

# Customer Care Services



SERVICE OVERVIEW

CGS Nexus delivers intelligent, secure and journey-orchestrated customer care that strengthens loyalty, accelerates resolution, and reduces cost-to-serve. Every interaction is designed to earn trust, protect your brand, and build long-term customer relationships.

# Deliver fast, personalized, and secure care across every touchpoint

Customers expect immediate, accurate, contextual support delivered in their language, on their preferred channel, and without repeating information. Far too often, organizations face challenges orchestrating this experience:

- Rising customer contact volumes
- Agent inconsistency
- Fragmented systems
- High cost-to-serve
- Poor visibility across journeys
- Difficulty scaling for global audiences



These pressures increase cost-to-serve, create inconsistent experiences, and put brand loyalty at risk. CGS Nexus solves these problems with a Total Experience (TX) operating model that unifies Customer Experience (CX), Employee Experience (EX), and Partner Experience (PX) into a secure, journey-orchestrated global delivery framework. By blending AI, automation, journey orchestration, multilingual agents, analytics, and industry-specialized teams, CGS Nexus creates customer support programs that elevate loyalty while optimizing operational efficiency.



## End-to-end services across the customer journey

Each service can be delivered standalone or woven together into end-to-end ecosystems that reduce friction across the entire customer lifecycle—from onboarding and everyday care to renewals and success.

- Care services
- Billing & payments support
- Product & technical support
- Subscription & account support
- Content moderation & trust-and-safety
- Customer success management

# Measurable impact on CX and cost-to-serve

CGS Nexus leverages TX design, AI, automation, and journey intelligence to deliver measurable results.

- **100M+** customer interactions managed annually
- **95%+** First Time Resolution (FTR) through better knowledge and diagnostics
- **93–95%+** average customer satisfaction
- **30%** reduction in average handle time (AHT) with automated workflows and AI-agent assist
- **40–60%** OpEx savings via optimized global delivery models
- **Higher CSAT/NPS** from multilingual, culturally aligned support
- **Volume deflection** via conversational AI and self-service
- **Real-time insights** into agent performance, customer sentiment, and SLA health

Together, these results translate into lower cost-to-serve, less backlog, and stronger, loyalty-building experiences at scale.

# CGS Nexus Journey Orchestration

CGS Nexus' real-time journey orchestration monitors customer behaviors, intents, and historical context across every channel. This enables early detection of dissatisfaction, rerouting customers to specialized agents, triggering proactive communication (billing clarification, order updates), and ensuring every touchpoint feels connected and personalized:

- **Context-aware routing** that eliminates repeated steps and reduces customer frustration
- **Dynamic next-best-action recommendations** for agents and automation to increase FTR and reduce escalations
- **Proactive notifications** triggered by delays, service disruptions, or risk signals
- **Smart escalations** guided by sentiment, complexity, and journey mapping
- **Cross-functional continuity** between Support → Technical Support → Customer Success → Renewals
- **Full lifecycle visibility** for operational and executive stakeholders

**What this means for you:** fewer repeat contacts, less churn risk, and more consistent, loyalty-building experiences.

# Global delivery & language coverage

CGS Nexus delivers services through a unified global delivery network designed for scale, resiliency, and multilingual excellence across every region.

## Countries

United States • Romania • India  
• Israel • Chile • Colombia



## Languages

English, Arabic, Bulgarian, Danish, Dutch, French, German, Greek, Hebrew, Hindi, Hungarian, Italian, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish, Telugu, Tamil, Turkish, plus 22 regional dialects of India.

Follow-the-sun coverage and standardized playbooks ensure consistent quality and SLA performance across sites.

# CGS Nexus technology platform capabilities

CGS Nexus can build bespoke technology-plus-people solutions to meet specific needs or operate at best-practice level on your existing CX stack. Our secure, cloud-native, enterprise-grade platforms enable AI, automation, and omnichannel support at scale.

## AI & automation

- Real-time AI agent assist to improve FTR and reduce AHT
- Conversational AI for Tier-0 (AI-driven self-service) deflection and 24/7 self-service
- Auto-QA with sentiment analysis to improve quality and compliance
- Knowledge orchestration with context-driven recommendations that surface the right answer in the flow of work

## Omnichannel experience

- Voice, chat, SMS, email, social, and in-app support for seamless customer choice
- Channel transitions with retained context so customers never have to repeat themselves

## Analytics & intelligence

- Predictive routing informed by customer context and agent skills to match the right contact to the right resource
- Journey analytics across interactions and lifecycle stages to expose friction and churn risks
- Real-time sentiment analysis to trigger save actions and smart escalations
- Executive dashboards for SLA, QA, CSAT, FCR, and churn indicators

## Operational excellence

- Workforce management and forecasting to staff efficiently without sacrificing SLAs
- Workflows for billing, case management, and escalation to keep operations consistent
- Deep CRM, order system, and billing integrations to unify data and reduce handle time

# Security & compliance

Customer support operations are built on a Zero Trust, privacy-first security model that protects sensitive data across all channels, including PHI, PCI, and PII in regulated industries.

## Flexible commercial models

Align commercial structures to your CX and cost objectives with models that scale up, down, and across programs without long-term lock-in.

- Per-FTE
- Per-interaction
- Hybrid / shared delivery
- Outcome-based (CSAT, FCR, SLA adherence, retention)

Core security controls (all CGS services)	Customer support-specific security requirements
<b>Zero Trust architecture</b>	Encrypted omnichannel interactions (voice, chat, email, SMS)
<b>SOC 2 Type II, ISO 27001, PCI-DSS</b>	PHI/PCI-safe workflows for healthcare and retail
<b>24x7 SOC monitoring</b>	Identity verification + fraud-prevention scripting
<b>MFA + RBAC</b>	Restricted access to CRM and customer data
<b>Encryption in transit &amp; at rest</b>	Secure handling of billing, payment, and account information
<b>Endpoint protection &amp; VPN/SASE</b>	Privacy and trust-and-safety-compliant moderation workflows
<b>SIEM logging &amp; audit trails</b>	Geo-fenced data residency and retention controls
<b>Data minimization framework</b>	Secure storage of QA, recordings, and transcripts



Build a modern, secure, journey-  
intelligent customer support  
operation with CGS Nexus.

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**People first.**  
**Outcomes driven.**  
**Aligned for success.**

