Tactful AI Partners with Trusip & The Trust Group to Deliver Simple, Value-Driven CCaaS Solutions to SMEs in the UK and Europe

Thursday 4 July, 2024

LONDON, UNITED KINGDOM - July 4, 2024 - Tactful AI, a leader in AI-driven customer engagement solutions, is excited to announce a strategic partnership with Trusip and The Trust Group. This collaboration aims to deliver innovative Contact Centre as a Service (CCaaS) solutions tailored for SMEs in the UK and Europe, with a focus on the hospitality and financial services sectors.

Leveraging The Trust Group's extensive network of over 400 reseller partners and Tactful AI's technological expertise, this partnership will bring advanced CCaaS solutions to address the unique challenges faced by SMEs. Our platform emphasises simplicity and value, empowering businesses to enhance customer interactions, streamline operations, and drive growth through AI and voice integration technologies.

The contact centre market is expected to reach $16 billion by 2030, driven by increased adoption of cloud solutions and AI. However, many SME businesses still find it difficult to upgrade due to the complexity and inflated costs of ownership and maintenance.

Tactful AI's solutions are built on reusable Customer Experience (CX) blueprints and a powerful no-code automation engine, ensuring rapid deployment and easy customisation to meet the specific needs of each business, making advanced technology accessible to SMEs.

For hospitality businesses, our solutions will boost direct bookings, personalise guest experiences, and improve operational efficiency by automating routine tasks and providing intelligent routing. In the financial services sector, AI-driven virtual agents will enhance customer support, ensure regulatory compliance, and offer data-driven insights for informed decision-making.

At the heart of this offering is Tactful AI's Unified Inbox, which consolidates all customer interactions into a single view. This streamlines communication, enhances agent productivity, and improves operational efficiency by reducing the need for multiple tools and platforms.

"We are excited to partner with Trusip and The Trust Group to bring our advanced, yet simple and value-driven, CCaaS solutions to the SME market in the UK and Europe," said Mohamed Elmasry, CEO of Tactful AI.

"Our reusable CX blueprints and no-code automation engine will allow SMEs to quickly implement and customise their customer engagement strategies, making it easier than ever to thrive in today's competitive landscape."

"Partnering with Tactful AI allows us to provide our clients with state-of-the-art customer engagement solutions," said Jonathan Rigg, CEO of Trusip. "This collaboration will empower SMEs to leverage advanced AI technologies without the complexity, driving significant improvements in customer satisfaction and operational efficiency."

"We are thrilled to join forces with Tactful AI to deliver powerful and easy-to-use CCaaS solutions to SMEs across the UK and Europe," said Vincent Leahy, CEO of The Trust Group. "With our combined expertise and extensive network of over 400 reseller partners, we ensure that SMEs have access to the best tools available to enhance their customer interactions and drive growth."

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About Tactful AI

Tactful AI specialises in developing AI-driven customer engagement solutions that help businesses manage customer interactions across multiple channels. Their innovative technologies empower organisations to enhance customer experiences, streamline operations, and drive business growth, all through a simple and value-focussed approach.

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About Trusip & The Trust Group

Trusip and The Trust Group are leaders in delivering advanced communication solutions. With a strong focus on innovation and a commitment to quality, they help businesses improve their customer engagement and operational efficiency through cutting-edge technologies. Their extensive network of over 400 reseller partners ensures that businesses have access to the best tools available to succeed in a dynamic market.

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