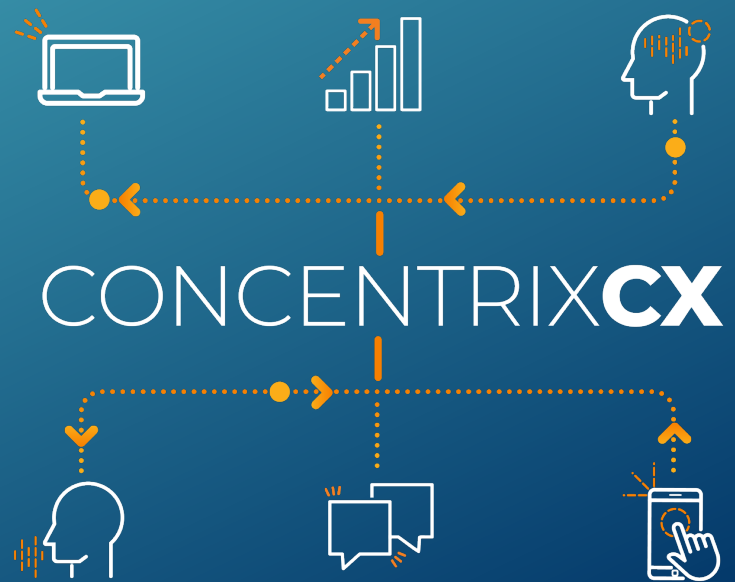


CONCENTRIXCX

INTEGRATIONS

Integrations play a vital role in allowing brands to save time during their CX business processes.

By centralizing all important data, minimizing manual entry, and simplifying communication, companies that choose to integrate customer feedback information across relevant data sources and applications gain a unique lens for easier and deeper analysis.



CURRENTLY...

Roughly over 40 percent of companies see application integration as one of their top challenges.¹

- Companies now use an average of 976 applications and only 28 percent of these are integrated.¹
- Only 22 percent of CX professionals say they consistently link customer feedback to a variety of data sources, including financial, behavioral, demographic, and operational.²

The Integration Layer—powered by ConcentrixCX—easily hooks into established systems, connecting customer feedback with data across multiple channels and lines of business. Concentrix offers hundreds of out-of-the-box integrations and an ever-growing list of connectors, enabling a holistic view of the customer experience and giving brands the power to unleash their full potential.

¹ "12 New Application Integration Statistics and Trends for 2022," Olga Anneko, elastic.io, January 4, 2022.

² "Concentrix CX Maturity Assessment," 2022.

KEY FEATURES



CONNECTORS

Deploy our ready-to-use connectors for common apps and databases to access every datapoint—even custom fields.



UNIVERSAL CONNECTORS

If a specific connector is not available, simply configure one of our universal API, database, or file connectors.



TRANSFORMATION AND MAPPING

Configurable rules and scripts transform data without error-prone manual processes.



SYNC AND ASYNC PROCESSING

Flexibility to process data based on your needs. Choose from synchronous, asynchronous, transactional, or bulk.



SECURE TRANSFER

With HTTPS encryption, SFTP transfers, OAuth authentication, and IP whitelisting, your data is safe with us.



FULLY MANAGED

We build the workflows, delivering any integration with no custom coding or developer resources required on your side.



CONNECT INSTANTLY

Over 600+ common applications including marketing automation, content management, collaboration, messaging, digital, speech, and journey analytics.



BUILD AN ECOSYSTEM CENTERED ON THE WHOLE CUSTOMER EXPERIENCE



FORRESTER®

“...Integrations continue to play a critical role in VOC programs – helping connect customer feedback and data across the enterprise and bringing together multiple channels and lines of business to enable a multidimensional view of the customer.”

The Forrester Wave™: Customer Feedback Management Platforms, Q2 2021



**CHECK OUT OUR
MOST POPULAR
INTEGRATIONS**

REIMAGINING EVERYTHING CX

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