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2025 | COMPANY OF THE YEAR

Driving impact across the customer value chain

RECOGNIZED FOR BEST PRACTICES IN THE BRAZILIAN CUSTOMER EXPERIENCE MANAGEMENT INDUSTRY

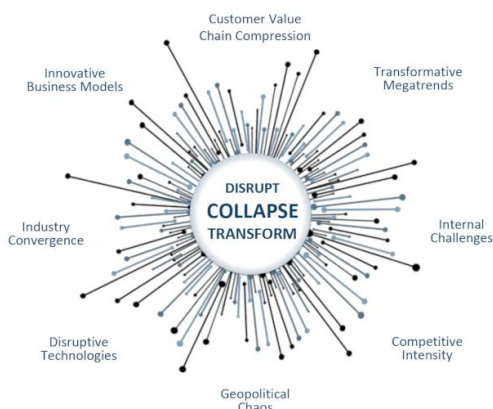FROST & SULLIVAN

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. AeC excels in many of the criteria in the customer experience management space.

The Strategic Imperative 8: Factors Creating Pressure on Growth

- **Innovative Business Models**: A new revenue model that defines how a company creates and capitalizes economic value, typically impacting its value proposition, product offering, operational strategies, and brand positioning

- **Customer Value Chain Compression**: Customer value chain compression as a result of advanced technologies, internet platforms, and other direct-to-consumer models that enables the reduction of friction and the number of steps in customer journeys

- **Transformative Megatrends**: Global forces that define the future world with their far-reaching impact on business, societies, economies, cultures, and personal lives

- **Disruptive Technologies:** New, disruptive technologies that are displacing the old, and significantly altering the way consumers, industries, or businesses operate

- **Internal Challenges**: The internal organizational behaviors that prevent a company from making required changes

- **Competitive Intensity**: A new wave of competition from start-ups and digital business models that challenge the standing conventions of the past, compelling established industries to re-think their competitive stance

- **Geopolitical Chaos**: Chaos and disorder arising from political discord, natural calamities, pandemics, and social unrest that impact global trade, collaboration, and business security

- **Industry Convergence**: Collaboration between previously disparate industries to deliver on whitespace cross-industry growth opportunities

The Transformation of the CXM Industry

The Brazilian customer experience management (CXM) market is rapidly evolving as businesses embrace digital engagement, omnichannel communication, and data-driven personalization to enhance customer interactions. While artificial intelligence (AI), chatbots, and automation tools augment response times and service quality, analytics platforms allow businesses to extract actionable insights from customer interactions, driving more strategic decision-making and improving customer loyalty. Economic expansion, rising internet penetration, and the shift toward e-commerce further accelerate the demand for CXM solutions.

Despite this momentum, providers face key challenges in sustaining growth, including fragmented digital infrastructure, data privacy concerns, and the complexity of integrating CXM platforms across diverse business ecosystems. Uncertainty towards the future of macroeconomics and technological developments adds a layer of difficulty, particularly for scaling AI-driven solutions.

To overcome these barriers, leading CXM providers are enhancing cloud-based offerings, strengthening data security frameworks, and leveraging localized AI models to understand regional consumer behavior. Investments in automation and seamless application programming interface integrations are helping businesses unify customer touchpoints, enabling a more cohesive and personalized experience and maintaining compliance with evolving data protection laws.

AeC, founded in 1992, plays a pivotal role in this landscape. Leveraging automation, omnichannel solutions, and advanced analytics, it has earned itself a spot among the key industry participants who are shaping customer experience management in Brazil.

Scalability and Excellence

AeC operates at the forefront of the CXM industry, delivering scalable, technology-driven service solutions that enhance efficiency and uphold high quality standards. By integrating AI-powered automation and predictive analytics into its service framework, the company optimizes workflows, accelerates response times, and ensures accuracy in customer interactions. This combination of automation and data intelligence enables AeC to manage complex service demands and maintain operational consistency.

A key component of this strategy involves the use of proprietary platforms like Robbyson and Vision 360°, which provide real-time insights and structured decision-making support. These platforms enhance service execution and increase customer engagement by anticipating challenges and refining interaction strategies. By leveraging data-driven methodologies, AeC strengthens its ability to deliver precise, cost-effective solutions.

Innovation remains a defining characteristic of AeC's operations. Through its Red de Inovação framework, the company integrates AI-driven copilots into customer interactions, equipping service agents with real-time guidance that reduces call escalations and improves first-contact resolution rates. Predictive analytics reinforce this proactive approach by identifying potential service gaps before they occur. They facilitate AeC's transition from a reactive service model to a forward-looking strategy that continuously improves engagement outcomes.

To sustain this level of innovation, AeC maintains a strong financial foundation. With a net debt-to-EBITDA ratio below 0.6, the company demonstrates disciplined financial management that supports ongoing investment in AI-driven customer support, cybersecurity, and infrastructure expansion. This financial stability enables strategic acquisitions and high-value partnerships, which strengthen AeC's market position while reinforcing competitive advantages in a rapidly evolving industry.

> *"With a disciplined approach to innovation and operational efficiency, the company continues to set and surpass its own standards year after year."*
>
> *-Ana Victoria Dominguez*
> *Best Practices Research Analyst*

AeC's operational reach extends across 23 units in seven Brazilian states, providing nationwide service coverage with consistent quality. Recent investments in the Northeast region, including the launch of the João Pessoa facility in September 2024, underscore the company's commitment to regional development and operational growth. The addition of 2,600 new positions equipped with advanced technology expands service capacity while ensuring business continuity.[1]

> *"AeC's usage of its own real-time decision-making and actionable insights means that its customer service can provide faster, more accurate solutions to customer queries, resulting in lower resolution times and a higher level of customer trust."*
>
> *- Sebastian Menutti*
> *Industry Director*

As a result of this strategic execution, AeC has emerged as the fastest-growing company in Brazil's CXM market, according to Frost & Sullivan's 2024 analysis.[2] An uncommon feat, achieving sustained double-digit revenue growth at this scale highlights AeC's ability to navigate expansion challenges while maintaining service excellence. With a disciplined approach to innovation and operational efficiency, the company continues to set and surpass its own standards year after year.

Driving CXM Excellence through Innovation and Efficiency

AeC's service model exemplifies a keen understanding of price-performance value, ensuring that customers receive substantial benefits without excessive expenditure. The company's AI-driven platforms and scalable solutions reduce costs and ensure clients receive the most competitive pricing in the industry without sacrificing quality. AeC provides a significant return on investment and a foundation that has all the building blocks and gadgets customers need.

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[1] https://f5online.com.br/vice-presidente-de-operacoes-da-aec-projeta-mais-crescimento-no-nordeste/?utm_source=chatgpt.com. Accessed March 2025

[2] https://www.frost.com/news/press-releases/aec-awarded-frost-sullivans-2024-brazil-company-of-the-year-award-for-its-exceptional-customer-experience-management-solutions/ . Accessed March 2025

AeC's platform's seamless interface allows customer service managers and agents to work together without fragmentation so they can monitor, adjust, and improve service quality in real time. This user-centric approach simplifies the client's interaction with the service model, empowering them with control and visibility over performance metrics. As part of AeC's comprehensive service package, clients can access detailed reports and analytics that assist in informed decision-making, contributing to a productive ownership experience.

AeC stands out in its ability to combine AI with human expertise. The hybrid model ensures that while automation accelerates service delivery, human agents are always available to address complex or sensitive issues, providing a balanced approach to customer interaction. Clients benefit from enhanced support that is both efficient and empathetic, a key driver of long-term satisfaction. AeC's usage of its own real-time decision-making and actionable insights means that its customer service can provide faster, more accurate solutions to customer queries, resulting in lower resolution times and a higher level of customer trust. This tailored approach has been proven to reduce churn rates, making AeC a preferred choice for businesses looking for reliable, high-quality customer experience management.

Conclusion

AeC's relentless commitment to innovation, efficiency, and customer-centric solutions positions it as a leader in customer experience management (CXM). The company leverages artificial intelligence-driven automation, predictive analytics, and omnichannel engagement to consistently improve service quality and operational agility. Strategic investments in technology, cybersecurity, and workforce development assure sustained excellence and adaptability in an evolving market. A data-driven approach to optimizing customer interactions fosters seamless experiences and cost efficiency. AeC's ability to anticipate industry trends, drive digital transformation, and provide exceptional value solidifies its standing as an industry pioneer. Its ability to scale operations while maintaining service excellence has fueled rapid expansion, making it the fastest-growing CXM provider in Brazil in 2024, according to independent industry research. Few companies of its size in the region are able to sustain double-digit growth.

With its strong overall performance, AeC earns Frost & Sullivan's 2025 Brazil Company of the Year Recognition in the customer experience management industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT

STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- ■ **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- ■ **Growth Strategies:** *Proven Best Practices*
- ■ **Innovation Culture:** *Optimized Customer Experience*
- ■ **ROI & Margin:** *Implementation Excellence*
- ■ **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- ■ Megatrend (MT)
- ■ Business Model (BM)
- ■ Technology (TE)
- ■ Industries (IN)
- ■ Customer (CU)
- ■ Geographies (GE)