



Executive Overview

Quiq is an AI-native Customer Experience (CX) orchestration platform built to help leading brands connect with their customers faster, smarter, and more efficiently.

Organizations turn to Quiq when they're ready to transform CX—automating high volumes of repetitive interactions, and empowering their contact center agents, utilizing cutting-edge Agentic AI. Our platform enables brands to scale their support while delivering faster resolutions and more personalized experiences across voice, email and digital channels.

Our results? They speak for themselves:

- **30–50%** of customer inquiries are resolved end-to-end through automation—some brands see as high as **80–90%** automation success.
- Human agents can handle **3–5x more conversations concurrently**, dramatically boosting productivity.
- Companies using Quiq often cut **agent turnover in half**. IHG, for example, saw **zero turnover for an entire year** among their Quiq-supported digital team.

What sets Quiq apart is our full-stack, end-to-end platform—built on a modern cognitive architecture and backed by deep expertise in AI engineering and managed services. We don't just provide technology—we partner with our customers to deliver transformative business outcomes.

Product & Service Offerings

- Agentic AI, Customer-facing Assistants across voice (multimodal), digital and email channels
- Agent-facing AI Assist and Coaching
- Enterprise-grade AI Analytics
- Asynchronous Contact Center

Sales Engineer Take On Best Fit

Quiq offers voice, digital messaging channels, and email bots for conversational self-service as well as Agent Assist features. Ideal candidates include anyone that has customers "seeking help" as well as companies wanting to optimize outcomes (driving revenue, cost savings, improve CX).



- John Paullin, Director of Sales Engineering, UC/CC/AI

Key Features & Differentiators

AI Studio - The Future of AI in Customer Experience

- AI Conversational Design and Development Environment built to orchestrate AI for CX and the process that surround it
- The conundrum of build versus buy is nullified. QIQ AI studio provides both Best of Buy and Best of Build - QIQ meets customers where they are on the AI curve.
- Low code, pro-code AI toolkit that includes data curation, experience orchestration, Debugging, Regression Testing and Analytics
 - QIQ AI is not a "black box"
- LLM Agnostic
- Build once, orchestrate across all digital channels, email, Voice, Search and Analytics

QIQ Asynchronous Contact Center

- Asynch built for the contact center agent - stop prematurely closing conversations on your busy customers!
- Fully AI enabled, contextual agent workspace
- QIQ's AI-powered, multi-channel agent workspace is designed with CX leaders and Contact Center Managers in mind providing a robust console for modern channels that drives speed, efficiency, and agent retention.

Top Industries Served

- Financial Services
- Media & Entertainment
- Hospitality (Hotels, Food, Beverage)
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

Primary Target Prospect: Enterprise B2C orgs in the Retail/CPG, Travel/Hospitality, Consumer Services, Media and Financial Services Industries]

- Company with hundreds of thousands or millions of customers interaction with the brand hundreds of thousands or millions of times a year in sales or service.
- Companies who want to automate negative-value, redundant conversations out of their contact center

Primary Target Personas: Business and Technical Buyers

- Anyone in the org trying to figure out how to use AI to move the needle and may be considering building or buying an AI Platform.



Qualifying & Technical Questions

- What processes, workflows and CX journeys do you wish AI could automate for you?
- How do you see AI changing your business and industry in the next 2-3 years?
- Do you have the infrastructure, expertise, staff and bandwidth to manage an AI build on your own?
- If I could show you a solution that removed the build v buy conundrum, would you be interest in discussing it?

Elevator Pitch

Quiq is an AI for CX platform. Customers come to Quiq when they are looking to deliver a seamless customer experience across voice, digital and email channels, whether through AI Automations or AI-empowered humans. Quiq gives enterprise brands the tools and confidence to leverage AI across their entire customer journey. Quiq works with brands like Williams-Sonoma, Nespresso, HBO, IHG, Terminix, Volvo, Vodafone, Lane Bryant and Tiffany, just to name a few.

Objections & Rebuttals

We're going to build our own AI.

Great! Would it interest you if we could bring an AI Studio toolkit that allows you to skip past the infrastructure you need to build to load and transform your data, build, test, deploy, measure and improve/maintain?

My CCaaS or CRM provider does the same thing.

I would like to challenge you on that claim. Quiq has a unique, cutting-edge way of delivering true AI to customers and contact center agents that are resulting in as much as a 50% increase in accuracy and resolution compared to more traditional AI services that CCaaS and CRM providers are offering.

We don't believe that Generative AI is safe enough to put in front of our customers.

LLMs left to their own will hallucinate. Quiq provides a platform that was built to detect and eliminate inaccuracies that result in brand damage. Our solution has built-in fact-checking and safeguards, providing customers with correct answers that are on brand. And your data is never used to train an LLM.