



# Maximizing Innovation to Solve the Right Problems

## Welcome to the LogixLab

Operational excellence for your team is in reach, and it starts with a single hypothesis—tested, refined, and scaled in the **LogixLab**. Created by IntelLogix to fill a gap in the CX industry, this program is an advanced business optimization hub rooted in the scientific method, enabling businesses to identify inefficiencies, test hypotheses, and scale transformative solutions.

*"We start with the outcome and work backwards."*

**Mario Baddour**

IntelLogix President and CEO

## What is the LogixLab

### A Collaborative R&D Hub

- Clients co-develop and validate solutions with our operational, technical, and data science teams.

### A Real-Time Pilot Zone

- Every LogixLab test is tied to a measurable KPI — think CSAT boosts, faster FCR, or improved recovery rates.

### A Risk-Free Innovation Layer

- We simulate, refine, and prove concepts before scaling within live programs, reducing disruption and increasing ROI.

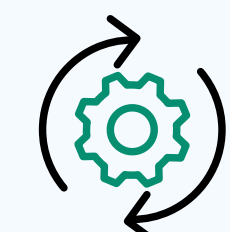
## Core Capabilities



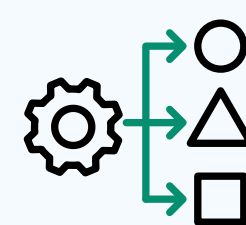
AI Analytics



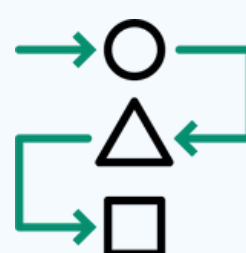
Script Testing



Automation Testing



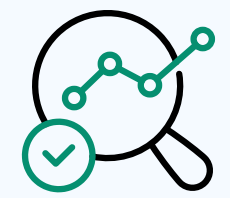
Channel Testing



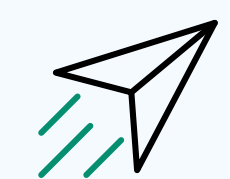
Call Flow Design



CX Journey Mapping



Forecast Modeling



Pilot Programs



A/B Testing



Self-Service Design

## IntelLogix by the Numbers

**#1**

In our peer group for cybersecurity

**5K+**

Team members worldwide

**83%**

Lower attrition than industry average

**25 Years**

Average industry experience among our leadership team

**13 Years**

Average partnership tenure among current clients

**5 Years**

Average tenure, U.S. agents

**68 Years**

Delivering CX and Collections services



*Get in touch!* 713.777-4441



# IntelLogix



## Where bold ideas meet real-world results.

A test-and-learn environment built to solve your most pressing CX and ARM challenges through experimentation, analytics, and AI-augmented design. We don't just brainstorm – we build, measure, and refine, so your next CX move is a confident one.

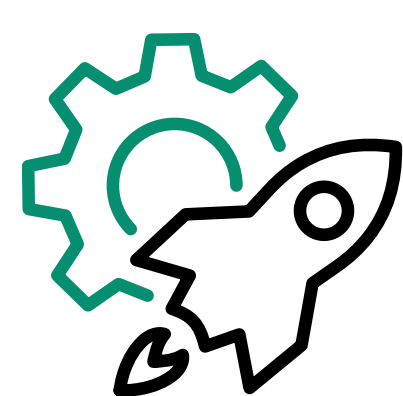


## Partner With Us: Flexible Engagement Models



### Co-Creation Workshops

Rapidly prototype and test solutions through an innovation sprint.



### Outcome-Based Pilot Testing

Validate new scripts, tools, or channels with a small team of testers.



### Continuous Innovation Track

Quarterly cycles of A/B testing and AI-driven CX optimization.

## Tech to Test: Our Suite of AI Powered Services



IntelLogix's experienced operators and skilled agents leverage our proprietary **LogixSuite** tech enablements to optimize every customer interaction and protect your brand's reputation.



Telephony



QA



Payments



Cybersecurity



Innovation

## Industry Application Example

### Utilities: Testing and Scaling Efficiency

The utilities sector faces challenges like unpredictable demand and regulatory requirements. LogixLab allows utilities to test new processes in a controlled setting.

- **Example Hypothesis:** "Implementing automated payment reminders via SMS will increase on-time payments by 15%."
- **Experiment:** Two groups are set up: one receives automated SMS reminders (test group) and the other uses traditional methods (control group).
- **Outcome:** Payment rates improved by 23% in the test group, leading to the strategy being scaled across all regions.

Learn More!



[www.intellogix.com](http://www.intellogix.com)



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