CX Technology Sourcing

CX Technology Sourcing

The way you source, evaluate, and manage technology solution providers can make or break your ability to deliver seamless, high-impact customer experiences.

Let’s discuss a blueprint for smarter, more strategic CX technology decisions.

CX Technology Sourcing

The way you source, evaluate, and manage technology solution providers can make or break your ability to deliver seamless, high-impact customer experiences.

Let’s discuss a blueprint for smarter, more strategic CX technology decisions.

- ❑ **Finding and Evaluating Partners**
- ❑ **Managing Partners for Long Term Value**
- ❑ **Lessons from the Trenches**
- ❑ **Takeaways and Final Advice**

TECHNOLOGY PLATFORM CATEGORIES AND VENDOR LANDSCAPE

Unified Platform Solutions

NICE CXone · GENESYS Cloud CX · Amazon Connect · Five9 · RingCentral · 8x8 Global Cloud Communications · zoom Contact Center · Tencent Cloud · Alibaba Cloud

Customer Focused

twilio · Dialogflow · sprinklr · posh · glia · Amazon Lex · yellow.ai · kore.ai

Agent Focused

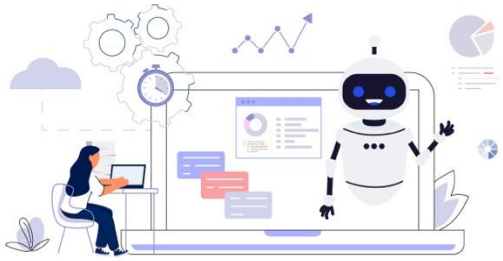
livepro · PEGA · servicenow · IEX · ORACLE · salesforce · VERINT

Key Support Processes

zenarate · CALABRIO · ATLASSIAN · VERINT · amplifAI · ALVARIA · Pindrop

Foundational Technologies

CISCO · MuleSoft · amazon web services · databricks · OpenAI · Microsoft · twilio · AT&T · snowflake · ORACLE



©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

TECHNOLOGY PLATFORM CATEGORIES AND VENDOR LANDSCAPE

Technology Drives Design?

Unified Platform Solutions			
Customer Focused	**Agent Focused**	**Key Support Processes**	**Foundational Technologies**

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

TECHNOLOGY PLATFORM CATEGORIES AND VENDOR LANDSCAPE

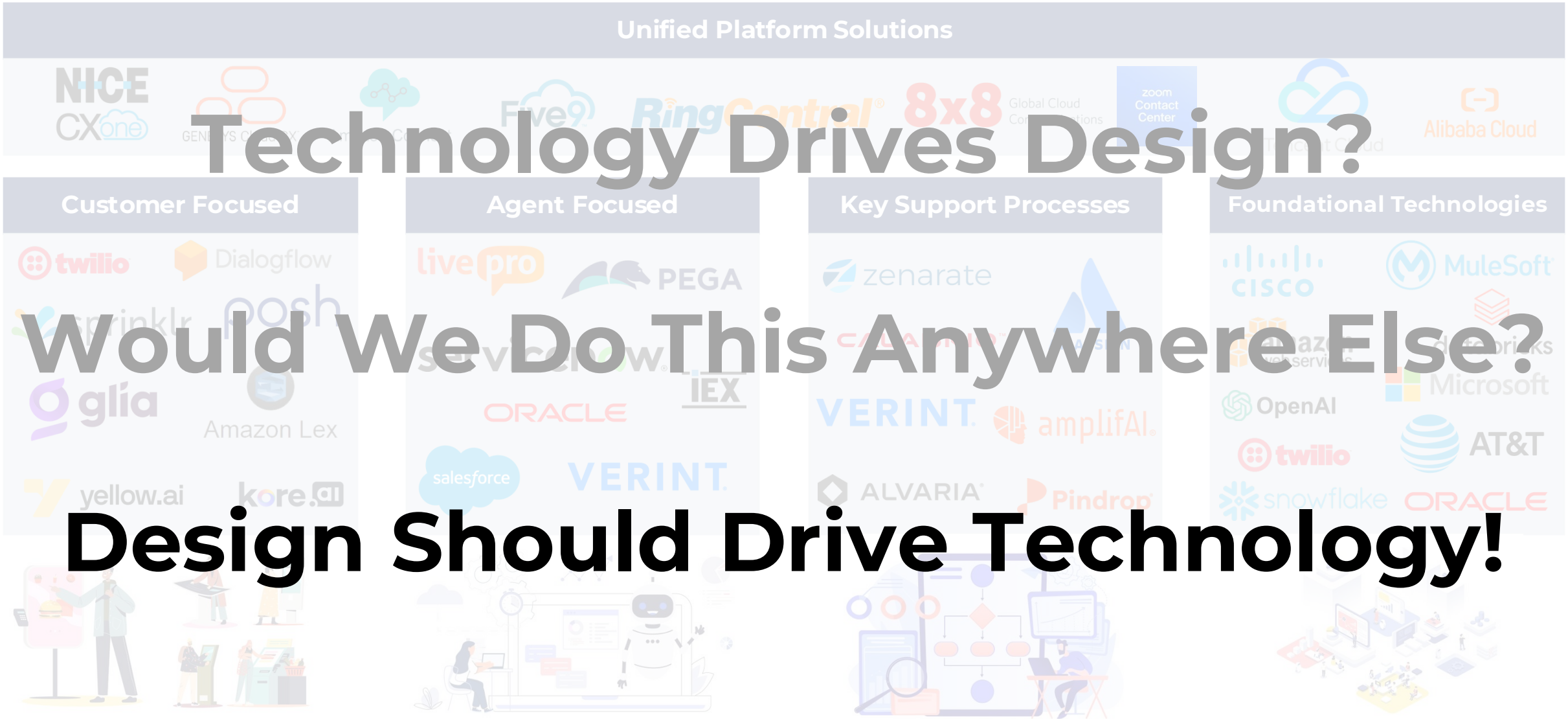
Technology Drives Design?

Would We Do This Anywhere Else?

Unified Platform Solutions			
Customer Focused	**Agent Focused**	**Key Support Processes**	**Foundational Technologies**

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

TECHNOLOGY PLATFORM CATEGORIES AND VENDOR LANDSCAPE



©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

FINDING AND EVALUATING PARTNERS

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

What are the most common mistakes companies make when sourcing CX technology?

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

FINDING AND EVALUATING PARTNERS

What are the most common mistakes companies make when sourcing CX technology?

What evaluation criteria do you use to assess a partner?

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

MANAGING PARTNERS FOR LONG TERM VALUE

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

What strategies work to drive ongoing value from your technology providers?

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

MANAGING PARTNERS FOR LONG TERM VALUE

What strategies work to drive ongoing value from your technology providers?

How do you keep vendor relationships agile? Is the traditional RFP approach fast enough, or do we need something new?

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

LESSONS FROM THE TRENCHES

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

Can you share an example of a sourcing decision that didn’t go the way you expected?

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

LESSONS FROM THE TRENCHES

Can you share an example of a sourcing decision that didn't go the way you expected?

Go back and give your past self one piece of advice. What would it be?

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

TAKEAWAYS AND FINAL ADVICE

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

TAKEAWAYS AND FINAL ADVICE

Any final advice?

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.

We’re going to cut out the expensive, boring stuff and just build the top.

CartoonStock.com

We're going to cut out the expensive, boring stuff and just build the top.

Recent MIT Research paper:

95% of AI pilots fail

Source: *MIT Project NANDA – State of AI in Business 2025 Report (July 2025)*

CartoonStock.com

We're going to cut out the expensive, boring stuff and just build the top.

Recent MIT Research paper:

95% of AI pilots fail

...but CX is the exception when done right

Source: *MIT Project NANDA – State of AI in Business 2025 Report (July 2025)*

QUESTIONS?

©1996-2025 COPC Inc. All rights reserved. Confidential and proprietary information of COPC Inc.