

## CXsphere enters into wide-ranging AI partnership with MethodHub to scale AI implementation capability globally

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TORONTO, ONTARIO, CANADA,
February 26, 2025 /EINPresswire.com/
-- CXsphere, a leading Al-driven
customer experience (CX) platform, has
announced a strategic partnership with
global software services company
MethodHub to accelerate Al-powered
customer engagement. By integrating
CXsphere's cutting-edge Al solutions
with MethodHub's deep expertise in
software development and
implementation, the collaboration aims
to enhance customer experience and
optimized outcomes in customer
management.

As part of this partnership, MethodHub will onboard 20 AI professionals to support CXsphere's product engineering, platform implementation, and customer outreach initiatives. The alliance is meant to accelerate go-to-market efforts, expand AI use cases across industries, and scale the deployment of AI rapidly.

"Our go-to-market partnership with MethodHub enables us to focus on







core product engineering while expanding our customer base and building use cases across

multiple sectors," said Sudipta Sarkar, CEO and Co-founder of CXsphere.

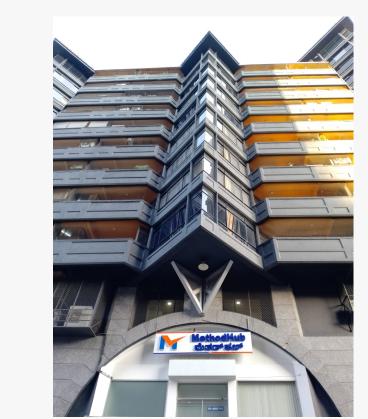
CXsphere's multi-modal, multi-lingual CX platform leverages Generative AI to optimize customer interactions, reduce operational costs, and maximize business growth. The platform's three core solutions redefine customer engagement:

☐ CXAutomate: Seamlessly integrates real-time customer data, life-stage tracking, and contextual insights to automate sales, service, and analytics.

☐ CXEngage: Delivers Al-driven, predictive engagement across email, SMS, and WhatsApp, enabling real-time campaign activation and deep customer segmentation.

☐ CXInsight: Harnesses predictive analytics and customer intelligence by integrating internal and external data sources, helping businesses anticipate customer needs and reduce churn risk up to 90 days in advance.

Designed for deployment across public cloud, private cloud, and on-premise infrastructure, CXsphere's platform ensures enterprises can adopt Al-



MethodHub India Head Quarters

driven customer engagement while maintaining data security and compliance.

CXsphere's Al-powered solutions are already driving transformation in key industries such as airlines, financial services, healthcare, retail, and manufacturing. Partnering with MethodHub strengthens CXsphere's ability to:

- ☐ Expand market reach and enhance product positioning
- Accelerate solution deployment and accelerate innovation cycles
- ☐ Scale AI implementation through MethodHub's Center of Excellence

"Building capacity during a phase of accelerated growth is crucial to seizing emerging opportunities. With this partnership, we expect MethodHub to scale fully and meet our resource needs for implementation of CXsphere," added Kaushik Nandy, Chief Revenue Officer, CXsphere.

"MethodHub's customer engagement experience and Data engineering expertise will play a pivotal role in the partnership. Customer experience has been one of the best use cases of AI applicability and the one with the fastest ROI. Our AI Center of Excellence in Hyderabad will serve as the base for increased AI adoption and solving complex business challenges." said Aho Bilam, CEO, MethodHub.

Sulaiti Maimaiti, COO of Zortech, a MethodHub subsidiary, highlighted the impact of Al-driven CX innovations: "Partnering with CXsphere allows us to drive innovation in Al-powered customer engagement. Together, we will help businesses leverage Al for hyper-personalized interactions and revenue growth.", he opined.

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## **About CXsphere**

Founded in Toronto, Canada, CXsphere is an Al-powered CX platform that enables businesses to deliver highly personalized, data-driven customer engagement. Its solutions span chat automation, email automation, document and image processing, and voice automation, empowering businesses to enhance customer experience and drive growth through predictive Al insights.

## About MethodHub

MethodHub Software Ltd. is a Bengaluru, India-based global software services and AI solutions company specializing in Cloud engineering, Data and AI Services, ERPs and Cyber Security. With delivery centers in India and sales offices in the US, MethodHub Software Ltd has a strong presence in North America through its subsidiaries with focus on BFSI, HealthCare, Oil/Gas and Telecom verticals. Zortech is a Canada based subsidiary of MethodHub.

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