

# NEW PRODUCT INNOVATOR



Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:

## New Product Attributes

- Criterion 1: Match to Needs
- Criterion 2: Reliability
- Criterion 3: Quality
- Criterion 4: Positioning
- Criterion 5: Design

## Customer Impact

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

REMEDIAL ACTIONS CAN BE EXECUTED DIRECTLY THROUGH THE INTRADIEM PLATFORM, WHICH MINIMIZES SUPERVISOR WORKLOAD AND REMOVES THE DANGER OF A NEGATIVE FEEDBACK LOOP. IF CORRECTIVE MEASURES WERE CONSPICUOUS, AGENTS WOULD BE CONSCIOUS OF BEING IDENTIFIED FOR BURNOUT RISK, AND THE INTERVENTIONS MIGHT CONTRIBUTE TO THE ANXIETY THEY WERE INTENDED TO ALLEVIATE.

- **ALEXANDER MICHAEL**  
**VICE PRESIDENT, GLOBAL**

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges. Innovation is about finding a productive outlet for creativity—for consistently translating ideas into high-quality products that have a profound impact on the customer.



At Intradiem, customers' needs directly influence and inspire product development and positioning, and most customers had been pointing to attrition as one of their most serious challenges. Elevated levels of burnout correlate with increased attrition rates and significant cost increases. Recruiting, onboarding, and training new agents are resource-intensive processes, and the loss of experienced talent can have enduring negative effects on company results and the quality of the CX.

With its strong overall performance, Intradiem earns Frost & Sullivan's 2024 Global New Product Innovation Award in the agent experience industry.