

A BPO perspective

Why CX Index wins in an AI world.

How service providers prove experience quality, defend performance and hold on to clients while automation reshapes delivery.



AI is changing how the work gets done. Clients still judge how it felt.

BPOs are under pressure to deliver better outcomes at lower cost while adopting automation, copilots and AI driven efficiency across operations. That creates one hard question for a service provider. How do you prove experience quality, defend performance and retain clients in an AI driven world?

Voice of the Customer is the only measure of service quality that comes directly from the customer rather than from your own systems. That is why it gets more valuable as automation grows, not less.

What this guide covers

- 01 AI improves efficiency. Clients still judge experience.
- 02 A single source of truth you can stand behind
- 03 Protecting margins through accountability
- 04 Designed for multi client, multi programme environments
- 05 A safer way to scale AI in delivery
- 06 AI makes Voice of the Customer more valuable
- 07 What CX Index means for BPO partners

01

AI improves efficiency. Clients still judge experience.

AI can optimise handle time, automate resolution and summarise interactions. Clients do not renew contracts on the strength of AI adoption. They renew on how customers felt, whether issues were resolved, and whether experience improved over the term.

CX Index captures that human feedback at the moment of the interaction, which gives a BPO a defensible and client trusted view of performance.

02

A single source of truth you can stand behind

BPO relationships depend on trust. CX Index acts as the system of record for customer experience and gives you one consistent score across programmes and clients, a defensible metric for quarterly reviews and renewals, and a neutral third party view of performance.

When performance gets questioned, CX Index provides evidence rather than opinion. That credibility is hard to replace and it is worth a great deal in a competitive bid.

03

Protecting margins through accountability

AI tools generate insight. They do not manage people. CX Index turns feedback into operational accountability.

What it enables

- Closed loop issue management
- Agent level coaching and recognition
- Identification of repeat or systemic problems
- Targeted improvement rather than blanket retraining

What it means for a BPO

- Faster performance correction
- Reduced rework and escalations
- Better agent utilisation
- Protected delivery margins

04

Designed for multi client, multi programme environments

CX Index is built for the operational reality of a BPO. It supports multiple clients and brands, programme level segmentation, role based access with data separation, and clear governance and visibility.

Because it is built natively on Genesys Cloud CX, feedback ties directly to agents, queues, interaction types and journeys. That level of context lets delivery teams act quickly without manual analysis or custom reporting.

05

A safer way to scale AI in delivery

What clients now ask

- How is customer data handled?
- Is the feedback programme compliant?
- Can any of this be audited?

What CX Index provides

- Secure, compliant feedback collection
- Enterprise grade governance
- Regional data protection readiness
- ISO 27001 certified since 2018

That allows a BPO to scale AI enabled services while keeping client trust and compliance assurance intact.

06

AI makes Voice of the Customer more valuable

AI accelerates analysis, pattern detection and insight generation. All of that optimisation depends on one thing, which is trusted customer input. CX Index supplies the human truth those systems rely on, so decisions stay grounded in real customer sentiment, automation does not drift away from experience quality, and service delivery stays aligned to the client.

As AI adoption increases, the value of CX Index increases with it.

07

What CX Index means for BPO partners

It is not another tool in the stack. It becomes part of the delivery model.

Stronger client relationships Evidence of experience quality, shared with the client rather than argued about.	Defensible performance reporting One number in the QBR that both sides recognise and trust.
Improved agent performance and retention Coaching built on real customer evidence, with recognition where it is earned.	Differentiation in competitive RFPs A measurable experience commitment, not a promise about headcount and process.

In summary

CX Index wins in an AI world because it protects the five things that matter most to a BPO.

01 Client trust	02 Experience credibility	03 Operational accountability	04 Margin protection	05 Scalable, compliant delivery
---------------------------	-------------------------------------	---	--------------------------------	---

AI will keep reshaping how services are delivered. Clients will keep judging how it feels. CX Index lets a BPO prove it, consistently and at scale.