

Foundever® To Present AI-Driven Customer Experience Insights at Web Summit 2024

Global CX leader highlights AI innovations and the future of CX with Masterclass by Rebecca Jonsson

LISBON – November X, 2024 – Foundever®, a global leader in the customer experience (CX) industry, announces its participation at this year's Web Summit, taking place from November 11-14, 2024, in Lisbon, Portugal. Known as the world's premier technology event, the Web Summit brings together industry thought leaders, entrepreneurs, and innovators from around the globe to explore emerging trends, groundbreaking technologies, and the future of technology and business.

As part of this year's program, Rebecca Jonsson, VP of AI Products, will deliver a highly anticipated masterclass on November 12, focusing on how artificial intelligence (AI) is transforming the customer experience landscape. Her session, titled *AI-Powered CX: Customer Interaction in the Digital Era* will explore how generative AI transforms customer service by driving innovation, enhancing efficiency and unlocking new opportunities while dispelling automation fears. Rebecca will explore specific AI case studies that have been successfully deployed by clients around the world, and attendees will gain practical knowledge on how AI can be integrated to improve operational efficiency, while maintaining the human touch that is crucial for building customer trust and loyalty.

In addition to Rebecca's keynote, Foundever is hosting two exclusive events during the Web Summit. **In partnership with Sprinklr**, the company will hold an exclusive **demo event** on November 12 at 5 p.m. **at the Lisbon Oceanarium**, where attendees can experience first-hand the latest AI-driven CX innovations. On November 14 at 5 p.m., Foundever, in partnership with **Women in CX** and **Female Founders Rise**, will host an event at the **Santos hub** focusing on diversity in tech and empowering women leaders in CX and entrepreneurship. The events aim to kindle connections between industry leaders, showcase proprietary AI solutions and introduce new use cases designed to improve CX efficiency and outcomes.

"We are at a pivotal moment in CX, where AI not only automates processes but elevates the entire customer experience," said Rebecca. "During my Web Summit masterclass, I'll share my insights on how Foundever leverages AI to drive efficiency and innovation for businesses and their customers, from GenAI-powered self-service to AI-powered CX workforce tools".

Foundever utilizes AI to seamlessly blend advanced technology with human expertise. By leveraging AI chatbots and automation, Foundever enhances customer interactions with fast, accurate responses, allowing human agents to focus on more personalized tasks. With over a decade of experience in AI integration, Foundever uses advanced tools to continuously train and

empower employees, ensuring top-tier service. Backed by a global team of 900 engineers and data scientists, Foundever drives scalable AI innovation across 45 countries, optimizing customer experiences through predictive analytics while preserving the human touch essential for exceptional service.

Meet Foundever at the Web Summit in the **meeting point** for exclusive networking opportunities for clients, partners and prospects in **pavilion 5 (stand E577)** or at the **Masterclass on November 12 at 12:30 a.m. GMT (local time)**.

Learn more about Foundever at foundever.com.

About Foundever®

Foundever® is a global leader in the customer experience (CX) industry. With 150,000 associates across the globe, we're the team behind the best experiences for +800 of the world's leading and digital-first brands. Our innovative CX solutions, technology and expertise are designed to support operational needs for our clients and deliver a seamless experience to customers in the moments that matter.

Supporting +9 million customer conversations every day in +60 languages across 45 countries, Foundever® combines global strength and scale with the agile, entrepreneurial approach of our founder-led culture, enabling companies of all sizes and industries to transform their CX. Sitel Group and SYKES are now Foundever®.

Get to know us at www.foundever.com and connect with us on [LinkedIn](#), [X](#), [Facebook](#), [YouTube](#) and [Instagram](#).

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