Proxima CX Launches New AI Phone and WhatsApp Agents Platform for Complex Industries

Formerly CallPilot.ai, Proxima CX has been powering complex insurance and financial-services conversations since early 2024



Proxima is a firm specializing in nearshore BPO talent and automation for the insurance industry.

Proxima CX, formerly known as CallPilot.ai.

CHICAGO, IL, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Proxima announced the launch of Proxima CX, the new name for its AI customer experience platform formerly known as CallPilot.ai.

While many businesses are only now deploying conversational AI at scale, Proxima began building and deploying its platform in early 2024—at a time when speech-to-speech agentic models were still relatively unstable and far from production-ready.

Rather than waiting for the technology to mature, Proxima built an orchestration layer designed to make complex customer interactions reliable across real-world systems and workflows. That platform has since been successfully deployed for demanding insurance and financial-services use cases, including claims intake, customer service, reception, collections, lead qualification, and appointment handling.

The rebrand to Proxima CX reflects the platform's evolution beyond voice AI into a broader customer experience automation platform combining agentic AI, telephony, WhatsApp, workflow orchestration, analytics, and the operational infrastructure required to run a modern contact center.

“Most of the attention today is on the latest speech-to-speech model,” said Camilo Cruz, CEO of Proxima. “We were dealing with these problems in early 2024, when those agents were still unstable. We had to build the orchestration, guardrails, integrations, and operational layer ourselves. That experience is what allows us to put today’s much better models to work in some of the most demanding insurance and finance workflows.”



Proxima CX is built around a simple premise: businesses shouldn’t have to be tied to their existing contact-center or core systems to benefit from AI.

> Models will keep getting better. Our job is to make them useful in the real world.”
>
> *Camilo Cruz*

The platform integrates with existing telephony infrastructure, including SIP trunks, PBX systems, SBCs, IVR, SMS, and call-routing environments, as well as CRM, policy administration, and other operational systems.

This approach is particularly relevant to insurance, where customer conversations often require more than a simple question-and-answer interaction. A single call can involve identifying the customer, understanding intent, collecting structured information, validating data, navigating business rules, calling multiple systems, and determining whether the interaction should be completed by AI or escalated to a human.

Proxima’s platform was built to orchestrate those interactions end to end.
The company has deployed AI-powered customer interactions across insurance and financial services, including first notice of loss (FNOL), claims support, customer service, reception, collections, and lead qualification.

In one insurance deployment, Proxima’s AI handled more than 800 catastrophe-related claims interactions within 48 hours during a major weather event in Florida helping the carrier absorb a volume spike that would otherwise have required a significant temporary increase in staffing. In a sales environment, it helped a car manufacturer increase maintenance appointments by 34%.

Proxima also operates contact centers and nearshore insurance operations, giving its technology team direct exposure to the operational realities of customer service.

“AI is only one component,” said Cruz. “The hard part is making the whole system work reliably—telephony, integrations, business rules, data, escalation, compliance, and the human operation behind it. We learned that by actually running the operation.”

Proxima CX supports English, Spanish, and French and is designed to handle both structured transactions and natural customer conversations across voice and digital channels.

The platform is part of Proxima's broader technology and operations offering, which combines AI automation, nearshore talent, and insurance technology. Proxima operates delivery teams in Latin America and serves customers from its U.S.-based organization.

With the launch of Proxima CX, Proxima is consolidating its AI customer experience capabilities under a platform name that reflects what the technology has become: an orchestration layer for complex customer interactions, not simply a voice bot.

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