



e•contact

transformando conversaciones

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**CUSTOMER
VALUE LEADER**

Maximizing the Price/Performance ROI for Customers

*RECOGNIZED FOR BEST PRACTICES IN THE
LATIN AMERICAN CONTACT CENTER
SOLUTIONS INDUSTRY*

F R O S T & S U L L I V A N

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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. e-Contact excels in many of the criteria in the contact center solutions space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

The Transformation of the Contact Center Solutions Industry

The contact center solutions industry is undergoing a profound transformation as organizations balance the accelerating pace of innovation with rising customer expectations. While investments in artificial intelligence (AI) and automation surge, customer satisfaction is paradoxically declining. Many companies initially deploy AI primarily as a cost-cutting tool, understandable given that up to 90% of service costs are tied to labor.¹ In Latin America, translates into a 10% to 20% reduction in contact center headcount in some organizations.² However, efficiency-driven implementations often frustrate customers, highlighting the need to shift from a cost-first mindset to strategies that genuinely enhance the customer experience (CX).

The longstanding gap between brand perception and customer reality remains stark. Years of industry research shows that while most companies believe they deliver a superior CX, only a small fraction of consumers share that view. More recent studies confirm that this disconnect persists, with marketers rating their performance far more favorably than customers do. The challenge is compounded by macroeconomic pressures that restrict budgets and slow investments, even as expectations for seamless, personalized experiences continue to rise.

¹ Frost Radar: Customer Experience Platforms in Latin America, 2025. Frost & Sullivan

² Ibid.

At the same time, demand for AI solutions designed specifically for CX is rapidly increasing. The future lies in augmenting human agents with intelligent tools that automate repetitive tasks and free them to focus on complex, high-value interactions, rather than replacing them. Generative AI and large language models are redefining possibilities across the contact center, from agent assist and co-pilot functions to advanced self-service, knowledge management, and automated quality monitoring. By embedding these capabilities into full-featured CX suites, providers can deliver secure, scalable, and domain-specific solutions that drive measurable improvements in efficiency and satisfaction.

Competition in the industry is intensifying as the boundaries between contact center platforms, customer relationship management systems, workforce engagement solutions, and messaging applications continue to dissolve. The agent desktop has emerged as the key battleground, with vendors racing to become the central hub where all tools and workflows converge. Success now hinges on the ability to deliver more than standalone features: providers must offer true omnichannel orchestration, highly flexible deployment options spanning on-premises, cloud, hybrid, and multi-cloud, and seamless integrations with mission-critical business systems. At the same time, purchasing decisions are no longer confined to information technology (IT) departments. Sales, marketing, and operations leaders are now deeply involved in the process, each bringing unique priorities and outcome-driven expectations, raising the bar for how providers demonstrate value and differentiation.

In Latin America, these dynamics are fueling robust growth in cloud-based contact center as a service (CCaaS). Countries with historically low penetration, such as Mexico, Peru, Ecuador, and Paraguay, are catching up quickly, while more mature markets like Brazil, Chile, and Colombia continue to expand at a steadier pace. The regional CCaaS market is projected to sustain double-digit growth in the coming years, propelled by demand for workforce optimization, advanced analytics, and solutions that elevate employee experience and customer journeys. Key verticals driving adoption include banking and financial services, retail, healthcare, and telecommunications.

As organizations across Latin America recognize CX as a key differentiator, they are increasingly investing in platforms that combine automation, AI, and human-centric design. The industry's transformation is no longer about simply handling interactions; it is about orchestrating memorable, effortless customer journeys that secure loyalty and unlock long-term growth.

Where Technology Meets Human Connection

Founded in 1999 and headquartered in Santiago, Chile, e-Contact is a leading provider of technology solutions and consulting that specializes in transforming customer conversations through advanced contact center solutions. With offices across Latin America, including Peru, Ecuador, Colombia and operations extending to the Caribbean and United States, the company combines local expertise with international reach to serve clients in industries such as telecommunications, banking, retail, insurance, and services. Its team of more than 90 Genesys certified engineers is part of a total of 130 engineers across the entire company. This diverse team possesses development expertise in various technologies, alongside specialists in telephony and security. They deliver consulting, design, AI training, and integration services, implementing on-premises and cloud-hosted platforms to adapt to diverse business needs.

For over two decades, e-Contact has focused on creating meaningful, efficient interactions that connect brands with people, impacting more than 200 million individuals. The company tailors its offerings to organizations of all sizes, helping small businesses build trust and digital growth, enabling mid-sized enterprises to enhance efficiency and consolidate strategies, and supporting large corporations in managing high customer volumes with scalable, technology-driven solutions. Guided by the principle that every interaction counts, e-Contact prioritizes flexibility, interoperability, and innovation to deliver seamless customer journeys, strengthen long-term relationships, and achieve measurable business results.

Building on its commitment to innovation and customer-centric solutions, e-Contact leverages a suite of advanced technologies designed to transform customer interactions and drive measurable business results:

Innovative Technologies and Solutions

e-Contact delivers a fully cloud-based, omnichannel platform that unifies messaging and social networks, allowing companies to connect with customers via WhatsApp, Instagram, Messenger, short message service, web chat, Teams, and more, all from a single interface.

Lynn and Lynn Empathy Analytics (LEA) suite leverages advanced voice recognition, natural language understanding, AI, and neural networks to create interactive conversations, detect emotions, classify interactions by reason, intent, or complaints, and provide actionable insights into customer behavior and agent performance. Furthermore, Lynn Empathetic Flow (LEF), an essential part of this suite, enables the deployment of AI agents with low-code effort. LEF allows integration with the major existing cognitive engines, the use of Retrieval-Augmented Generation (RAG), and the application of models tailored to each business. This combined capability empowers organizations to take proactive decisions, improve satisfaction, and optimize operations. Crucially, the entire Lynn suite is designed to complement and strengthen Genesys Cloud-based solutions, being available on its AppFoundry, while also satisfying requirements for standalone architectures or integration with other providers

Automation and Integration

Solutions like Lynn, Kyubo, Sprinklr, and Genesys Cloud enable Contact Centers, chatbots, self-service automation, real-time orchestration, and advanced analytics. These technologies allow rapid implementation, support all interactions across channels, separate agent and customer conversations, and provide detailed operational reporting.

Speech and Text Analytics

e-Contact's tools analyze 100% of voice and digital interactions, transcribing, categorizing, and visualizing content to detect trends, operational risks, and opportunities for improvement. Managers gain insights into agent effectiveness, process bottlenecks, and customer needs, enhancing quality and efficiency.

Gamification and Performance Management

Integrated gamification and learning modules track agent performance, reinforce best practices, and deliver personalized coaching, thereby strengthening engagement, operational excellence, and CX.

Together, these solutions provide end-to-end capabilities that combine AI-driven insights, automation, and human expertise, enabling companies to deliver measurable business value, superior CXs, and scalable, efficient operations.

“Frost & Sullivan recognizes e-Contact for its exceptional ability to combine innovative, cost-effective solutions with a client-centric service model, delivering measurable business impact and setting a new standard for contact center excellence in Latin America.”

**- Natalia Casanovas,
Best Practices Research Analyst**

Leading the Future of Connected Customer Engagement

e-Contact establishes itself as a pioneering force in the Latin American contact center industry by addressing market needs often overlooked by global vendors. In a region where enterprises place efficiency and cost optimization at the center of every decision, the company identified a critical gap: existing solutions fail to balance world-class capabilities with the realities of local business demands. By developing a proprietary product designed specifically for Latin American enterprises, e-Contact bridges this gap and

redefines the standards of accessibility, adaptability, and performance in the industry.

What began as a complementary product layer has evolved into a robust, standalone platform that meets the requirements of businesses in the region independently and, at the same time, enhances global solutions. Its unique ability to deliver advanced functionality at a cost aligned with regional conditions makes it an indispensable partner for organizations seeking sustainable digital transformation. This combination of innovation and market alignment fuels strong adoption, consistent growth, and a reputation for leadership across the region.

As the industry advances toward AI-driven agents and fully connected ecosystems, e-Contact continues to shape the future of customer engagement. The platform extends far beyond traditional customer relationship management integrations to connect seamlessly with enterprise resource planning, mobile ecosystems, and banking cores, enabling real-time, end-to-end interactions. Enhanced analytical capabilities and streamlined adoption processes further position the company as a solution that empowers organizations to remain competitive in a rapidly evolving digital landscape.

By transforming global technological trends into locally relevant solutions, e-Contact positions itself at the forefront of the contact center evolution in Latin America. Its deep understanding of market dynamics, combined with a commitment to innovation and measurable efficiency gains, underscores its role as a catalyst for regional growth. In an industry where differentiation increasingly depends on adaptability and intelligence, the company stands out as a leader setting the pace for the future.

Maximizing Value, Minimizing Complexity

e-Contact delivers a compelling balance of price, value, and performance that sets it apart in the Latin American contact center industry. The company’s solutions consistently demonstrate economic value that exceeds client expectations, enabling world-class enterprises and mid-market organizations to adopt them with confidence. This dual competitiveness is rare in the industry and allows e-Contact to build a significant market presence in Chile, while steadily expanding across the region. Each deployment integrates proprietary products designed to optimize management, accelerate execution, and reduce licensing costs, ensuring shorter time-to-market and higher project viability. This combination of

affordability, efficiency, and sustained performance underpins the company's long-standing client relationships and industry relevance.

"As e-Contact expands regionally, it makes the deliberate decision to establish locally incorporated offices rather than impose a single cultural model across markets. This approach respects and embraces the cultural nuances of countries such as Peru, Colombia, and the Caribbean, while unifying them under a shared ethos: urgency, accountability, and an unwavering focus on the customer."

**- Sebastian Menutti,
Industry Director**

Beyond product innovation, e-Contact's service model fosters loyalty and ensures long client lifecycles. Unlike traditional approaches, where account ownership often shifts over time, the company ensures continuity: sales executives and project managers remain accountable for each client throughout the project's life cycle. This continuity is further reinforced by the implementation and success managers introduced with the rise of Software as a Service (SaaS), ensuring seamless onboarding and continuous value delivery. To empower clients even further, e-Contact created an internal Academy that certifies

client roles, administrators, developers, and partners, transforming them into active participants in the solution and strengthening long-term engagement.

Innovation also extends to how e-Contact listens and responds to client needs. Rather than relying solely on traditional surveys, the company uses focus groups to drive its "push/pull" innovation process. Push innovations involve releasing new capabilities to test adoption, while pull innovations address specific client feedback and emerging market needs directly. This approach has led to breakthrough advancements, such as transforming speech analytics into a multi-channel sociological tool. By integrating signals from conversations, social media, emails, and digital channels, the company provides a richer understanding of customer behavior, revealing what customers do and why. These insights empower clients to take proactive action and achieve measurable results.

Through this relentless focus on adaptability, client empowerment, and meaningful innovation, e-Contact creates a virtuous cycle of trust and performance. Clients remain loyal for years because they see continuous improvement, tangible value, and a partner willing to evolve with them. This ability to pair proprietary product strength and world-class solutions with a unique service model firmly differentiates the company and positions it as a leader driving transformation in the contact center industry.

Frost & Sullivan recognizes e-Contact for its exceptional ability to combine innovative, cost-effective solutions with a client-centric service model, delivering measurable business impact and setting a new standard for contact center excellence in Latin America.

Customer-centric Solutions that Deliver Results

At the heart of e-Contact's approach is a deep commitment to ensuring that every client feels heard, supported, and valued. A customer complaint is treated with the same urgency as a complete service outage, underscoring the company's belief that dissatisfaction is not a minor inconvenience but a mission-critical event. To address such situations, e-Contact activates a dedicated "crisis table" led by senior leadership and its Innovation Committee, which includes cross-disciplinary expertise such as sociology.

This structured response is integrated into our comprehensive customer-centric operational continuity model, ensuring maximum uptime and minimal client impact.

This process guarantees swift resolution and transforms each challenge into an opportunity for learning and long-term improvement. By embedding this philosophy into its strategic pillars, the company builds a culture where every problem represents an avenue to strengthen trust and deliver greater value.

This customer-centric philosophy extends beyond incident management into the company's broader brand identity. As e-Contact expands regionally, it makes the deliberate decision to establish locally incorporated offices rather than impose a single cultural model across markets. This approach respects and embraces the cultural nuances of countries such as Peru, Ecuador, Colombia, and the Caribbean, while unifying them under a shared ethos: urgency, accountability, and an unwavering focus on the customer. By balancing local adaptation with core values, e-Contact delivers service experiences that resonate across diverse markets while reinforcing a consistent and trusted brand.

Urgency remains the cornerstone of e-Contact's brand value. The company recognizes that behind every interaction lies a moment of truth for the end customer, often under stressful or even traumatic circumstances. Whether resolving a financial issue in the middle of the night or restoring service after a critical disruption, e-Contact ensures that a human option is always available when it matters most. This philosophy transcends economics, positioning customer care as a moral and strategic imperative. In industries such as banking and telecommunications, where customer acquisition is costly and regulatory restrictions are increasing, retaining clients is more crucial than ever. By safeguarding those relationships with reliable, empathetic, and resilient service, the company transforms its brand into a symbol of trust and continuity for businesses and consumers alike.

The company's solutions consistently demonstrate measurable impact on client operations, driving enhanced CXs and operational efficiency. Two case studies illustrate the depth and versatility of its approach:

LATAM Airlines (LATAM) - Latin America's largest airline, connecting 132 destinations across 18 countries and serving nearly 47 million passengers in the first eight months of 2023, faced challenges in quantifying customer demand and increasing First Contact Resolution. Leveraging e-Contact's Speech Analytics solution, combined with collaboration from the airline's IT and quality teams, LATAM achieved a remarkable increase in first-contact resolution, from 61% in April 2022 to 75% in December 2022, and reached 79% by December 2023.³ Beyond the metrics, the initiative enables granular insights into unresolved queries, agent performance, and process inefficiencies, guiding coaching, policy adjustments, and process improvements that directly enhance the customer journey.

Banco BICE - In the bank's contact center, the implementation of Genesys Cloud, integrated with Salesforce, unified customer interactions across multiple channels while personalizing each engagement. The adoption of workforce engagement management modules further strengthened operations as gamification metrics recognized top-performing agents, improved adherence, and increased service quality. This resulted in a 1.5-minute reduction in average handling time over six months and a 13% boost

³ [LATAM - e-Contact](#), accessed August 2025

in net satisfaction scores.⁴ The workforce management module introduces efficient scheduling, real-time adherence monitoring, and flexible shift management, allowing agents to optimize their time while maintaining service quality. These enhancements position e-Contact's technology and expertise as critical drivers of operational excellence and client satisfaction.

Across these cases, e-Contact demonstrates the ability to transform contact centers into highly efficient, customer-focused operations. By combining advanced analytics, AI-driven tools, and tailored implementation support, the company empowers clients to resolve issues faster, personalize interactions, and continuously improve the CX, solidifying long-term loyalty and measurable business value.

Efficiency, Collaboration, and Objective Impact

Since its inception, e-Contact has maintained uninterrupted growth, fueled primarily by Genesys as well as its proprietary products, which now form the cornerstone of its strategic plan. Quarterly reviews consistently show that the company meets its targets, with all key indicators achieving double-digit growth.⁵ Fully self-financed and free of debt, e-Contact reinvests earnings into its teams, research, and innovation, strengthening intellectual capital while ensuring stability, continuity, and long-term competitiveness. This approach proves highly effective: employees stay engaged, clients remain loyal, and the company continues to expand into new markets on a solid foundation.

Proprietary products are at the core of e-Contact's growth strategy. This shift reflects market opportunity and the proven success of products that deliver measurable economic value. Clients report savings that often reach millions in the first year, validating the efficiency and impact of the company's solutions. Regional expansion has already taken hold, with established operations in the Caribbean through an office in Panama, alongside client engagements and events throughout the region. Markets such as Brazil and Mexico are being actively explored and served through partners, while the focus remains on consolidating direct presence across Latin America.

Growth stems from two complementary strategies: deepening engagement with enterprise clients and expanding reach in the mid-market segment. Enterprise accounts, some of which have been clients for over 25 years, grow through additional services and new product layers. Meanwhile, mid-market expansion leverages volume, with dedicated sales and pre-sales structures tailored to shorter cycles and higher transaction numbers. This dual approach allows e-Contact to capture market share across both segments without compromising specialization.

The company's evolution from on-premises to SaaS required three fundamental transformations. First, people: engineering teams were trained to thrive in a continuous learning environment where updates and client needs evolve daily. Second, efficiency: SaaS projects can quickly become cost-prohibitive if not carefully managed, so e-Contact developed expertise in optimizing resources and controlling expenses. Third, innovation culture: moving beyond a purely product-driven model, the company embeds client listening and market responsiveness into its DNA, creating a cycle of continuous improvement. These pillars: people, efficiency, and innovation, form the basis of e-Contact's sustained financial strength and its ambitious growth potential. Rooted in its core values, the company defines itself as efficient,

⁴ [Banco Bice - e-Contact](#), accessed August 2025

⁵ e-Contact's Interview with Frost & Sullivan, August 2025

collaborative, and objective, qualities that directly mirror its organizational pillars. With more than 130 engineers out of a 150-person workforce, e-Contact thrives on deep technical expertise, while fostering collaboration in an environment where strong personalities demand genuine teamwork. Above all, the company remains unwaveringly objective in its mission: to make life easier for clients and their customers, particularly in critical moments when seamless support is most needed.

Frost & Sullivan praises e-Contact for its strategic vision and execution, successfully transforming customer engagement in Latin America by combining deep technical expertise, scalable solutions, and a strong commitment to client success.

Conclusion

e-Contact exemplifies how innovation, local insight, and a relentless focus on customer experience can set new benchmarks for the industry. By transforming global technology trends into solutions tailored for Latin American enterprises, the company has shown that excellence comes from product capabilities and understanding market realities. Proprietary platforms, artificial intelligence-driven analytics, and seamless integrations turn contact centers into high-performance hubs, while case studies with LATAM Airlines and Banco BICE demonstrate measurable impact on operational success and customer satisfaction.

e-Contact's focus on people, efficiency, and innovation ensures sustained growth and client loyalty. By embedding collaboration, accountability, and objectivity into every interaction, the company bridges technological potential with human-centered solutions, solidifying its role as a transformative force in Latin America and beyond.

With its strong overall performance, e-Contact earns Frost & Sullivan's 2025 Latin American Customer Value Leadership Recognition in the contact center solutions industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership 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 Customer Value Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

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)**

