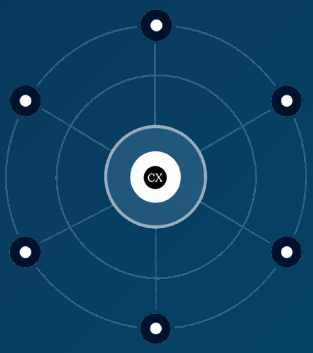
TRACE3

CUSTOMER EXPERIENCE (CX)

# Clients leave before they complain.

# **Friction is why.**

Long waits, disconnected channels, and repeat contacts erode loyalty. Trace3 rebuilds that front line into one intelligent system that unifies all channels, guides every agent, and turns each interaction into insight, so service feels informed, immediate, and human.



*Contact Center Is Where Customer Experience Comes to Life*

## One journey

Unify voice, chat, and mobile into a single seamless experience.

## Agent assist

AI surfaces the right context and next step the moment each agent needs it.

## Live insight

AI analytics turn every interaction into decisions leadership can act upon now.

## From Fragmented Service to Intelligent Contact Center

**Then: Disconnected Channels** → Voice → Chat → Email

**Now: One journey** → Anticipate → Engage → Assist → Resolve

### THE GAP

- Long waits, disconnected channels, and repeat contacts erode client loyalty.
- Agents work buried in manual tasks with no real-time guidance or context.
- Leadership cannot see interactions as they happen, so decisions lag.

### THE OUTCOMES

- **Up to 60%** of Tier 1 volume automated.
- **40%** lower cost across service operations.
- **35-point** gain in Net Promoter Score.
- **Under 6 months** to measurable ROI.

## The Trace3 Path

1. **Assess** — Contact center & AI readiness
2. **Design** — Journeys, workflows, & strategic roadmap
3. **Pilot** — Prove ROI on platform
4. **Scale** — Intelligent customer orchestration
5. **Optimize** — Adapt & expand

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