

DAISY THE AI-GRANNY: PHONING THE FUTURE WITH AI

Daisy the AI Granny is a groundbreaking AI invention that serves as a robotic **"scambaiter"**--that is, a person (or AI) that intentionally uses up scammers' time with long conversation so that they cannot scam other people. In addition to being a tireless time waster, Daisy can collect information from scammers to assist in figuring out their identities to stop them permanently.

NEED AI AND CONTACT CENTER SOLUTIONS? CLICK HERE!



ARCHITECT'S CORNER: TECH TIP OF THE MONTH WITH SITARAM PISIPATI, SR. SOLUTIONS ARCHITECT AT GTS

Most CX implementations focus on user satisfaction, business goals and achieving a strong ROI. A strong emphasis on standardized interfaces ensures long-term scalability and provides ease of maintenance. This focus on standardization **enhances operational efficiency, provides greater flexibility** for future adaptation, and **lays the foundation for sustainable growth and continuous improvement.**

GTS's 2024 Year in Review



2024 was a landmark year for GTS as we continued to redefine contact center solutions and drive innovation in CX and AI.

January

AdaptCX

In January with the strategic **acquisition of AdaptCX**, strengthening our capabilities to deliver cutting-edge customer experience solutions.



April

In April, we earned the prestigious **MarTech Innovation Award** for bespoke application development.



READ MORE ABOUT GTS'S YEAR IN REVIEW ON PAGE 3



AI RX: DR. ATIF'S PRESCRIPTION

In a contact center, responsible AI use ensures fairness, transparency, and privacy. It means employing AI to enhance customer interactions without bias, clearly communicating AI involvement, and safeguarding sensitive data. This builds trust and improves overall customer satisfaction.



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Have an X account? Follow us there to stay up to date on company happenings, product launches, and industry news! We post only about the important stuff--so don't worry about stories unrelated to CX and AI. Don't miss out! Follow us on X today under the handle [@GTS_CX_AI](#)



HEY GTS! EPISODE 9

Jacob Lambdin, AWS Developer at GTS, breaks down how sentiment analysis can be implemented in your contact center toolkit to help diffuse and direct frustrated or angry customers to regain their trust and loyalty.

Watch the full video on our website!

FROM FIREHOSE TO FIRST WINS: MY JOURNEY NAVIGATING A REMOTE SAAS SALES ROLE

"Stepping into a remote SaaS sales role feels like diving into the deep end of a pool—exciting yet intimidating. Suddenly, I found myself selling a solution I was still getting familiar with," Luke Dignazio, Account Executive at GTS writes as he reflects on his first year as a SaaS salesperson. **Luke details the lessons he's learned on this first foray into the sales world**, explaining how he succeeded in the wild wild west of tech sales. Read the full blog on our site!



READ MORE



GTS's 2024 Year In Review (cont.)

May

May marked our **Bronze Sponsorship at Genesys Xperience 2024** in Denver, where we showcased groundbreaking contact center technologies.



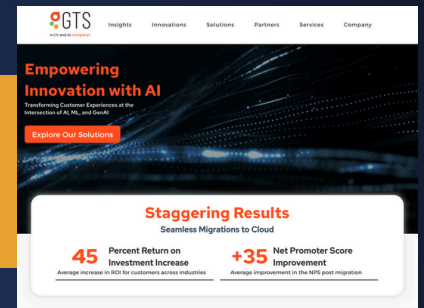
June



At the AWS DC Summit in June, we highlighted our expertise in **cloud transformation and partner services**.

July

In July, our newly **revamped website launched**, featuring fresh content like videos, blogs, and case studies.



September



September brought a major win in higher education as we partnered with Genesys to **modernize Purdue University's IT support center** using a GC3 omnichannel solution.

October

October was a milestone month as we achieved **Zoom Silver Partner status** and celebrated our **10th Anniversary**—a decade of innovation in customer experience.



November



In November, we were recognized as a **Top 10 AWS Partner to Watch**, as we continue to lead the way in CX and AI innovation. And we, expanded our presence by joining **Bluesky!**

