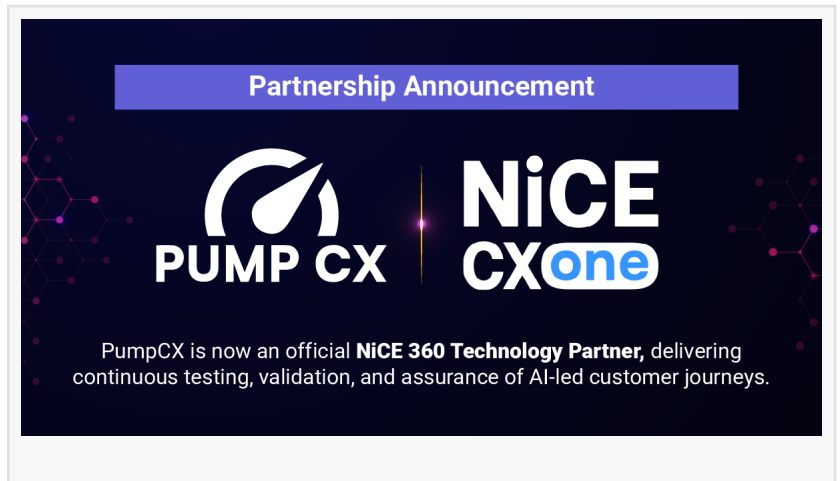


PumpCX Joins NiCE 360 Partner Program as Technology Partner

Partnership combines NiCE's AI-powered CX leadership with PumpCX's enterprise-scale CX assurance across voice, digital, automation and AI-led experiences

PHOENIX, AZ, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- [PumpCX](#) today announced it has joined the NiCE 360 Partner Program as a Technology Partner, formalizing a relationship built through years of collaboration supporting complex enterprise customer experience environments.



NiCE continues to help organizations transform customer experience through CXone Mpower, enabling some of the world's most sophisticated customer engagement environments across

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Together, NiCE and PumpCX provide the evidence organizations need to validate real-world customer journeys and AI-powered interactions across complex CX environments.”

Hamish Graham, Founder & CEO, PumpCX

voice, digital, automation and AI. As customer journeys become increasingly complex, organizations need greater confidence that customer experiences are performing as intended before and after change.

PumpCX is a [CX Assurance Platform](#) that helps organizations continuously validate customer journeys across voice, digital, automation and AI-powered experiences. By providing independent validation before and after change, PumpCX enables enterprises to reduce risk, improve operational resilience and maintain confidence in customer outcomes across increasingly

complex customer experience ecosystems.

Over the past several years, [PumpCX and NiCE](#) have collaborated to deliver quality assurance and testing across some of the world's most demanding customer experience environments. One enterprise customer deployment demonstrated the scale of these engagements, requiring end-to-end validation across IVR, voice, digital and biometric authentication channels. The

environment supported more than 40,000 concurrent customer interactions, processed over 100 calls per second and utilized more than 12,000 virtual agents as part of a comprehensive large-scale assurance program.

PumpCX's capabilities now extend beyond pre-release validation to ongoing production monitoring and service assurance, helping organizations maintain customer experience quality, SLA adherence and continuous customer experience assurance 24 hours a day, seven days a week across live production environments.

Formalizing the relationship through the NiCE 360 Partner Program creates new opportunities for joint innovation, deeper integration and expanded support for organizations running NiCE CXone Mpower.

Through the NiCE 360 Partner Program, PumpCX's assurance capabilities will be available through the NiCE CXexchange marketplace, with joint go-to-market initiatives, customer collaboration and expanded integration opportunities planned throughout 2026.

"NiCE continues to lead the market in helping organizations transform customer experience through cloud, automation and AI. Over the years, we've seen first-hand the scale and complexity of the environments that NiCE customers operate, and the increasing importance of validating customer journeys as those environments evolve. Together, NiCE and PumpCX provide the evidence organizations need to validate real-world customer journeys and AI-powered interactions across complex CX environments, helping organizations move from assumptions to evidence-based confidence."

— Hamish Graham, Founder & CEO, PumpCX

What Joint Customers Gain

Continuous Customer Journey Validation. Users can validate customer journeys across voice, digital, self-service, agent-assisted and AI-powered interactions before and after every change.

Greater Release Confidence. PumpCX reduces risks associated with new deployments, upgrades, configuration changes and AI model updates through continuous validation and assurance.

Operational Resilience and Monitoring. Customers can continuously monitor customer journey performance, customer experience quality and SLA adherence across live production environments.

Governance and Compliance Support. Users can generate repeatable validation evidence and audit-ready reporting to support governance, risk management and compliance requirements.

About NiCE

NiCE (Nasdaq: NICE) is the world's leading provider of AI-powered customer experience solutions. Its CXone Mpower platform orchestrates human and AI agents, automates customer service, empowers the workforce, and accelerates intelligent experiences at enterprise scale. NiCE has been named a Gartner Magic Quadrant Leader for Contact Center as a Service for eleven consecutive years. More than 25,000 organizations worldwide use NiCE solutions to deliver extraordinary customer experiences and build lasting brand loyalty. For more information, visit nice.com

About PumpCX

PumpCX is the trusted CX assurance platform built to empower enterprises to continuously test, monitor, and assure end-to-end customer experiences, automation, and AI behavior across channels, ensuring that systems operate within defined enterprise policies, guardrails, and regulatory obligations. Flexible, fast, intuitive, and purpose-built for AI-enabled contact centers, PumpCX's unified, AI-native architecture enables organizations to safely scale core CX platforms while maintaining governance over increasingly autonomous environments. With PumpCX, businesses prevent CX incidents caused by AI failures, protect revenue and brand integrity, and assure complex customer journeys on every channel, at scale.

For more information, visit pump.cx/nice

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