

Working Solutions Marks 30 Years with Brand Refresh and New Digital Experience

Working Solutions, a BPO leader in customer experience, marks 30 years with a brand refresh, new digital experience, and deeper industry expertise.



Celebrating 30 Years of Innovation

PLANO, TX, UNITED STATES, October

14, 2026 /EINPresswire.com/ -- [Working Solutions](#), a business process outsourcing (BPO) leader delivering exceptional customer experience (CX) and operational expertise at scale, is celebrating its 30th anniversary this October. The milestone is marked with a brand refresh, a new digital experience, new senior leadership, and expanded offerings in [healthcare](#), senior care, and financial services.

“

Your customers decide what your brand represents, one conversation at a time.”

*Kim Houlne, founder and CEO
of Working Solutions*

In an era of economic uncertainty, CX quality is one of the few things a company can control to sustain its business. CX shapes brand perception and customer retention, and ultimately impacts revenue.

"Your customers decide what your brand represents, one

conversation at a time," said Kim Houlne, founder and CEO of Working Solutions.

A Refreshed Brand and New Digital Experience

The anniversary coincides with a company-wide brand refresh, a redesigned website at [workingsolutions.com](#), and proprietary tools, enabled by artificial intelligence (AI), that make it easier to explore the company's services and connect with its team.

"We reinvent in place, building on our best. That's how we get smarter and anticipate what's next," said Houlne.

Human Expertise Backed by AI-Enabled Technology

As AI takes on more routine interactions, Working Solutions advocates for personalized care supported by live agents.

"AI has its rightful place, like crunching data," said Houlne. "It accelerates performance and handles routine transactions, but it takes efficiency and empathy, in the right measure, to serve and succeed."

Deepening Expertise Where Service Matters Most

Working Solutions continues to expand its expertise in healthcare, senior care, and financial services, including a newly developed specialized certification program for senior care that better prepares agents for customers' complex needs.

In healthcare, agents role-play difficult benefit-plan calls for fall enrollment. "After all, we're talking about people's lives here," said Houlne. In senior care, they help families find assisted living for loved ones nationwide. "Whatever the need, we customize service to it," she said.

Recognized Across the Industry

The milestone follows a strong run of industry recognition. Working Solutions was named Business Process Outsourcer of the Year at Customer Contact Week (CCW) in 2025 and was a finalist for the award in 2026. The company was also named a [2026 Global GigCX Peak Leader](#) by GigCXTalent for its vision, secure technology, and ability to rapidly scale high-quality, flexible talent for enterprise customer support.

New Marketing Leadership

Longtime Chief Marketing Officer Gail Rigler retired after 14 years and has been succeeded by Don Abell, who now leads marketing and is guiding the company's brand into its next chapter.

"Technology will keep changing, but customers will always want to be understood. Earning their trust for 30 years is what built our brand equity, and this refresh makes sure the market sees it," said Abell.

About Working Solutions

Founded in 1996 and based in Plano, Texas, Working Solutions is a woman-owned provider of contact center and business process outsourcing (BPO) services that blends artificial intelligence (AI) and human expertise for prompt, practical customer service and sales. Over its 30-year history, the company has developed a network of more than 1 million independent agents across North America. It serves clients across a wide range of industries, with a growing focus on healthcare, senior care, and financial services. Learn more at workingsolutions.com.

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