

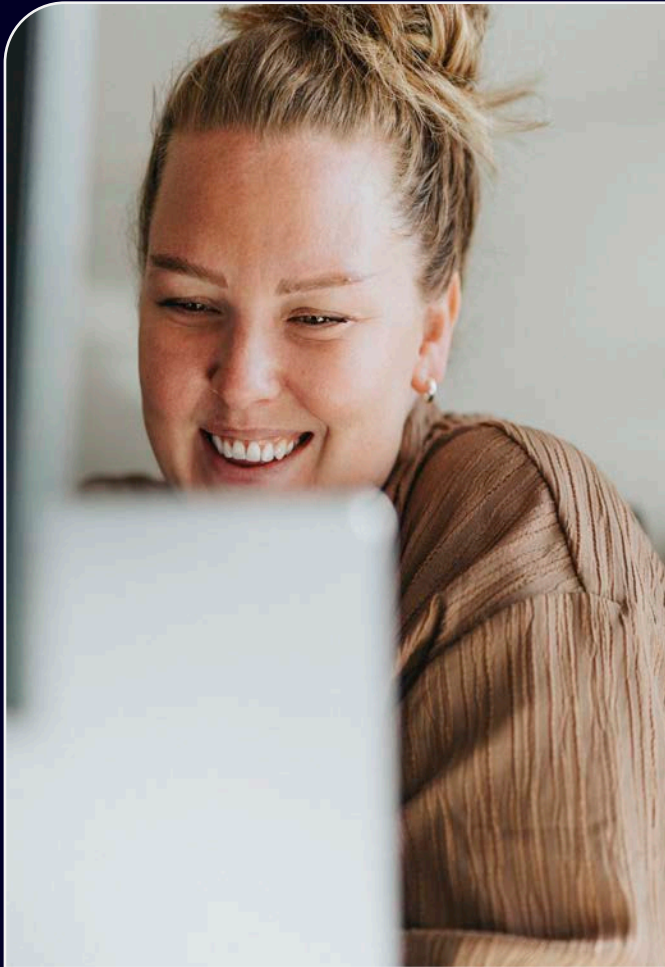
# AI Data & Analytics

**Precision AI.  
Boutique partnership.  
Total Experience transformation.**



Tailored by CGS Nexus' CX experts, our AI Data & Analytics turn every interaction into precision intelligence across your entire contact ecosystem—built to elevate the experience of your customers, agents, and leaders.

Unlike software vendors, CGS NEXUS acts as a strategic partner, tailoring every dimension of your quality program to drive measurable performance and experience outcomes.



## Transform quality into a strategic advantage

Modern CX organizations face challenges that traditional QA can't solve: low, sample-only coverage, inconsistent scoring, compliance risk, operational blind spots, and uneven agent performance. CGS NEXUS eliminates these gaps with full visibility, real-time intelligence, and strategic partnership. We elevate more than just customer experience; we ensure that all experiences harmonize in a Total Experience (TX) growth engine.

- **CX:** Customer experience is elevated with faster, more accurate, and more emotionally intelligent support.
- **EX:** Employee experience improves as agents get clearer guidance, personalized coaching, and fairer evaluation.
- **PX:** Partner experience improves as leaders and clients gain objective insights fueling smarter decision-making.

This is quality intelligence built around people, powered by AI, and elevated by CGS NEXUS.

# Achieve 100% visibility into the things that drive CX outcomes

CGS Nexus delivers stronger quality, improved customer loyalty, and more confident decision-making by facilitating insights-driven optimization where it matters. Benefit from zero blind spots, a stronger compliance posture, and delivery of a more consistent, accurate customer experience.

- **Census-level coverage:** Replaces manual QA sampling with 100% automated coverage
- **Behavioral scoring:** Sentiment, intent, and effort scoring using enriched behavioral AI
- **Churn prevention:** Identifies churn signals to protect revenue with root-cause analysis and trend forecasting
- **Coaching insights:** Data-driven guidance tailored to individual agent needs
- **Compliance monitoring:** Real-time compliance monitoring with instant risk alerts
- **Flexible integrations:** Seamless integration with your existing systems and data environment
- **Custom reporting:** Dashboards, scorecards, and workflows unique to your operation
- **Strategic decision support:** Deliver voice of customer and performance insights to inform strategy and operations

## Proving the ROI: metrics that matter

Get clear, defensible ROI with measurable improvements in total experience.

Increase QA coverage

**<5% to 100%**



- 01** Reduce manual QA labor by **20–40%**
- 02** **Significantly minimize** the potential for compliance events
- 03** **Elevate** CSAT, NPS, and sentiment scores
- 04** **Faster agent onboarding** and reduced ramp time
- 05** **Improved accuracy and consistency** in QA scoring

# Strategic delivery from start to finish

CGS NEXUS delivers a high-touch, consultative partnership—not a software drop-off. The outcome is a boutique, white-glove experience that ensures lasting impact.

- 01 Discovery & alignment:** We map your quality goals, workflows, KPIs, and CX challenges.
- 02 Configuration & customization:** CGS NEXUS engineers and strategists build your scoring models, dashboards, workflows, and reports.
- 03 Launch & adoption enablement:** We guide supervisors, QA teams, and agents through tailored onboarding.
- 04 Performance calibration:** We tune models, refine scoring confidence, and stabilize outputs.
- 05 Quarterly experience optimization:** CGS NEXUS reviews your trends, risk areas, coaching insights, and CX friction points—then co-designs the next quarter’s roadmap.
- 06 Continuous partnership:** Dedicated CGS NEXUS experts stay with you long-term to drive sustained transformation.

# Trusted, scalable & secure by design

While CGS NEXUS operates as a boutique partner; our intelligence platform is co-engineered to your business with enterprise-grade robustness.



**Global scalability**  
to support small teams or large enterprise networks



**Role-based access**  
controls & audit logging



**High-availability architecture** for uninterrupted service



**Advanced data encryption** in transit and at rest



**Privacy-first design** aligned with industry and regulatory standards



**Secure integration methods** with CRMs, CCaaS, data lakes, and BI tools

# The CGS Nexus Total Experience (TX) quality framework

CGS Nexus uses a 5-pillar model to elevate your quality program end-to-end by creating a closed-loop, always improving ecosystem designed around the total experience.



**01**

## Capture

Collect 100% of voice and digital interactions.

**02**

## Understand

Apply layered AI models to assess sentiment, accuracy, compliance, effort, and outcomes.

**03**

## Score

Generate unbiased, consistent quality evaluations at scale.

**04**

## Coach

Surface personalized recommendations that accelerate agent development.

**05**

## Optimize

Turn insights into actions—refining workflows, reducing friction, and improving outcomes.



Contact us to see how  
CGS Nexus' Total Experience  
approach can elevate your  
quality program.

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

