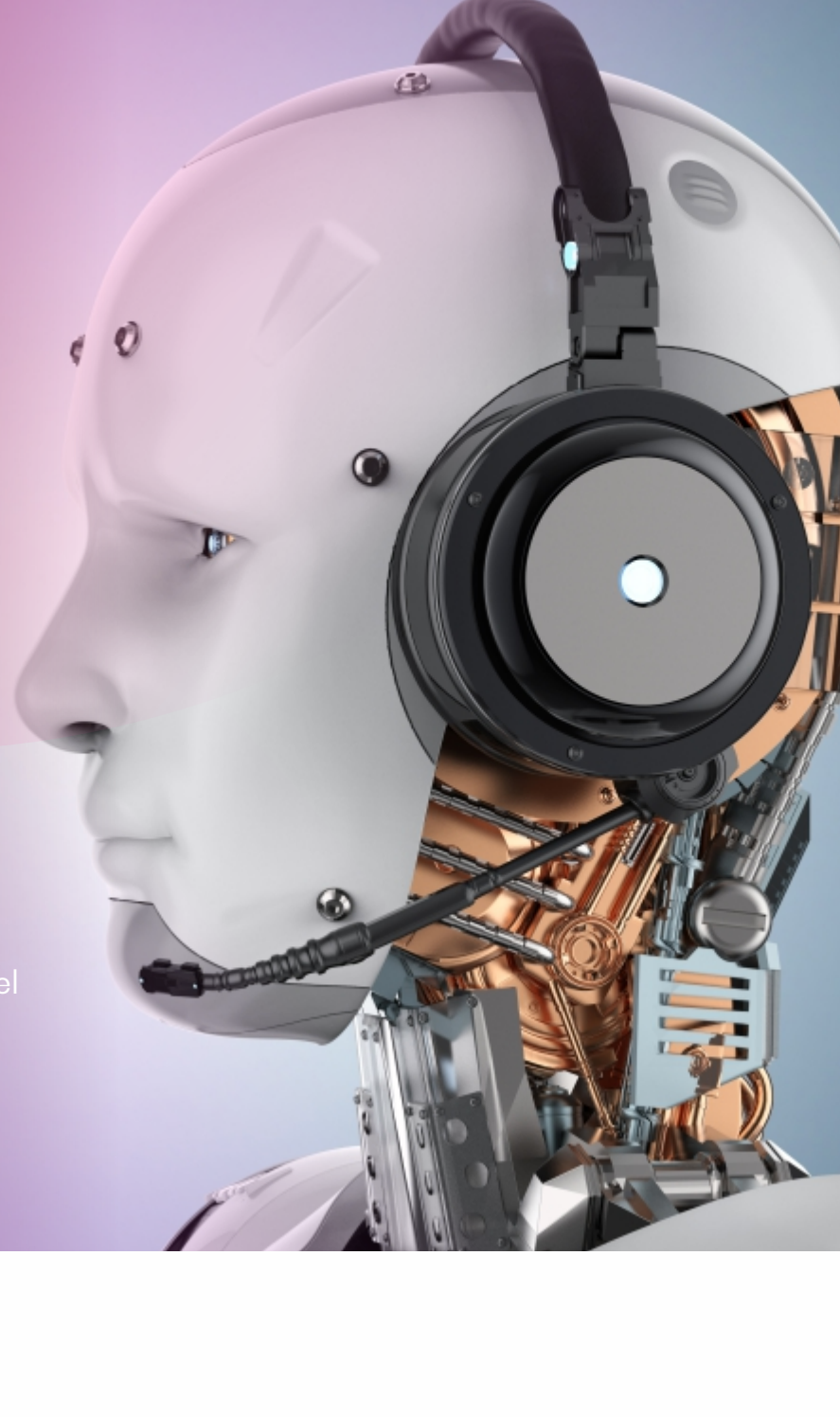


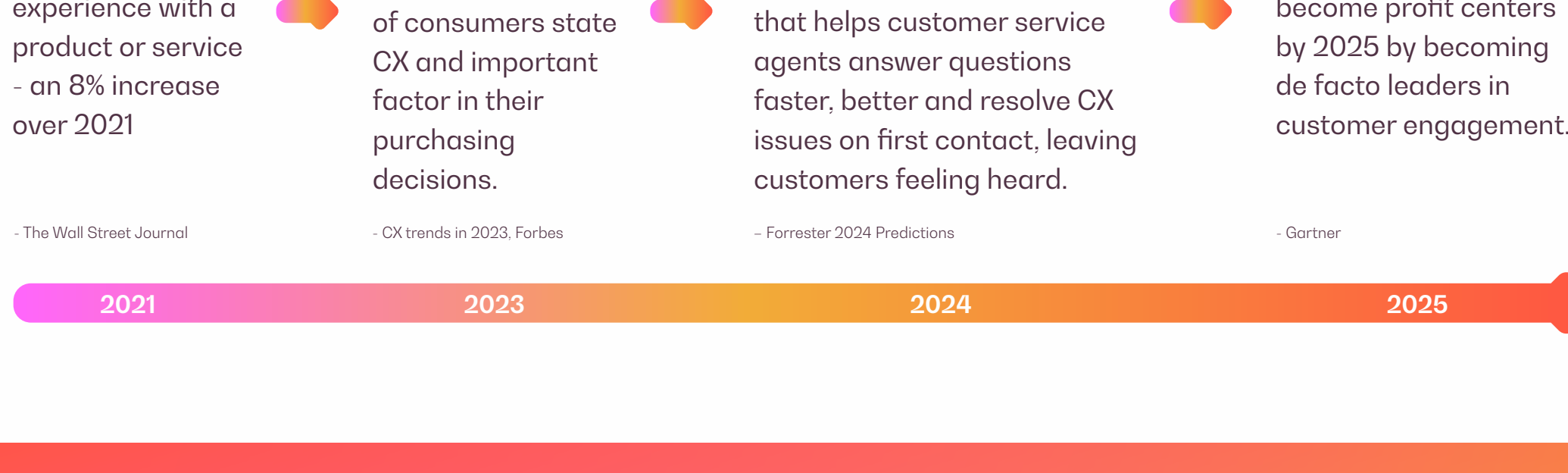
THE CONTACT CENTER OF THE FUTURE

The shift from a fixed model to a fluid model

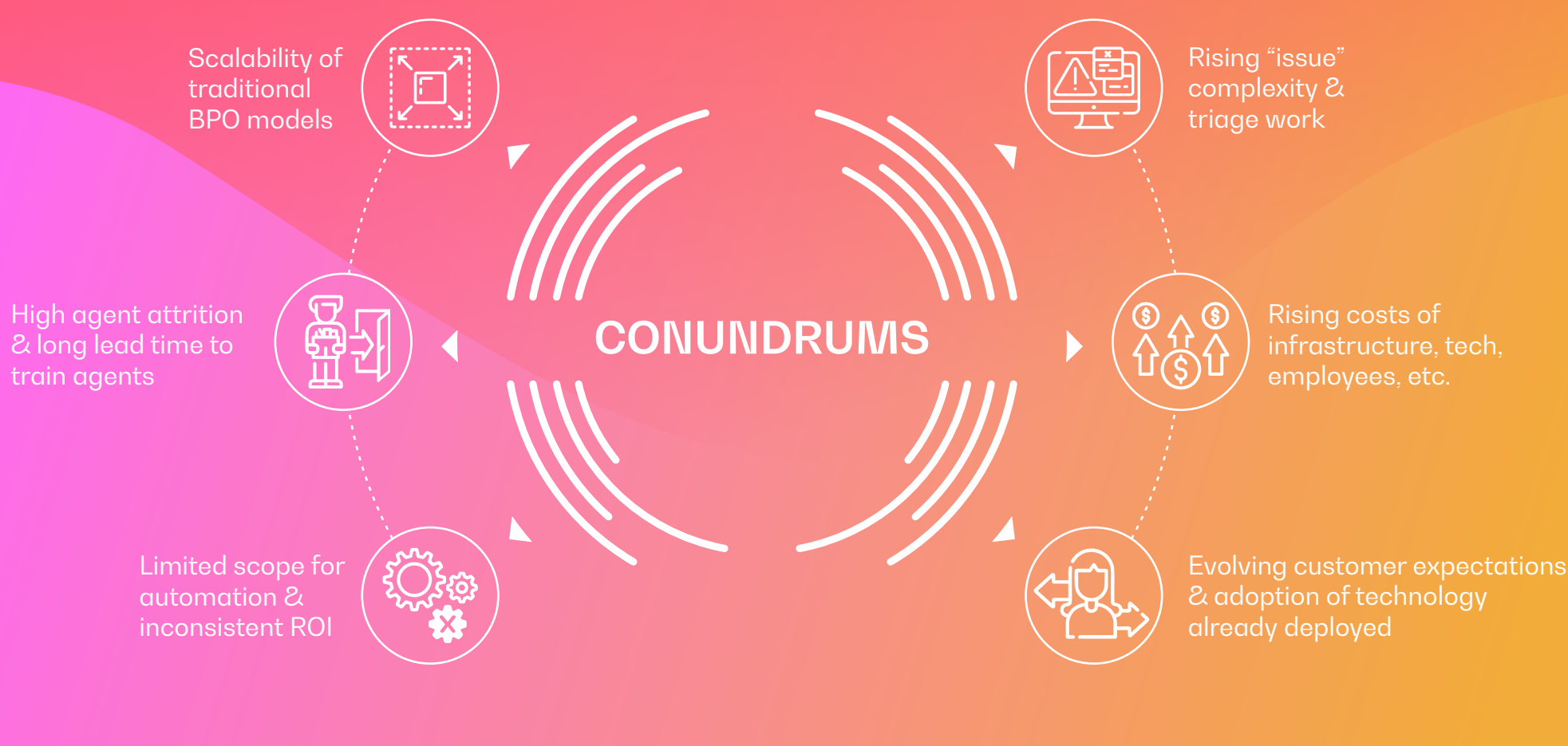
Contact centers have come of age, but the current reality is the inherent inflexibility with how they have evolved. By default, today's contact center operations hinge on planning and forecasting based on limited set of variables within the leaders' purview. Omnichannel experiences, agent empowerment, and meaningful customer interactions seem elusive. Are they delivering frictionless, personalized, predictive, and proactive experiences?



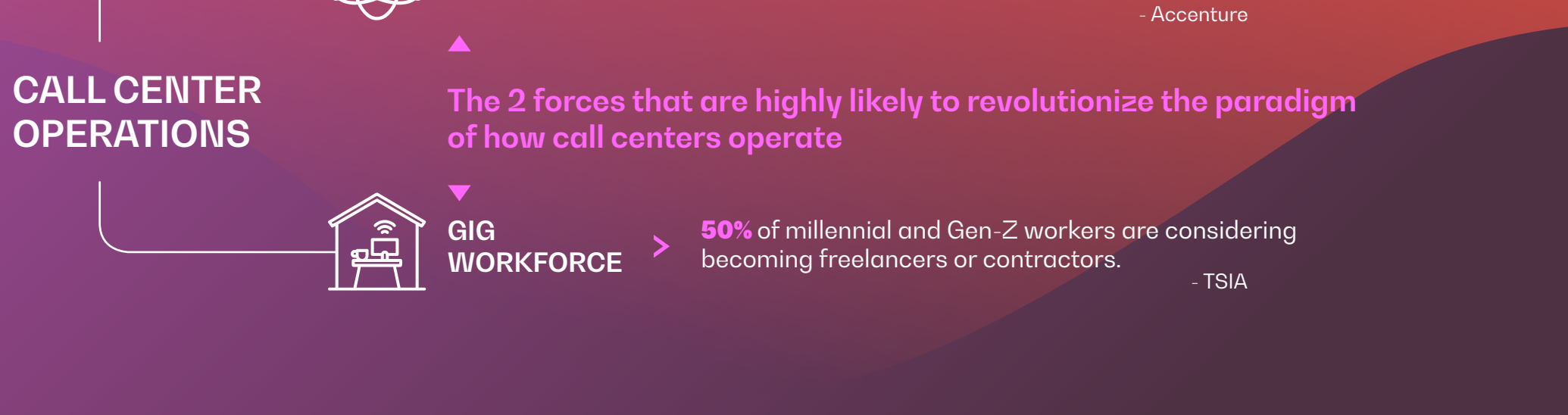
Most important of all, ARE LEADERS DERIVING THE MAXIMUM ROI FROM THE PRESENT TRADITIONAL MODEL OF THEIR CONTACT CENTERS?



THE STATE OF THE OPERATIONS FLOOR



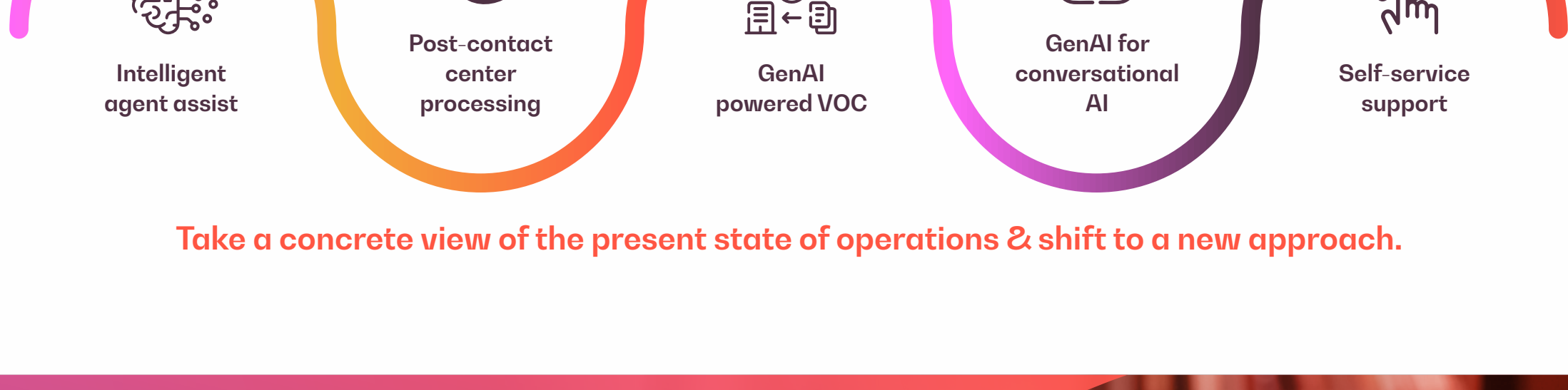
THE TWIN RADICAL DISRUPTORS



THE COMBO OF GIG WORKFORCE AND GEN AI

| What's the deal with gig? | GenAI is here, so what? |
|--|---|
| 1 in 5 US employees go for gig-based work: 40-53% of Millennials and Gen-Z population. <small>- Upwork</small> | By 2025, 30% of outbound messages from large organizations will be synthetically generated, up from less than 2% in 2022. <small>- Gartner</small> |
| Call centers are increasingly leveraging gig workforces to achieve unprecedented scalability and flexibility. | Gen AI intertwines with existing channels of communication to create rapidly scalable interactions across new channels. |
| Gig workers (60%+) are highly likely to upskill themselves to stay relevant in today's market. They are the answer to reducing costs and improving quality. | Discussions with industry leaders across verticals indicate ~ 30-70% of customer journey improvements on the front end with generative AI and ~ 10-50% on the back end on how it can elevate agent productivity and their experience. |
| Gig workers can make up to 25% more than their regular wages and still cost cheaper to the companies. <small>- Deloitte</small> | For self-support, resolving defined contact types, automation, intelligent routing, and intent matching (~ 50%-70% of all intents). |

Deliver knowledgeable, articulate, & human-like conversations.

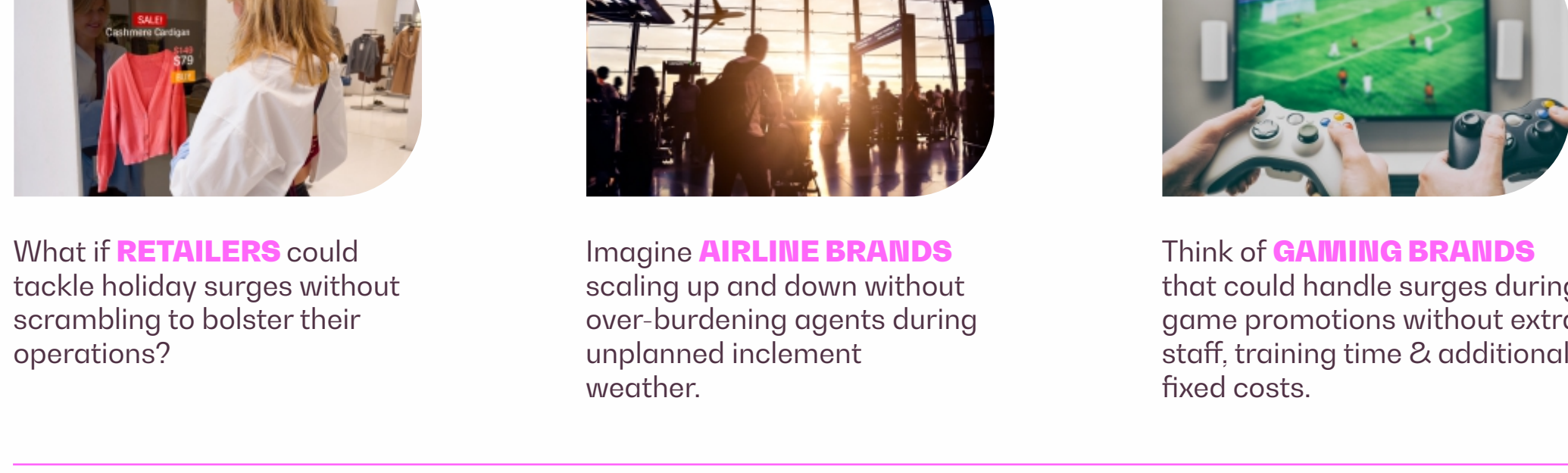


Take a concrete view of the present state of operations & shift to a new approach.

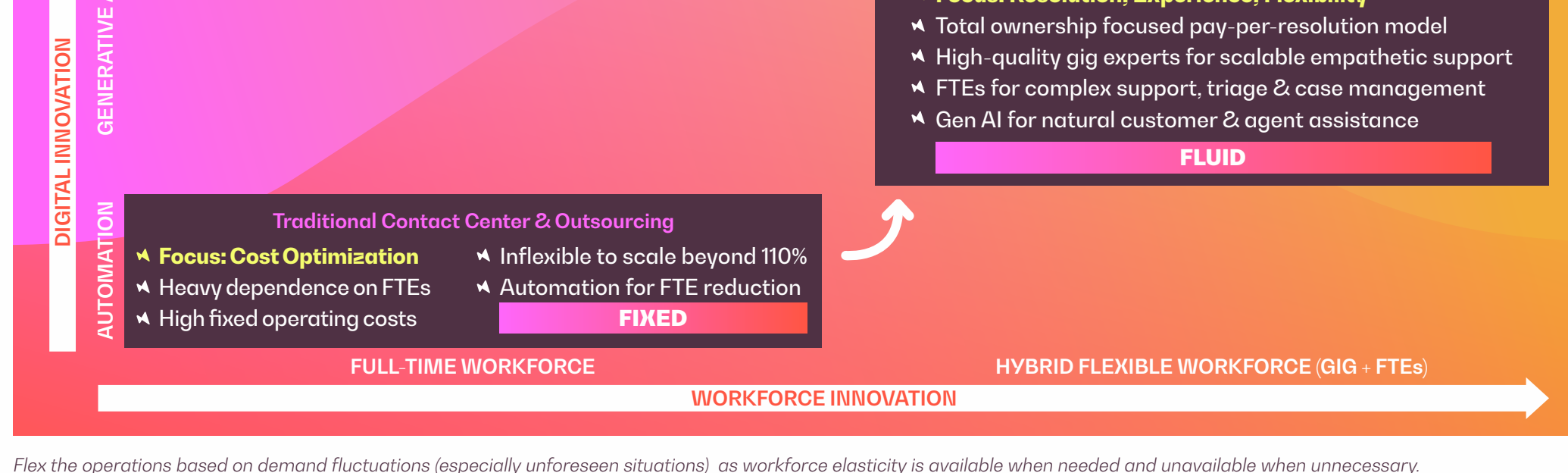
LEADERS NEED TO ACT NOW TO GET AHEAD & BEAT COMPETITION



THE FLUID MODEL FOCUSES ON RESOLUTIONS, EXPERIENCE & FLEXIBILITY



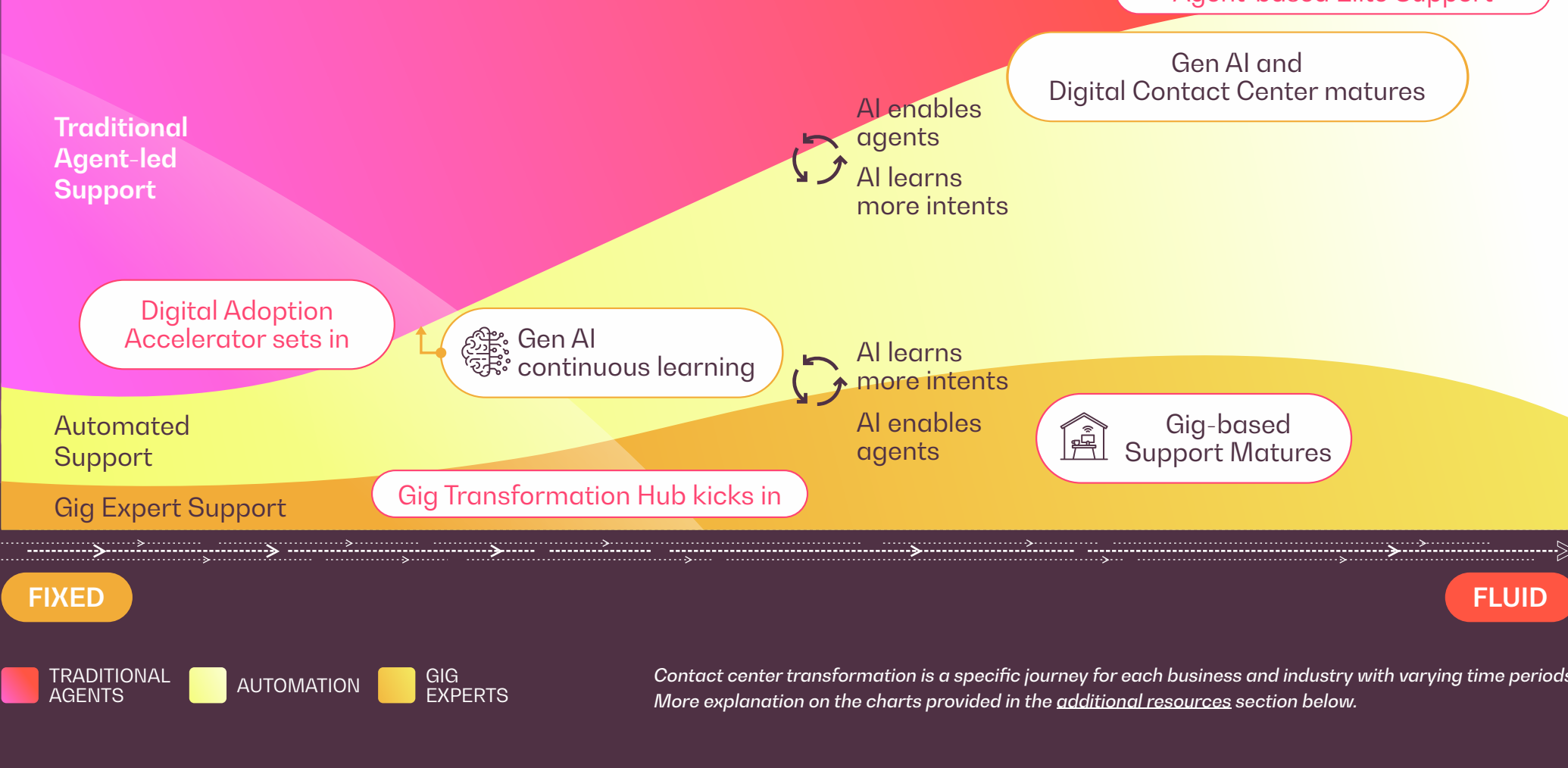
THE SHIFT: FUTURE OF THE CONTACT CENTER



Flex the operations based on demand fluctuations (especially unforeseen situations) as workforce elasticity is available when needed and unavailable when unnecessary. *Leverage Full-Time Experts (FTEs) who possess the highest level of domain expertise for offering premium or "elite" support to customers.

MAKE THE SHIFT OVER A TIME FRAME

What are your use cases and business scenarios?



Contact center transformation is a specific journey for each business and industry with varying time periods. More explanation on the charts provided in the additional resources section below.

DRIVE OUTCOMES FOR ANY INDUSTRY, CONTACT TYPE, INTENTS & CHANNELS

Case in point > Movate helped a telecom client with a 25% TCO reduction via an outcome-based hybrid acceleration center involving a Digital Adoption Hub (Gen AI) and Gig Transformation Hub (Movate OnDemand).



GLOBAL AWARDS & ANALYST RECOGNITIONS



Movate won a Gold Globe Award in the **Company of the Year - IT Services** category at the 8th Annual Globe Awards for American Business 2023

June 2023



Movate won Gold Stevie for **Contact Center or Customer Service Outsourcing Provider of the Year 2022** at the Stevie awards for Sales and Customer Service

March 2022



ISG recognizes Movate as a **Global Leader** in the Customer Experience Services Provider Lens™ 2023 report for the fourth consecutive year

September 2023



Movate is recognized as a **Leader** in NelsonHall NEAT Assessment for CX Services in Startups and Emerging Brands

November 2022

FUTURE READINESS IS VITAL & LEADERS NEED TO LEVEL UP OPERATIONS WITH THE RIGHT PARTNER

Yes, I'll start the journey

More details on the fluid model

