Smith

Founder and Principal Analyst, McGee-Smith Analytics

Jon Arnold

Principal, J Arnold & Associates

Zeus Kerravala

Founder and Principal Analyst, ZK Research

Nancy Jamison

Senior Industry Director, Information Communication Technologies, Frost & Sullivan

:talkdesk ®