



Next-gen Customer Experience: The Blueprint for Best-in-class Digital Transformation



Who Are We?

For 38+ years, Sutherland has partnered with global enterprises to deliver outcomes that scale. We combine **human insight with AI-powered intelligence** to transform operations into measurable business results.

Our telecom-focused capabilities span **Network Engineering Services**, including AN-level assessments, agentic NOC solutions, AI-enabled private 5G, and fiber engineering and design. Together with our CX, BPaaS, Network, and Digital Engineering Services, we help **Telcos modernize** operations, improve network performance, and reduce cost-to-serve—at speed and at scale.



40K+

Experts across domains and technologies



144

Countries operational



50%

Fortune 500 firms served



70

Delivery offices worldwide



200+

Clients across 11 industries



363

Unique inventions under several patents

Sutherland's 3P CX Differentiators

Process

Deep operational DNA allows us to understand friction points at a granular level and redesign workflows for maximum automation impact.

People

A human-centric approach ensures AI supports customer service through trust, adoption, and responsible human-in-the-loop orchestration.

Platforms

We have engineered and deployed over 40 proprietary, industry-specific AI and engineering platforms delivered through a flexible "platform-as-a-service" model.

Sutherland's Approach: The 4A Framework

We utilize a comprehensive framework to unlock a cost-efficient CX flywheel.

ASSESS

CX Journey Assessment to identify high-ROI gaps

AUTOMATE

Self-service via Conversational AI and Virtual Agents

AUGMENT

Empowering agents with real-time intelligence and translation tools

ANALYZE

Interaction analytics for continuous improvement and VOC discovery

Unlocking the Cost-efficient CX Flywheel with Sutherland Solutions & Products

Assess: CX Journey Assessment

- **Strategic Roadmap:** Align vision and objectives
- **Current State Analysis:** Assess maturity, touchpoints, and pain points
- **Gap Analysis:** Prioritize high-value CX improvements

Automate: Customer Self-Service

- **Virtual Agent:** AI-powered voice assistant integrated with backend systems to handle complex queries 24/7
- **HelpTree (Self-service):** Guided knowledge flows and FAQs for customer-led issue resolution

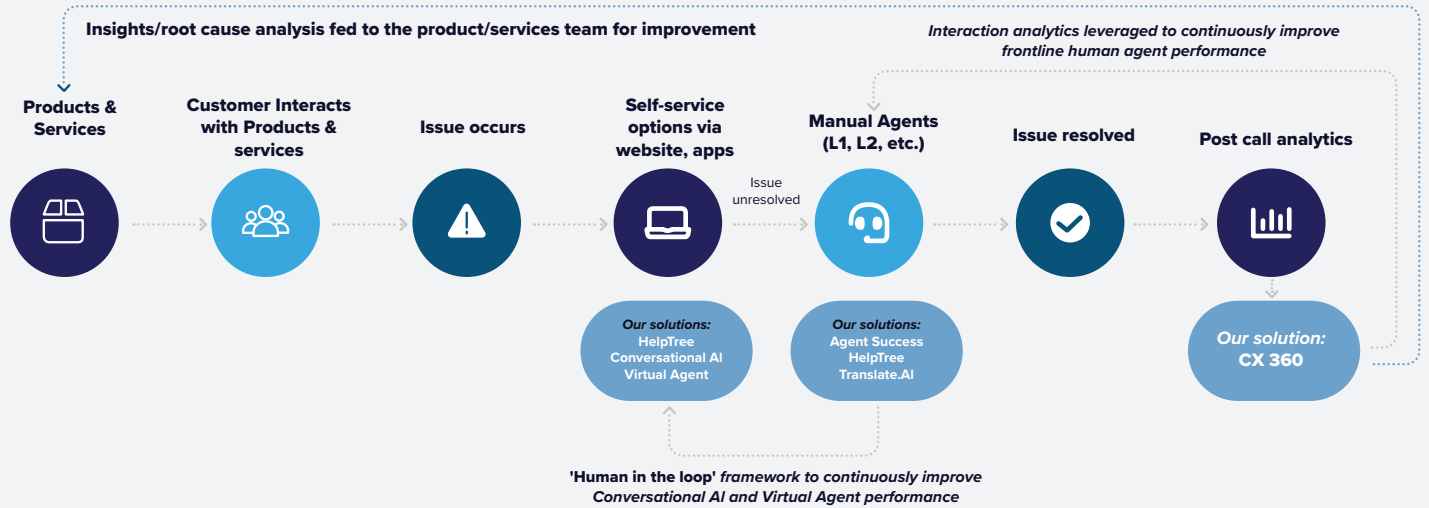
Augment: Empowering the Frontline

- **Agent Success:** Real-time transcription, next-best actions, and auto-summarization
- **HelpTree (Agent Assist):** AI-driven decision trees to improve accuracy and reduce training time
- **Translate AI:** Real-time translation across 98+ languages to enable global support and lower costs

Analyze: Continuous Improvement

- **CX 360:** AI-powered analytics across voice, chat, and email
- **100% QA Coverage:** Automated quality monitoring
- **Sentiment & Trends:** Insights to reduce churn and improve products

Our 3A's to Optimize Cost for End-to-end Customer Support Lifecycle



Proven Outcomes Achieved

Leading Global Music Streaming Company
Supported 20+ languages with a 90% elevation in CSAT using Translate AI

Leading Telco Brand
Achieved 10% cost-efficiency and improved NPS from 57.7 to 65.4 via HelpTree

Global Sports Media
Saw a 65% decrease in After Call Work (ACW) using Agent Success with 20% cost optimization

Contact us to modernize your network operations and redefine your customer journey.



Artificial Intelligence. Automation. Cloud Engineering. Advanced Analytics. For Enterprises, these are key factors of success. For us, they're our core expertise.

We work with global iconic brands. We bring them a unique value proposition through market-leading technologies and business process excellence. At the heart of it all is Digital Engineering Services – the foundation that powers rapid innovation and scalable business transformation.

We've created 363 unique and independent inventions, 250 of which are AI-based and rolled up under several patent grants in critical technologies. Leveraging our advanced products and platforms, we drive digital transformation at scale, optimize critical business operations, reinvent experiences, and pioneer new solutions, all provided through a seamless "as-a-service" model.

For each company, we provide new keys for their businesses, the people they work with, and the customers they serve. With proven strategies and agile execution, we don't just enable change – we engineer digital outcomes.

