Humach Awarded Best AI/BPO Solution Provider

Remend recognizes Humach for its innovative combination of proprietary conversational and generative AI services.

Frisco, TX – March 19, 2024 — Humach, a leader in the customer experience (CX) industry, was recently awarded "BEST AI/BPO SOLUTION PROVIDER" in Remend's 2023 AI Self-Service Automation Report and Buyer's Guide. Remend recognizes Humach for its ability to leverage its proprietary conversational and generative AI services with its live agent labor pool to manage enterprise and mid-market level customers.

Remend's report contains 70 service provider profiles built from product demonstrations, requests for information responses, and interviews with senior management. The company gives Humach high marks in five crucial categories, including:

- Flexibility: A
- Product: A+
- Security and Compliance: A
- Company: A
- Go-to-Market Strategy/Vision: A+

"Humach incorporates proprietary, conversational AI and automation tools to augment and support their AI-certified live agent labor, giving them an advantage in servicing companies that demand best-in-class customer support solutions," said John Triano, conversational AI advisor at Remend. "As a BPO with a large labor pool of live agents, their business is extremely competitive. Add AI and automation to the mix, and you have a true hybrid BPO provider that can customize its offerings to meet the diverse needs of its customer base."

"Our goal is to be a trusted partner to forward-thinking leaders in the world," said CEO of Humach, Tim Houlne. "We are proud to receive this recognition from Remend, which highlights our commitment to delivering innovative solutions that enhance customer experiences while driving efficiency and growth for our clients. Our approach reflects our belief in providing humans when you need them, and technology when you don't. That's Humach."

Learn more about Humach by visiting Humach.com.

The full Remend 2023 AI Self-Service Automation Report and Buyer's Guide is now available for purchase. It's a crucial resource for industry leaders, decision-makers, and professionals interested in better understanding the transformative services of AI-driven voice technology and digital self-service automation.

About Humach
Humach (humans + machines) is redefining customer engagement, sales, and support. By blending the expertise of human contact center agents with machine learning and digital agents, Humach provides businesses with unparalleled customer experiences and streamlined transactions. With a

focus on Fortune 2000 companies and venture-backed start-ups, Humach aims to transform the way businesses engage, acquire, and support their customers. For more information, visit www.humach.com.

About Remend:
Remend is an independent advisory firm specializing in executive guidance for enterprise and mid-market organizations to help minimize technology spending. Remend's consultative and management services cover a range of technical specialties including software license management and support reduction for Oracle, Microsoft, SAP and IBM. They also partner with organizations to reduce telecom and software expenses and conversational AI, generative AI and digital transformation. Since 2014, Remend's experience and expertise have helped clients control their software and technical services costs for a better return on investment.

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