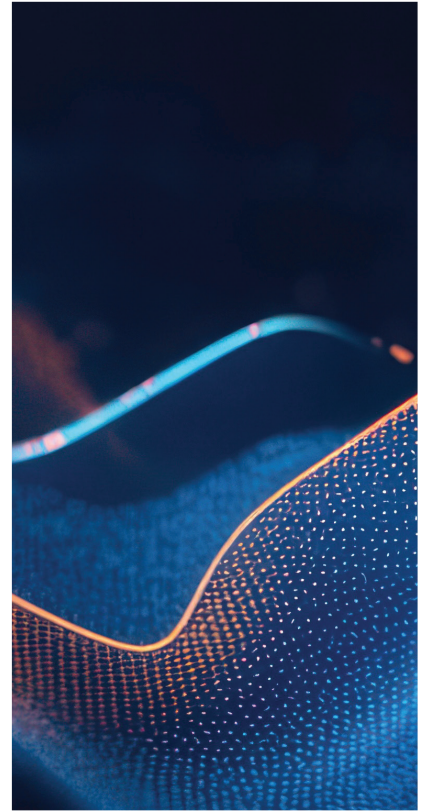
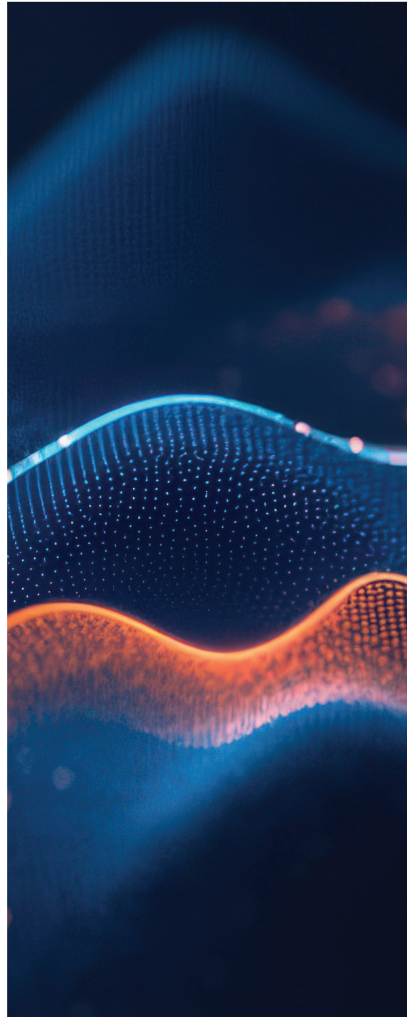


FROST & SULLIVAN
BEST PRACTICES



2026

LATIN AMERICAN
CUSTOMER EXPERIENCE
PLATFORMS

**TECHNOLOGY INNOVATION
LEADERSHIP**



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Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Mitel excels in many of the criteria in the customer experience platforms space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Technology Leverage</i>
Financial Performance	Commitment to Innovation
Customer Acquisition	Commitment to Creativity
Operational Efficiency	Stage Gate Efficiency
Growth Potential	Commercialization
Human Capital	Application Diversity

The Transformation of the Customer Experience Platforms Industry

Latin America's customer experience platform industry is moving beyond conventional contact center software toward holistic environments that orchestrate digital engagement, artificial intelligence (AI), analytics, workforce management, and enterprise processes. What was once a linear evolution from on-premises to cloud-based systems has accelerated into a multidimensional race, fueled by the infusion of AI across customer experience processes and solutions. Technology providers must simultaneously deliver operational resilience, intelligent automation, and seamless human-to-AI orchestration to remain competitive.

AI has become the primary competitive driver across the industry. Enterprises expect production-ready AI capabilities that deliver measurable improvements in customer satisfaction, operational efficiency, and business outcomes rather than experimental features. As a result, providers increasingly compete on their ability to embed AI throughout the customer journey, while agentic AI is emerging as the next stage of innovation through autonomous decision-making, proactive journey orchestration, and multistep issue resolution. This evolution also increases the importance of AI governance, security, and responsible deployment.

As connectivity expands, customers expect rapid resolution, continuity across voice and digital channels, and service informed by prior interactions. Enterprises must meet those expectations while containing operating costs, addressing workforce constraints, and protecting sensitive information. Organizations are replacing fragmented engagement tools with more integrated environments that coordinate

“Mitel differentiates itself by treating deployment flexibility as a core design principle rather than a compromise. Its ability to combine cloud, private, edge, and customer-controlled environments with open AI integration gives Latin American enterprises a practical path to modernize without disrupting critical communications or relinquishing control over data and infrastructure.”

**- Subha Krishnan,
Best Practices Research Analyst**

interactions across voice, digital, social, and emerging channels leveraging workflow orchestration, workforce optimization, analytics, and contextual intelligence to improve personalization and service consistency.

Adoption conditions remain uneven. Banks, healthcare systems, public agencies, hotels, retailers, manufacturers, and educational institutions differ in cloud readiness, infrastructure investment, regulatory oversight, and access to local technical expertise.

Many organizations want subscription software and

advanced automation but cannot justify replacing dependable private or on-premises communications. Providers must consequently accommodate phased modernization, established systems, national data requirements, continuous availability, mobility, and frontline work.

These market conditions are increasing demand for customer experience platforms that combine intelligent automation with deployment flexibility, integration depth, and support for complex enterprise environments. Mitel, a global business communications provider serving more than 70 million users across over 100 countries, addresses this shift through a portfolio spanning customer experience, unified communications, collaboration, mobility, and industry-specific applications. In Latin America, its hybrid deployment model, regional development resources, and partner ecosystem position the company to support organizations advancing customer engagement while retaining control over critical communications infrastructure.¹

Scaling AI Innovation through a Disciplined Platform Roadmap

Mitel launched Mitel CX, its unified customer experience platform, in April 2025, bringing formerly separate customer engagement capabilities into a single AI-powered architecture. The platform combines omnichannel service, workforce management, analytics, and generative AI-enabled quality management. Mitel CX 2.0, introduced in December 2025, adds agentic workflows, industry-oriented virtual agents, voice automation, and contextual transfers from automated service to employees. This progression moves the portfolio from individual AI features toward a connected system for managing customer interactions across the service lifecycle.²

Intelligence operates throughout the service cycle. Virtual agents address routine spoken and digital requests, while agent-assistance functions surface relevant knowledge, recommended actions, and real-time guidance during live conversations. Mitel Interaction Recording Insights AI analyzes recorded customer conversations and provides automated call summaries, sentiment detection, and transcription in more than 100 languages within existing recording and compliance workflows. These capabilities help supervisors identify service and compliance issues while reducing manual review.

¹ Mitel Discussion with Frost & Sullivan (July 2026)

² Mitel Discussion with Frost & Sullivan (July 2026)

Mitel Workflow Studio, the company's low-code/no-code integration and automation platform, accelerates the development of customer-specific communication workflows. Its generative AI connectors and extensible integration layer allow customers and partners to address emerging requirements without waiting for every use case to enter Mitel's standard product roadmap.³

A defined prioritization process guides the continued development of Mitel CX's AI and workflow capabilities. Product teams evaluate documented customer feature requests, partner input, implementation experience, competitive gaps, market research, and dependencies across major platform releases. Mitel sequences new functions based on platform readiness rather than introducing them as disconnected experiments. This discipline supports the progression from conversational automation and agent assistance toward generative models, AI-supported interaction scoring, conversation intelligence, and agentic processes while maintaining architectural coherence.

Mitel also incorporates regional input directly into product development. The company's Curitiba-based software team gathers feedback from Latin American customers, implementation specialists, channel partners, and members of the regional Mitel User Group. These insights have helped shape key innovations, including bring-your-own-bot capabilities and the Open Media application programming interface (API), reflecting regional demand for greater AI flexibility. Industry-specific feedback also informs practical functionality for priority verticals, shortening the feedback loop between local operating requirements and product development.⁴

Modernizing Enterprise CX without Forcing Cloud Migration

Mitel differentiates through an architecture that separates software advancement from infrastructure location. Where cloud-native approaches can make multitenant public-cloud adoption a condition of modernization, Mitel's integrated hybrid design spans enterprise data centers, partner environments, private clouds, Mitel Secure Cloud, public-cloud resources, and Mitel Edge.⁵

The same principle governs model selection. Workflow Studio and Mitel AI Services connect customer-selected language models, knowledge repositories, business applications, and data sources rather than binding every deployment to one proprietary intelligence engine. The ecosystem includes technologies from Google, Microsoft, OpenAI, Anthropic, and specialist providers. An infrastructure-independent, large language model-agnostic design protects prior investments while giving enterprises greater control over data movement and model governance.

Private processing brings intelligent service into settings that cannot depend exclusively on external inference. Government agencies, healthcare providers, and financial institutions can run transcription, knowledge assistance, and selected automated processes within controlled environments. Mitel Edge can place these functions closer to operational systems while centralized services maintain administration, policy, and connectivity. Mitel differentiates itself by treating deployment flexibility as a core design principle rather than a compromise. Its ability to combine cloud, private, edge, and customer-controlled

³ Ibid.

⁴ Mitel Discussion with Frost & Sullivan (July 2026)

⁵ Ibid.

environments with open AI integration gives Latin American enterprises a practical path to modernize without disrupting critical communications or relinquishing control over data and infrastructure.

Mitel also extends customer experience beyond the traditional contact center. The company is converging Mitel CX with Mitel Workforce Experience (Mitel WX), to connect agents, knowledge workers, mobile staff, and frontline personnel through shared communication and workflow layers.⁶

This convergence helps preserve context as customer issues move across service teams, business functions, and frontline operations, reducing the organizational gaps that often interrupt customer journeys.

Converting Customer Experience Innovation into Scalable Market Adoption

Mitel translates its technology portfolio into a structured commercial offer through differentiated packaging, purchasing options, migration programs, and ecosystem execution. Mitel CX includes five profiles designed for voice service, digital engagement, AI-supported digital interactions, Generative AI-assisted omnichannel work, and advanced insight requirements. Organizations can assign functionality according to employee roles and service priorities instead of applying one uniform package across the workforce.⁷

The commercial structure separates purchasing method from hosting responsibility. Customers may acquire Mitel CX through subscription or capital expenditure arrangements, whether Mitel, a partner, or the enterprise operates the environment. Organizations that cannot move critical communications into a shared public cloud can therefore retain infrastructure control while continuing to access software enhancements.

The CLIMB loyalty program provides Upgrade and Ascend routes for staged modernization. Existing Mitel and Unify accounts can transition licenses and maintenance commitments gradually, while organizations using competing systems receive an alternative to an immediate replacement project. These pathways reduce financial disruption and allow customers to establish value before broadening adoption.

Latin America's channel ecosystem carries the primary route to market, with approximately 63% of regional revenue flowing through partners. These companies contribute local relationships, regulatory familiarity, implementation expertise, hosting, integration, and managed services. As subscription delivery reduces traditional maintenance activity, the ecosystem can move toward process discovery, knowledge preparation, workflow design, customization, and professional services.⁸

Workflow Studio gives this transition a repeatable service foundation. Channel companies can configure industry applications and customer-specific processes without developing independent software products, extending their role from initial deployment into ongoing optimization and creating additional sources of customer value.

Commercial indicators show repeatable execution. Mitel reports approximately 11,400 new Mitel CX subscription agent licenses for 2025 and a 28% expansion in its new-business pipeline between October

⁶ Ibid.

⁷ Mitel Discussion with Frost & Sullivan (July 2026)

⁸ Ibid.

2025 and February 2026. These results indicate that the company is converting portfolio availability into subscription demand and partner-led market activity at scale.⁹

Extending Mitel CX across Channels, Workflows, and Industries

Mitel CX supports customer interactions across voice, video, virtual agents, email, chat, short message service, social messaging, and self-service within a unified workspace. Recording, workforce management, analytics, quality management, and AI-generated insights operate across these channels, giving employees and supervisors a connected view of customer activity.

“The strength of Mitel’s strategy lies in converting broad platform capability into measurable operational value. By connecting self-service, agent assistance, workforce optimization, and interaction intelligence, the company helps organizations improve efficiency while preserving the human expertise required for complex customer interactions.”

**- Sebastian Menutti,
Industry Director, Customer Experience
Research**

Mitel’s technology also reaches business processes that sit outside direct customer conversations. Teams can create automated reception, appointment management, visitor registration, preferred-agent routing, intelligent voicemail, ticket creation, translation, transcription, and knowledge workflows. Pre-built connectors and APIs link Mitel communications with systems from Microsoft, Google, Salesforce, and other technology providers, allowing customer interactions to connect more directly with underlying business processes.¹⁰

Vertical solutions adapt this foundation to materially different working conditions. Healthcare organizations

connect patient communications with electronic health records, nurse-call systems, mobile devices, recording, and critical alerts. Hospitality operators automate routine guest inquiries and direct complex requests to hotel employees. Retail staff use hands-free voice assistance to retrieve inventory and product information while remaining with the shopper. Manufacturing and logistics teams combine alerts, location data, rugged devices, broadcasts, and automated processes. Public agencies deliver secure citizen services through systems designed for continuity and controlled information handling.

Real-world customer deployments illustrate this versatility. Hyatt uses Mitel technology to improve mobility, integration, management efficiency, cost performance, and service reliability across hotel operations. Hotelbeds strengthens call management for distributed employees, increases network flexibility, reduces communications expenses, and simplifies integration with Microsoft applications.¹¹ These implementations demonstrate how the portfolio adapts to large, geographically dispersed hospitality and travel environments rather than imposing a standardized contact center configuration.

More than 25,000 organizations use Mitel customer experience solutions across the wider installed base. This reach gives the company a substantial foundation for extending digital engagement, automation,

⁹ Ibid.

¹⁰ Mitel Discussion with Frost & Sullivan (July 2026)

¹¹ <https://www.mitel.com/learn/case-studies/hyatt-hotels-corporation>. Accessed August 2026

interaction intelligence, and sector-specific workflows across varied employee groups, operating contexts, and service models.¹²

Turning AI into Measurable Customer and Operational Value

Mitel measures operational value through service containment, handling time, employee productivity, retention, infrastructure efficiency, and quality coverage. Self-service automation absorbs repetitive inquiries before they reach staff. During live conversations, contextual guidance accelerates decision-making. Automated summaries reduce post-interaction documentation, while machine-assisted evaluation replaces limited random sampling with broader coverage.

Across customer deployments, Mitel's AI and automation capabilities deliver measurable operational gains. Self-service containment ranges from 30% to 90%, average handling time declines by 10% to 25%, agent productivity increases by up to 30%, agent churn falls by 5%, and infrastructure costs decrease by approximately 10%. Automated quality management can also evaluate 100% of interactions, giving supervisors broader visibility into compliance, service consistency, recurring issues, and coaching priorities.¹³

Healthspan, one of the United Kingdom's largest direct-to-consumer suppliers of vitamins and supplements, uses Mitel CX AI Expert to scale its high-volume customer support operation. Its 57-member team manages more than 150,000 interactions each month across over 200 products. Healthspan's results demonstrate how Mitel can increase service capacity and improve customer outcomes without requiring equivalent growth in staffing or administrative effort.

By the end of the first month, the implementation achieved an 88% AI resolution rate and increased customer satisfaction by 3%. Mitel dashboards bring customer feedback, conversation records, agent performance, and operational activity into a single management view, giving supervisors the visibility to identify trends and make service decisions without pulling information from multiple systems.¹⁴

The deployment illustrates a coherent value chain: automation absorbs avoidable demand, real-time assistance improves execution, and consolidated reporting strengthens management decisions. Together, these capabilities increase service capacity without requiring equivalent growth in staffing or administrative effort. The strength of Mitel's strategy lies in converting broad platform capability into measurable operational value. By connecting self-service, agent assistance, workforce optimization, and interaction intelligence, the company helps organizations improve efficiency while preserving the human expertise required for complex customer interactions.

Turning Installed-Base Strength into Regional Growth

Mitel's Latin American growth strategy combines expansion within its installed base with new-customer acquisition. The company serves established Mitel, Unify, and OpenScape environments while pursuing organizations evaluating new customer experience platforms or alternatives to aging contact center

¹² Mitel Discussion with Frost & Sullivan (July 2026)

¹³ Mitel Discussion with Frost & Sullivan (July 2026)

¹⁴ <https://www.mitel.com/learn/case-study/healthspan>. Accessed August 2026

infrastructure. This creates two distinct avenues for growth: deeper penetration of existing enterprise relationships and competitive account wins.

Brazil anchors the regional opportunity. Mitel recorded 19% growth in the country for 2025 and benefits from local software development, an established Unify presence, and enterprise demand for solutions that fit regulatory and infrastructure constraints. The company also reports traction in Mexico, El Salvador, and Chile, expanding the geographic base for further account development.¹⁵

Mitel's focus on regulated and service-intensive industries expands its growth opportunity across Latin America. Government, financial services, healthcare, hospitality, education, and retail all depend on reliable voice, specialized workflows, and coordinated service across desk-based and frontline employees. Mitel can enter these organizations through a focused customer experience requirement and expand into wider communications or workforce use cases as needs evolve. Formal tenders in government and financial services often lengthen conversion timelines, which makes sustained technical engagement as important as initial demand.¹⁶

Shifts in the competitive landscape create additional opportunities for Mitel. Enterprises reconsidering Avaya-based infrastructure need a stable roadmap and a controlled migration path, while public-cloud specialists may not support customer-owned infrastructure, capital purchasing, mission-critical voice, or deep frontline integration. Mitel addresses this gap through portfolio continuity, regional delivery resources, industry expertise, and a product strategy that connects customer experience with the broader workforce.¹⁷

These growth paths allow Mitel to deepen established relationships, pursue displacement opportunities, expand within vertical accounts, and scale market coverage through partners. Country-level momentum, an extensive customer footprint, and local ecosystem reach provide a credible foundation for sustained customer acquisition and account development across the region.

Conclusion

Latin American enterprises increasingly require customer experience technology that combines intelligent automation with resilience, flexibility, and infrastructure control. Mitel responds with a disciplined innovation roadmap, adaptable deployment architecture, partner-led commercialization model, broad industry applicability, and demonstrated operational outcomes. Its ability to advance customer engagement while accommodating existing infrastructure gives enterprises a practical transition path suited to the region's varied technology and regulatory conditions. Customer results show meaningful efficiency and service improvements, while 19% growth in Brazil and a 28% increase in the Mitel CX new-business pipeline demonstrate commercial momentum. Together, these strengths show Mitel's ability to translate technology innovation into measurable customer value and sustainable regional growth.

With its strong overall performance, Mitel earns Frost & Sullivan's 2026 Latin American Technology Innovation Leadership Recognition in the customer experience platforms industry.

¹⁵ Mitel Discussion with Frost & Sullivan (August 2026)

¹⁶ Ibid.

¹⁷ Ibid.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Recognition identifies the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Recognition Analysis

For the Technology Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

