Credgenics



NEXT-GEN CX MANAGEMENT

CXM Platform

Intelligent, personalized and seamless customer engagements at scale

The Credgenics CXM platform is powered by Predictive AI, Generative AI, automation, and human expertise in a single system that orchestrates every interaction across voice and digital channels - enabling sales, service, and engagement teams, in any industry, to deliver better customer experiences and measurable business outcomes.

PLATFORM ARCHITECTURE

Three Layers of Intelligence

01 DIGITAL CX ORCHESTRATION

Predictive Lead Scoring
Identify who to engage, when and how.

Always-On Orchestration
Automate inbound and outbound engagement across channels, 24×7.

Hyper-Personalized Conversations
Adapt interactions to real-time intent, sentiment, language and context.

Intelligent Self-Service
Resolve routine needs through Voice, Chat,AI Video and omnichannel digital comms

02 SALES CENTRE OF EXCELLENCE (COE)

Propensity-Led Selling
Identify the next best customer and opportunity using AI + human-led models

24×7 Non-Voice Engagement
Keep prospects engaged through WhatsApp, SMS and self-service beyond calling hours

AI-to-Human Handoff
Route warm opportunities to the right agent with customer context and intent already captured.

Agent-Ready Conversations
Give sales teams the information they need to continue the conversation, not restart it

03 SERVICE EXCELLENCE

AI Knowledge Management Bot
Live prompts, knowledge and objection handling, right when agents need them

Real-Time Conversation Intelligence
Surface intent, sentiment and interaction signals during conversations

Automated Quality Assurance
Analyse interactions at scale and identify quality and regulatory compliance gaps.

Intelligent Interaction Scoring
Auto-score interactions for quality, compliance and coaching opportunities

KEY DIFFERENTIATOR

Built for complex, high-volume customer journeys.

Proprietary AI Stack
Credgenics-built LLM, TTS and STT, trained on BFSI and non-BFSI conversations.

Enterprise Security by Design
DND controls, frequency caps, audit trails and BFSI-aligned governance, built into the operating model.

AI+Human Synergy
Bots qualify and automate. People step in where empathy, expertise or conversion matters.

Flexible Delivery Models
Deploy as SaaS, a managed service, or a blend of technology and human expertise.

BUSINESS VALUE MATRIX

Better CX. Lower effort. Higher productivity

For Customers

- Faster access to support
- Intelligent self-service
- Personalized interactions
- Consistent experiences across channels
- Seamless AI-to-human transitions

For Customer-Facing Teams

- AI-qualified conversations
- Better prioritization
- Automated QA and coaching
- Higher agent productivity

For Businesses

- Lower cost-to-serve
- Higher conversion
- Faster resolution
- Improved retention and renewals
- Real-time visibility into CX performance

DEMONSTRATED PERFORMANCE

Proven AI Impact



Upto 50%
Reduction in cost per acquisition



Upto 40%
Reduction in cost per resolution



Upto 25%
Improvement in renewal rates



3x
Improvement in human agent utilisation



1.7B+
Omnichannel communications powered



60Mn+
Voicebot calls Monthly

About Credgenics

Credgenics is an AI-powered customer experience management platform, trusted by 150+ enterprises across India & SEA. Its advanced full-stack solution leverages Predictive and Generative AI to understand intent, personalize conversations, and drive outcomes across the customer journey—from acquisition to retention. Proven at scale in retail loan collections, Credgenics now brings this deep AI and domain expertise to customer experience management across industries.

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