

# ProHance Brings AI-Led Productivity Control Room Vision to CXAP 2026 Philippines

*Showcasing how workforce intelligence and AI-driven insights help CX leaders optimize productivity, improve customer outcomes, and drive operational excellence*

MANILA, PHILIPPINES, June 18, 2026

/EINPresswire.com/ -- [ProHance](#), the AI-led Productivity Control Room platform for enterprises, participated in CXAP 2026 Philippines, engaging with customer experience, BPM, and shared services leaders on the critical role of workforce intelligence and operational visibility in enabling successful AI transformation.

Formerly known as CCAP Contact Islands, CXAP 2026 brought together industry leaders to explore the future of customer experience, digital transformation, and AI-powered business operations. At the event, ProHance showcased how enterprises can move beyond fragmented productivity metrics and leverage real-time operational intelligence to drive business performance and AI readiness.

As organizations increasingly invest in AI-driven customer service and operational transformation, the need for visibility into how work gets done has become more important than ever. ProHance demonstrated how enterprises can gain a comprehensive understanding of productivity trends, process bottlenecks, workforce utilization, compliance risks, and operational efficiency through a unified Productivity Control Room.

"AI can only deliver meaningful business outcomes when organizations have visibility into how work actually gets done. Workforce intelligence provides the context, data, and operational insights that organizations need to deploy AI effectively, improve decision-making, and drive sustainable productivity gains," said Kishore Reddy, Chief Strategy Officer and Co-Founder, ProHance.

Kishore presented at a session on 'Redefining CX with NextGen Workforce Management' where he spoke about how it is a "disruptive decade in customer experience history - AI is everywhere,



Kishore Reddy, Co-founder & Chief Strategy Officer, ProHance at CXAP 2026 Philippines

budgets are being poured into automation. And yet - customer satisfaction scores are falling. Loyalty is eroding. Something is deeply broken." He then went on to speak about how the need of the hour were new tools to oversee human agents and AI agents simultaneously. A supervisor managing 15 agents used to look at a single dashboard. Now they need unified visibility across human performance AND AI performance. That's a fundamentally different management challenge. This is where ProHance steps in with the data backbone, the real-time intelligence, and the operational insight to make AI work from the inside out.

During the event, the ProHance team engaged with CX and operations leaders on key challenges including hybrid workforce management, employee experience, compliance, operational excellence, and AI adoption strategies.

"The conversations at CXAP reinforced a growing realization among business leaders that productivity is no longer just an operational metric - it is a strategic business imperative," said [Biddappa 'Sachin' Machanda](#),

Vice President - South East Asia, ProHance. "Organizations are looking for a Productivity Control Room that connects workforce intelligence, operational insights, and business outcomes to enable smarter, faster decisions."

“

AI can only deliver meaningful business outcomes when organizations have visibility into how work actually gets done”

*Kishore Reddy, Co-founder & Chief Strategy Officer, ProHance*

ProHance was represented by its top team at CXAP 2026 - Kishore Reddy, Co-Founder & Chief Strategy Officer, ProHance; Biddappa 'Sachin' Machanda, Country Manager & VP (Southeast Asia) ProHance and Nirav Rawell, Senior VP, Product, ProHance. This reflects its continued commitment to helping organizations across Asia-Pacific unlock higher levels of productivity, operational resilience, and business value through AI-led operational intelligence.

#### ABOUT PROHANCE

ProHance is an AI-led Productivity Control Room platform that provides enterprises with real-time visibility into productivity, operations, and workforce performance. By combining AI, analytics, and automation, ProHance helps organizations optimize efficiency, improve compliance, reduce costs, and drive better business outcomes. Trusted by more than 450,000 users across 55+ countries, ProHance enables business leaders to make smarter decisions through actionable operational intelligence and data-driven insights.



Team ProHance at CXAP 2026 in the Philippines

ProHance has been named the Star Performer in Everest Group People Analytics Platforms PEAK Matrix 2026.

For more information visit [prohance.ai](https://prohance.ai) or follow us on [LinkedIn](#).

Shikha Mishra

ProHance

[email us here](#)

Visit us on social media:

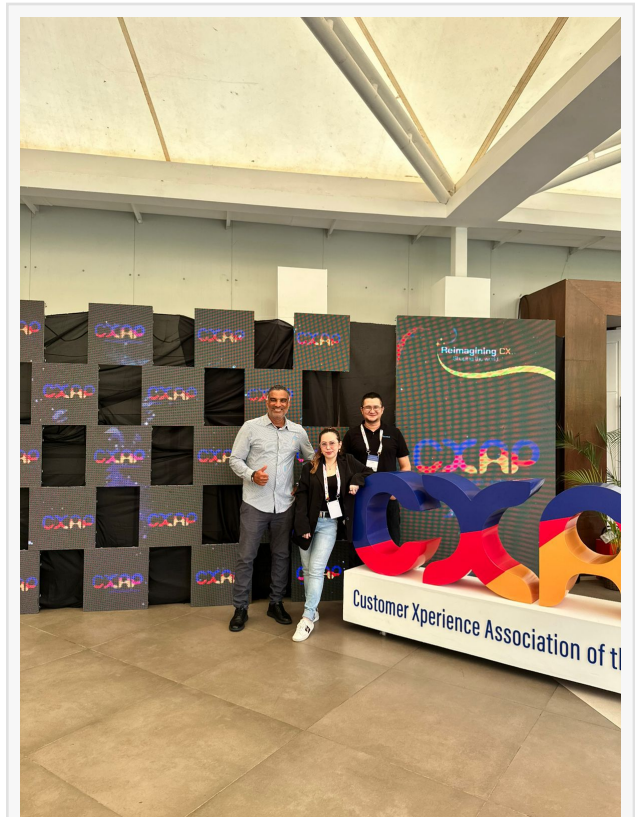
[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[X](#)



Team ProHance at CXAP 2026 in the Philippines

This press release can be viewed online at: <https://www.einpresswire.com/article/920406304>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.